



# NACUMS EDUCATIONAL CONFERENCE

Saturday, July 13 – Wednesday, July 17, 2024  
Doubletree by Hilton Hotel Austin | Austin, TX



*Dear Colleagues,*

We are thrilled to extend this special invitation for you to attend the 2024 NACUMS Annual Conference, July 13th to July 17th in Austin, Texas. This conference is exclusively designed for higher education mailing and shipping professionals. As a mail center, print operation, or shipping and receiving department, you are the one who should be attending this event!

Join us for an enriching experience where you will connect with peers, participate in educational sessions to broaden your professional knowledge, engage with our valued business partners to discover the latest industry trends, and expand your network by meeting new colleagues. What better occasion to explore Austin, renowned for its vibrant culture and dynamic atmosphere? Take advantage of the evenings to explore the bustling city of Austin and partake in various activities, or simply unwind and rejuvenate at our host hotel, the DoubleTree by Hilton Hotel Austin.

In addition to the educational sessions and exhibit hall, the NACUMS conference offers attendees an exclusive opportunity to tour the mail and printing facilities at the University of Texas at Austin. This behind-the-scenes tour will provide valuable insights into the operations of a prominent institution's mail and printing services, offering a unique perspective on best practices and innovations in the field.

We encourage you to review the enclosed event details and visit the official conference website at [www.nacums.org](http://www.nacums.org) to take advantage of the early registration discounts, and check for updates on educational sessions, certification opportunities, and to delve deeper into what Austin has to offer as our host city.

If you are not a current NACUMS member, take advantage of our exclusive welcome offer. See the registration information for more details!

We look forward to seeing you in July as together we venture Beyond the Envelope!

*NACUMS Conference Committee*

## REGISTRATION

NACUMS Members:

\$725 Early Bird - \$775 Regular Rate

Non-Member First-Time Attendee:

\$795 Early Bird - \$845 Regular Rate

As a special welcome offer, the registration fee for a first-time non-member attendee includes NACUMS individual membership through June 30, 2025 – over \$100 in savings! Rate and membership are subject to membership eligibility.

Additional members from the same school receive a \$50 discount.

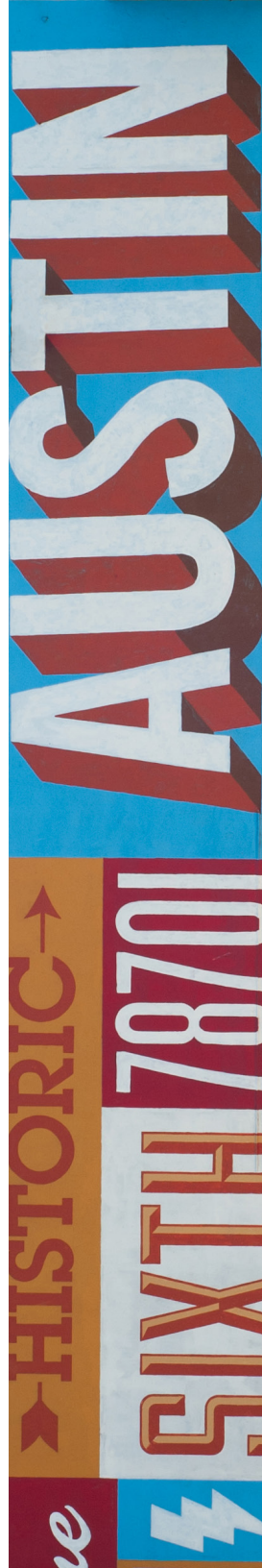
Full conference registration includes educational sessions, two-day exhibit hall, UT Austin facility tour, three breakfasts, four lunches, receptions and breaks.

**Register by June 14 to receive the Early Bird rate. Please visit [www.nacums.org](http://www.nacums.org) to register today!**

**PAYMENT** can be made on the NACUMS website using Visa, Mastercard, Discover, or American Express. You can also pay by check by filling out the electronic registration form and mailing payment to NACUMS.

**CONFIRMATION** Confirmation of registration will be received via email. If you do not receive acknowledgement by 10 days before your conference departure, call 877-NACUMS1 to verify your registration.

**FINANCIAL AID** Financial Aid is offered to help cover registration costs by our membership committee. An application can be found on the NACUMS website. Limited financial assistance is available through the Southwest Association of College and University Mail Services (SWACUMS) for institutions located in Texas, Oklahoma, New Mexico, Louisiana and Arkansas. For information or to apply visit <https://shorturl.at/atBJO>



**CANCELLATIONS** received in writing by June 30, 2024 will be issued a full refund, less credit card fees, plus a \$50 administration fee. No refunds will be issued after June 30, 2024. Substitutions are acceptable and encouraged when provided in writing prior to the conference or at the on-site registration area.

**ATTIRE** for the conference is business casual.

**T-SHIRT EXCHANGE** takes place Wednesday following breakfast. Bring a shirt or sweatshirt from your college or university that is your size and you will exchange for a different shirt of your same size.

**PERSONAL GUESTS** are spouses, partners or friends you wish to attend meals with you. Costs are listed below, please understand that these are the base hotel costs and we are not charging the extra fees associated to the conference:

- Business Partner Reception (Sunday) \$45
- Awards Luncheon (Monday) \$40
- All Breakfasts (Monday-Wednesday) \$100
- All On-site Lunches (Sunday, Monday, Wednesday) \$125
- Full Guest Registration \$250

## **DOUBLETREE BY HILTON HOTEL AUSTIN**

6505 N Interstate 35 | Austin, Texas 78752-4346 | 512-454-3737

<https://www.hilton.com/en/attend-my-event/2024nacumsconference/>

**NACUMS discounted rate is \$159 per night single/double for rooms booked by the reservation deadline. Reservation Deadline June 18, 2024.**

Reservations can be made online by clicking the hotel link on the conference page of the NACUMS website – [www.nacums.org](http://www.nacums.org). Phone reservations can be made by calling the DoubleTree Reservations Department toll-free at 800-866-3126 and identifying as part of the NACUMS 2024 Annual Event.



## **PARKING**

Self-parking is available at the Hotel via attached parking garage. The discounted parking rate for day-use attendees and hotel guests booked in the NACUMS room block is \$10 per night and \$25 per night for guests booked outside of the block.

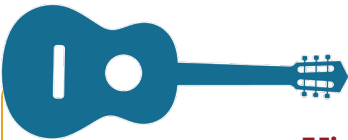
## **TRANSPORTATION**

The DoubleTree Hotel Austin is conveniently located 12 miles from Austin-Bergstrom International Airport. The airport is serviced by most major rental car companies, shuttles and ride share providers.

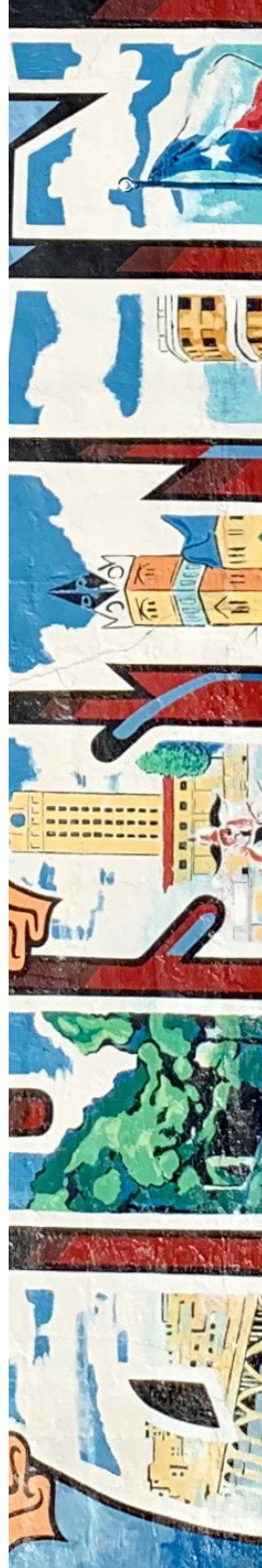
For information on transportation visit the conference page of the NACUMS website at [www.nacums.org](http://www.nacums.org)

## **CONFERENCE CERTIFICATION OPPORTUNITIES**

NACUMS is working with the US Postal Service to identify professional certification offerings at this year's conference. When a testing opportunity is finalized it will be posted on the NACUMS conference website. Be sure to check often to take advantage of professional certification!



Visit us at  
[www.nacums.org](http://www.nacums.org)





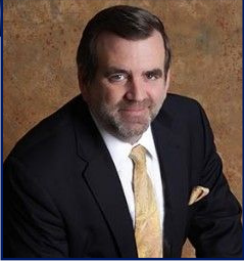
## **JOIN US FOR INDUSTRY AND PEER LEADER SESSIONS**

### **ON THE FOLLOWING TOPICS:**

*(Sessions Subject to Change)*

- Two-day Exhibition Hall
- University of Texas at Austin Postal Distribution Center & Document Solutions Facility Tours
- Business Partner User Groups
- Mentor Meet Up - 1st Time Attendees Meet with Seasoned NACUMS Colleagues
- 10 Money Saving Shipping Hacks You Need to Know
- Bama (Move-In) Rush
- Beyond Mail and Packages. Deliver More with Campus Lockers.
- Case Study: Cal Poly San Luis Obispo Operational Efficiencies
- Continual USPS Changes: How are you coping?
- Customer Service
- High Density Mail on a Tight Budget
- Marketing: How do I market my department?
- Open Discussion: Today's Hot Topics
- Opening Doors to the World: Benefits of a University-Based Passport Acceptance Center
- Rate Change 2024: Opportunities to Manage Carrier Spend & Reduce Costs
- The Future Potential of Mail
- USPS Headquarters Speakers - Star Blackwood and Fernando Mello
- Workflow Management: Continuous Improvement Through Process Mapping
- Export Controls - What Does it Mean?

# INDUSTRY SPEAKERS



## **MARK FALLON**

As President & CEO of The Berkshire Company ([www.berkshirecompany.com](http://www.berkshirecompany.com)), Mark helps his clients develop solutions using emerging technologies and expert leadership. As an award-winning speaker, Mark engages his audiences

with enthusiasm and sincerity. He is able to share his personal successes and failures to help audiences learn methods to improve themselves and their teams.

Mark serves on the Postal Customer Council Advisory Committee, and the Postmaster General's Mailer's Technical Advisory Committee (MTAC). Mark is also a board member of the Association for Postal Commerce (PostCom).

In addition to his own blog *Trends in Print and Mail*, Mark is a contributor to *Mailing Systems Technology*, and *Printing Impressions*. Mark is the author of the eBooks: *110 Tips to Improve Your Mail Center* and *It Begins with the Address*.



## **LEO RAYMOND**

Leo Raymond is the Managing Director of Mailers Hub, an information resource for commercial mail producers and other companies in the commercial mailing community. His expertise draws from five decades of experience in postal affairs and related mailing issues.

He previously was Director, Postal and Member Engagement, for Idealliance, based in Alexandria,

Virginia; before that, he was VP for Postal and Member Relations for legacy Epicomm and its predecessor associations. In those positions, he represented the associations at USPS Headquarters, served the associations' members nationwide regarding general postal questions, mailing problems, and related government issues, and supported the associations' chapter- and conference-based educational programs. Leo joined then-MFSA in March 2003 upon his retirement from a career with the US Postal Service that spanned over 35 years.



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**Mailers Hub**  
*Bringing Commercial Mailing,  
Resources, and Solutions Together*



# CONFERENCE SCHEDULE

*\*Tentative Conference Agenda – Subject to Change*

## SATURDAY | JULY 13

Professional Certification Study Groups/Testing | 12:00 PM - 3:00 PM

Early Registration | 3:00 PM - 6:00 PM

1st Time Attendee Orientation & Mentor Meet-up | 3:30 PM – 4:30 PM

Member & Business Partner Meet & Greet Reception | 4:30 PM - 6:00 PM

## SUNDAY | JULY 14

Registration Day 1 | 8:00 AM - 2:00 PM

Business Partner User Groups | 8:00 AM - 10:00 AM

Exhibit Hall Day 1 | 10:00 AM - 6:30 PM

Welcome and Business Partner Introductions | 10:30 AM - 11:30 AM

Lunch with Business Partners | 11:30 AM - 1:00 PM

Educational Sessions | 1:00 PM - 2:00 PM

Business Partner Break | 2:00 PM - 2:45 PM

Educational Sessions | 2:45 PM - 5:00 PM

Business Partner Reception | 5:00 PM - 6:30 PM

## MONDAY | JULY 15

Registration Day 2 | 7:30 AM - 2:00 PM

Exhibit Hall Day 2 | 7:30 AM - 3:15 PM

Breakfast with Business Partners | 7:30 AM - 8:30 AM

Educational Sessions | 8:30 AM – 9:45 AM

Business Partner Break | 9:45 AM - 10:45 AM



Beyond the Envelope

Educational Sessions | 10:45 AM – 11:45 AM

Awards Lunch | 11:45 AM - 12:45 PM

Educational Sessions | 1:00 PM - 2:00 PM

Final Business Partner Break | 2:00 PM – 3:15PM

Educational Sessions | 3:30 PM – 4:30 PM

## **TUESDAY | JULY 16**

Breakfast and Round Table Discussions | 7:30 AM - 9:00 AM

Regional Hour | 9:15 AM - 10:15 AM

Educational Sessions | 10:30 AM - 11:30 AM

Lunch | 11:30 AM - 12:30 PM

Site Tour – UT Austin | 1:00 PM - 4:00 PM

## **WEDNESDAY | JULY 17**

Breakfast & T-shirt Exchange | 7:45 AM - 8:30 AM

Educational Sessions | 8:30 AM - 12:00 PM

Lunch | 12:00 PM - 1:00 PM

Educational Sessions | 1:00 PM - 4:00 PM





**NACUMS**

4315 50th Street NW, Suite 100  
PMB 7087  
Washington, DC 20016

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Saturday July 13, 2024 – Wednesday July 17, 2024**



*Register now and let's grow together!  
We will see you in AUSTIN!*