Dear Colleagues,

We are pleased to invite you to the 2017 NACUMS annual educational conference. With your input we have developed a program that will hopefully stimulate and renew your enthusiasm for your job and your team. This year we are maintaining the same registration fee of $555 as last year.

If you manage, supervise or work in a mail center, print operation or shipping and receiving department you are the one who should be attending this event. This conference is specifically designed for higher education. Forging professional relationships and networking with colleagues allows a unique opportunity for you to see how others are operating and gives you the knowledge to gauge where you stand and how to get where you want to be as a leader in your field.

Each year our exhibitors help make this event, giving you the opportunity to speak to them and view the newest technology and equipment they have to offer. Both the University of Pittsburgh and Carnegie Mellon are opening their doors to host a tour of each of their facilities where you will be able to view some of these wares in action.

Pittsburgh offers a wide variety of unique and innovative venues, the Marriott Pittsburgh City Center is sure to impress. Our venue’s location in downtown Pittsburgh offers modern accommodations and intuitive service. Boldly positioned in the heart of Pittsburgh, this venue’s location and amenities are ideal for the NACUMS group offering the space we need to network and view the industries newest technology.

Enclosed you will find details about the conference; additional details can be found on our website at www.nacums.org. We look forward to seeing you in July.

Sincerely,

NACUMS Conference Committee
Saturday, July 8
MDC Study Session................. 2:00p – 5:00p
Early Registration.................. 5:00p – 7:00p
Meet & Greet.......................... 5:00p – 7:00p

Sunday, July 9
MDC Exam................................ 8:00a – 1:00p
Registration............................ 8:00a – 5:30p
Exhibit Hall Open.................... 2:00p – 6:30p
Meet the Exhibitors................... 11:00a – 12:00p
(Exhibitors will provide a 2-3 minute presentation to attendees highlighting products and services)
Lunch in Exhibit Hall................. 12:00p – 1:00p
Educational Sessions............... 1:00p – 5:00p
Exhibit Hall Reception, Dinner & Awards Event.................. 5:00p – 10:00p

Monday, July 10
Breakfast.................................... 7:00a – 8:00a
Exhibit Hall is Open.................. 8:00a – 3:30p
Educational Sessions............... 8:00a – 5:00p
Lunch in Exhibit Hall............... 12:00p – 1:30p
Exhibitor Tear Down............... 3:30p – 5:00p
Dinner The Church Brew Works... 6:00p – 9:30p

Tuesday, July 11
Breakfast.................................... 7:00a – 8:00a
Educational Sessions............... 8:00a – 5:00p
Lunch...................................... 12:00p – 1:00p

Wednesday, July 12
Breakfast.................................... 7:00a – 8:00a
Member Meeting...................... 8:00a – 9:00a
University of Pittsburgh tour, Lunch and Bookstore visit, Carnegie Mellon tour... 9:00a – 4:00p
Conference Wrap Up................. 4:00p – 5:00p

Comments on the 2016 NACUMS Conference

“I just wanted to take a moment to say how much I enjoyed my first NACUMS Conference. The people, the food, the conference location was great! ... We were able to network with others that share similar obstacles and challenges in mail services. Together, we can stay informed and in touch through Cunimail and attending conferences, such as this one. The sessions we attended were very informative...”
-Zair Ulsh, Dickinson College

“...NACUMS allowed me to tap into decades of industry and human experience... The conference surpassed my expectations. The size was large enough to attract a nice array of business partners but small enough that it felt intimate and personal... My fellow attendees represented a very diverse selection of Universities and Colleges, no matter the size and scope of your operation there was someone with whom you could connect, relate, commiserate, and tap as an industry resource. The sessions were all informative as well as enjoyable... On top of all the fantastic speakers it was great to have the various products offered by the business partners juxtaposed in one location... Overall I cannot recommend attending NACUMS enough. I walked away with a wealth of information, contacts, and experience that I could not possibly have accumulated on my own.
-Adam Johns, University of Washington
Registration is $555 for NACUMS Members.

Payment can be made on the NACUMS website using Visa, Mastercard, Discover or American Express. You can also fill out the included registration form and submit with payment to NACUMS.

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.

Full conference registration includes the exhibit hall, all educational sessions, three breakfasts, four lunches and all evening events on Sunday and Monday.

Financial Aid is offered by our membership committee. A regional discount and a scholarship application with their criteria can be found on the NACUMS website.

Cancellations received in writing by June 30 will be issued less a $50 administration fee. No refunds will be issued after June 30, 2017. Substitutions are acceptable when provided in writing prior to the conference or at the on-site registration area.

Getting to Pittsburgh, depending on your location, can be navigated by using the following link: http://www.planpittsburgh.com/getting-to-pittsburgh/

Attire for the conference is casual. Temperatures in Pittsburgh in July average in the mid 80’s so dress accordingly. Comfortable walking shoes are recommended for the tours.

Smoking is not permitted within hotel buildings themselves, guests who smoke are permitted to do so outside in designated areas.

T-Shirt Exchange happens on Wednesday. Bring a shirt or sweatshirt from your college or university that is your size and you will exchange for a different shirt your size.

Marriott Pittsburgh City Center
112 Washington Place | Pittsburgh, PA 15219
Room rate is $159. On-site parking rate is $22 per day.
Reserve rooms by June 16 to get NACUMS rate. Call the hotel at 800-228-9290 or 412-471-4000 and mention NACUMS or reserve directly on-line by clicking on the link to the conference page of the NACUMS website –
www.nacums.org
Mail-in Registration & Payment

Name: _______________________________________________________________________
Institution: ___________________________________________________________________
   (This will appear on your badge with your name)
Job Title: ______________________________________________________________________
Address: ______________________________________________________________________
   City: ______________________________ State: _________________ Zip Code:____________
Day Phone: ____________________________________ Fax:____________________________
Email: _________________________________________________________________________

Registration Options

NACUMS MEMBER REGISTRATION
Registration $555

NON-MEMBER REGISTRATION
First-time Attendee Registration $555
Registration $675

ADDITIONAL OPTIONS
MDC Exam $55
   (Includes review on Sat. July 8 and exam on Sun. morning July 9)
Meal Sponsorship $500
   (Breakfast, Lunch or Monday Evening Dinner)

Fee Calculation (fee x qty=total)

Registration $555 x ____= $____________
MDC Exam $55 x ____= $____________
Meal Sponsorship $500 x ____= $____________
Addt’l Attendee -$35 x ____= $____________
Guest Fees $____________
Total Enclosed $____________

Additional Attendees
   (Name, Title, Email)

1. (N)______________________________________
   (T)______________________________________
   (E)______________________________________
2. (N)______________________________________
   (T)______________________________________
   (E)______________________________________
3. (N)______________________________________
   (T)______________________________________
   (E)______________________________________

Guest Fees

Sunday Awards Dinner $60
Monday Dinner Event: The Church Brew Works $65
All Breakfast: $45
   (Monday-Wednesday)
All Lunch: $45
   (Sunday-Tuesday)
Wednesday Lunch @ PITT $55
Full Guest Registration: $270
   (Includes all conference meal events)

ATTENDING GUEST NAME

REGISTER AT THE NACUMS WEBSITE:
www.nacums.org nacums.org/2017-conference-pittsburgh-pa/
or by completing this form and mail it along with payment to:
NACUMS
4 Lan Dr, Ste 310
Westford, MA 01824-3575

Cancellation Policy: Cancellations must be received in writing by June 30, 2017 in order to receive a refund of the registration fees, less a $50 administration fee. No refunds will be issued after June 30, 2017. Substitutions are acceptable when provided in writing prior to the conference or at the on-site registration area.
ABOUT YOUR PRESENTER…Jeff Tobe, M.Ed., CSP

Certified Speaking Professional, Jeff Tobe’s credentials are impressive. Insider Magazine dubbed him “The Guru of Creativity” and readers of Convention & Meetings Magazine chose him as one of their favorite speakers with other celebrities including Bill Clinton, Anderson Cooper, Condoleezza Rice and Daniel Pink. He is a creativity and customer experience expert, professional speaker and bestselling author who works with companies and organizations who want to increase their bottom line by changing their customer experience and retaining great talent.

Tobe founded Coloring Outside the Lines in 1994 and since then has worked with hundreds of clients ranging from ones with less than 20 employees to Fortune 500 companies including Microsoft, PepsiCo, Bank of America, ReMax International and many more!

Jeff Tobe’s most requested programs focus on CREATIVITY/INNOVATION, CUSTOMER EXPERIENCE and EMPLOYEE ENGAGEMENT. His high-energy, high-fun and high-content programs create the ideal presentation for any kind of corporate or educational forum.

His articles have been read in hundreds of publications and he is the author of the hugely popular book, Coloring Outside The Lines. He is the co-author of three other books and his newest book, ANTICIPATE: Knowing What Customers Need Before They Do is quickly becoming one of the hottest business books on the market. He is also the creator of the Touch Point Focus initiative in which he helps clients re-examine their customer touch points.

### Session Topics

- Diversity with Communication in the Work Place
- Amazon vs School Owned Parcel Lockers
- Benchmarking/Using software for other tracking
- End User Tips for Neopost EMS/G2 Software
- Virtual Mailboxes
- Emergency Preparedness
- Domestic Violence in the Workplace
- CARS / CPU’s / RSSBP
- Passports - Advantages, Costs, Training, Revenue
- State of the USPS
- Keeping Your Dept Strong (Building a Strong Team)
- Outsourcing! Why Would Management Want to Outsource?
- Maximizing Team Performance
- Managing Generations
- Package Tracking

### Speakers

- Thorn Roylance
- Don McCarty/Mickey Anglea /Amazon
- Betsey Shortell and Pat Ring
- Kathy Waters
- Mickey Anglea
- National Coalition Against Domestic Violence
- Richard Boudrero / Antonio - USPS
- Horace Lytch / Tracey Copeland
- USPS HQ
- Mike Lloyd
- Brenda Fick - Brynka
- Kristin Ruth - Team SQBX
- Christine Morey
- Bruce Little
- Dr John Leibinger
- Erv Drewek
- Dawn Burgess
MAIL DESIGN CONSULTANT

NACUMS is offering conference attendees the opportunity to earn the distinction of Mailpiece Design Consultant (MDC), an Industry Professional Certification sponsored by Mail Systems Management Association (MSMA).

An additional conference fee of $55 and advance registration are required. The fee will include a three-hour review session on Saturday, July 8 from 2:00 to 5:00 PM. On Sunday, July 9 starting at 8:00 AM, attendees will take the 100-question examination. Participants will have test results within 24 hours. The MDC review session and exam proctor is coordinated by: Barbra Fahy MDC MSMA National President.

This is a unique opportunity to review together in a group setting at the NACUMS annual conference before sessions begin so you will not miss any regular sessions. Any one interested is encouraged to visit the MSMA website at:

http://www.msmanational.org/Documents/MDC_MASTER_MARCH_APRIL%202014.pdf

to get more details and access to the extensive MDC Study Guide to help prepare in advance. The MDC Guide will be required for the NACUMS review session and used as reference during the testing period. Additional information regarding the MDC certification and the NACUMS Conference, can be found on the NACUMS website at:

www.nacums.org

CERTIFIED MAIL AND DISTRIBUTION SYSTEMS EXAMS

MSMA has established the Certified Mail and Distribution Systems Manager (CMDSM) and Certified Mail and Distribution Systems Supplier (CMDSS) programs to recognize distinguished professionals in the mailing industry. This accreditation process provides for an individual to be evaluated, tested and certified on the body of technical knowledge, sales skills and/or management skills necessary for performance in the profession. The exam consists of 135 multiple-choice questions and five essay questions. It is a timed, four-hour exam and one must achieve a score of 75% or more to pass.

For those MSMA Members who have wanted to take the CMDSM or CMDSS exam but were unsure of where to find study material or intimidated for fear of failing, the MSMA National Board Education Committee is pleased to announce a series of CMDSM and CMDSS Webinar Study Sessions to prepare you to take the exam at NACUMS 2017.

This 10-week program will guide participants through the learning process and provide in depth knowledge on every technical area contained within the exam. The goal of this study group is to prepare candidates to take one of the certification exams at NACUMS 2017.

Participants are required to attend at least 7 of the 10 weekly ninety minute webinars in conjunction with studying the CMDSM/CMDSS Study Guide, study dates will follow.

To register visit the website at: http://www.msmanational.org/certifications.html

To qualify you must currently be employed in the mailing field for five or more years with at least three of those years in management or as a sales executive. Attain 150 professional expertise points in the following areas: Professional experience, MSMA experience, Non-MSMA experience, Education.

The study sessions will be facilitated by: Mark Hale, CMDSM/CMDSS, VP-Education and Betsy Shortell, CMDSM, Director of Certification Services.

Questions Contact: Paula Adkins at adkinsp@cedarville.edu or Kathy Waters at kwaters@madisoncollege.edu

***Note: The MDC exam and review session & the CMDSM/CMDSS study sessions will only be given if there is enough interest. Please fill out the interest form on the website.
Reasons You Should Attend the 2017 NACUMS Conference

1. Programs designed for Higher Education
2. Networking with Colleagues
3. Opportunities to visit with Exhibitors
4. Latest USPS information

NACUMS
4 Lan Drive, Suite 310
Westford, MA 01824-3575

www.nacums.org
1-877-NACUMS1

Attending Exhibitors

brynka
brynka.com

FP
Real. Simple. Mailing

pitney bowes

PROCESS WEAVER
Integrated Shipping

SCLogic

ShipRite
SOFTWARE