



**ASSOCIATION OF
COLLEGE AND UNIVERSITY PRINTERS**

PO Box 285
Carrabelle, FL 32322
www.acup-edu.org

PRSR STD
U.S. Postage
PAID
Permit No. XXX
City, ST XXXXX

ACUP is the only national organization exclusively devoted to supporting educational in-plant print, mail, and communication professionals.

Join us for our 53rd annual conference at Lake Tahoe, NV. Learn from colleagues and industry experts. See the latest technology, equipment and software from our industry partners. Share best practices with colleagues from around the world.



- ***Educational Sessions***
- ***Industry Exhibitors***
- ***Networking Events***
- ***Roundtable Discussions***
- ***Collegiality***
- ***Knowledge Sharing***

For event details and to register, visit our website at www.acup-edu.org.

53rd Annual Conference Lake Tahoe, NV, April 29 - May 3, 2018





ASSOCIATION OF
COLLEGE AND UNIVERSITY PRINTERS

Educational Sessions

The Shifting Role of the In-plant Print Operation

Ken Macro, Cal Poly State University



The in-plant printing industry and the supporting workforce contained within it are experiencing a colossal paradigmatic shift. With lessened demand for traditional printed media, in-plants expand into multiple auxiliary services including wide-format printing, specialty printing, web development, app-design, to name just a few. The needs of the workforce have also changed in a computer-immersed world. Operations are finding unskilled labor and training them from within in order to keep up with the changing technology. Whether you are you in front of the curve or being left behind, this session will provide insight into possibilities.

Marketing Your Services to Your Institution

Learn how your colleagues are keeping their customer base informed about current service offerings. Just as important is keeping your upper administration informed about the value you add to the institution. You'll hear about ways to market your institution through staff meetings and open houses, training sessions and satisfaction surveys. Step out of your in-plant and sell your operation on campus.

Wide-Format Applications

In this session, in-plant representatives will discuss the variety of wide-format equipment in this rapidly growing area of printing. Discussions will include wide format substrates and pricing, and how to market this segment of your business.

Utilizing Students in Your Operation

How do you become entwined in the fabric of your institution and its educational mission? Involve the students in your workforce. How do you integrate them into your operation, train them in your technologies, and turn this into a positive strategy for all involved.

In-plant Success Stories

ACUP members will share their operations' strategic plans for growth. How are they saving institutions time and money while showing benefits? How are they re-inventing operations and changing goals and strategies to stay relevant to institutional demands? You'll leave with some ideas to make your operation a success story.

Strategic Planning

This session will discuss the building of a business plan around offering new services. How do you develop a solution, present it to a customer, and justify equipment expenditure and approval? Not only do you need to review strategic pricing, but then implement the plan. It requires a well thought out avenue for growth and you can make the next step in improving your operation.

Customer Service

Perception is everything. How are your customers feeling about the service you provide? How do you engage your staff to give the ultimate feel good experience we all want when interacting with a service representative or even a website remotely? Measuring key components, such as an easy order entry process, good communications, meeting deadlines, and delivering a quality product provide benchmarks for continued success.

Oh, Shift!

Jennifer Powers, M. S. Sociology



This session will provide you with concrete tools and strategies to step into a more positive, empowered mind-set and make positive changes that stick. How do you deal with change and the stress that comes with it? You'll leave understanding how to hold you and your staff accountable for the real successes that you can make happen. Jennifer's dynamic and interactive style makes this session an entertaining, educational and thought-provoking experience for everyone . . . all are guaranteed to leave the session as bona fide shift heads!

Revenue (and Marketing) Strategies

How do you roll out a new service offering, present it to a customer(s), and justify equipment expenditure and gain approval for the purchase? You'll need to review strategic pricing that the new service needs by researching internal and competitive marketing factors. Implementation is another key element, staff training and customer facing elements will be critical in the planning process.

Pricing Your Services

Each area of your operation should be considered a cost center, tracked and priced accordingly. Administrative, billing, and customer service functions are built into overhead costs, but every other function in the operational chain should be recorded as labor and supplies into the price for end services. Do you know what your products cost and what your percentage of ROI on the end result are? You should and this session will provide insights into monitoring your budget.

Bindery and Finishing

With output technology changes and aging equipment, many managers find themselves shopping for new bindery and finishing equipment. This session will discuss recent equipment purchases, what factors led up to the decision for replacement or addition, and satisfaction with the set-up, production flow optimization and ROI.

Merging Print & Mail Services

Do you oversee your campus mail center, or might you be doing so in the future? If so, you won't want to miss this discussion about mailing technology, integration with the print operation, cross-training of staff, and what to watch for in USPS regulation changes. Participants will also learn where in the production cycle certain functions should take place and how to best work with and manage databases.

USPS Changes in Regulations

If you thought the IRS were the initials of fear, what about the ever changing USPS regulations and finding the facts in the DMM (Domestic Mail Manual). This session will update you on the latest changes and what you need to do to alter your post-production process to get the most out of discounted mail rates.



Networking Events



Early Bird Fun

For those that come in early and want to explore the area, you'll have plenty of options. There is much to see and do in this area! We also suggest coming in a day early to acclimate to the altitude. Saturday night the Early Birds always flock together for a fun dinner out.

Sunday Evening Reception

We always kick-off our conference with a fun, casual, food-laden reception, with a few drinks tossed into the mix. Meet new friends, say hello to old, and don't forget to bring a school T-shirt. We always have a pass around T-shirt circle, you never know what school's colors you're going home with!



Monday Evening Dinner

Get ready to rock and roll at the Hard Rock Cafe. We'll have a casual dining event with some fun, relaxation, and a signature drink or two thrown in. The Alpine ski lodge decor is cozy and inviting and the food is great. Nevada magazine rates the Hard Rock Cafe the #1 burger in the state, we can't ignore that statistic!



Tuesday Evening Dinner, Your Choice

Grab some new acquaintances and old friends, head out to explore Lake Tahoe. There are plenty of restaurants, shops, and music venues to choose from. The area around the hotel is walkable, but further distances are only a cab or limo ride away.



Wednesday Afternoon

We listened and heard. The roundtables provide you with the opportunity to join and continue the discussions and ask questions on topics that were presented throughout the conference. It also allows you the chance to get information on sessions you may have missed because you were attending another session.



Wednesday Evening Gala Dinner, Awards Ceremony

Our final evening is a celebration of accomplishments and new friendships. We'll enjoy a relaxed and elegant dinner, with plenty of conversation. Afterwards, we'll present the annual ACUP Awards. We'll honor the superior craftsmanship and management initiatives that are deemed best of the best, selected by industry experts. Visit our website for details!



Industry Sponsors

Industry sponsors will be exhibiting the latest trends in hardware and software, and the current options in paper and substrates. Representatives will be able to answer questions on the latest technology and give the information you will need to decide on future acquisitions. All conference attendees will have adequate time to visit with the industry sponsors on Monday and Tuesday, and during evening networking events.



The 53rd Association of College and University Printers (ACUP) Conference will bring together the top leaders in educational in-plant print, mail and communications management at Lake Tahoe, NV.

Companion Program

Monday, April 30, the group heads to Virginia City, where exciting history will begin to unfold. Once the richest place on earth, you'll hear of the many "rags to riches" and "riches to rags"



tales from the gold and silver discoveries. The tour includes historic mines, the old red light district, and mansions built by the mineowners. Among the attractions are the Bucket of

Blood Saloon, the Delta Saloon with the Old Globe and Suicide table, the Silver Queen, and Red Dog Saloon.

Tuesday, May 1, the group will head out on a winery tour through scenic roads in the mountains. Relax and enjoy the views. Lava Cap Winery is the first stop for the wine tasting. Just a few miles down the road the group will stop at Boeger Winery where the vineyard was first planted in the gold rush days and the tasting room building is over a hundred years old. The group will continue on to the Madroña Winery, one of California's highest elevation vineyards.



Wednesday, May 2, the group will have the morning to explore the many shops and restaurants at Heavenly Village. After lunch the group will head over to Zephyr Cove Resort and board the

M. S. Dixie II for a 2.5 hour scenic daytime cruise. It offers fabulous photo opportunities, sunshine, and fresh Lake Tahoe air, which has a way of invigorating everyone around. As you cruise the Emerald Bay, you'll learn how it was formed and some of its fascinating history.

This annual conference offers educational sessions and workshops, professional development opportunities, peer-to-peer discussion groups, and an extensive vendor trade exhibit.

Conference Registration Fee

- \$ 355 = Member Early (before 1/26/18)
- \$ 415 = Member
- \$ 615 = Non-Member
- \$ 295 = Companion
- \$ 275 = Retiree from education in-plant print/mail operation
- \$ 195 = Day Rate

Fees include all meals, events; Sunday reception through Thursday breakfast except Tuesday evening dinner.

Registration can be completed online at www.acup-edu.org

Travel Information

Airport travel to Lake Tahoe is via Reno, NV ~ RNO, a small, quick in and out facility. Most hotels in the Reno area offer free shuttle to and from the airport if you are bunking down for a night before travel to the lake. Travel to South Lake Tahoe is with the bus service: South Tahoe Airporter. Allow 1 - 1/2 hours from airport to Harrah's, this comfortable ride is \$53 round trip. Reservations can be made on-line, the link can be found on our website.

Hotel Information

The 53rd annual conference will be held at the Harrah's Lake Tahoe, Stateline, NV, for a discounted rate of \$148 per night. This hotel features free Wi-Fi, mini-refrigerator, safe, flat screen HD TV, and a second bathroom. Harrah's recently completed a \$3.8 million update of the resort's Special Events Center, which brought in state-of-the art sound and lighting systems while replacing carpet, wall coverings, furniture, and fixtures.



Book on-line: <http://bit.ly/Harrahs2018>, or from our website.

Harrah's Lake Tahoe
 15 Highway US 50, Stateline, NV 89449

Explore the Reno / Lake Tahoe Area

There are plenty of things to explore and do in the Lake Tahoe area, you can rent a car, grab some friends, and sightsee around the lake. Or just have fun doing many outdoor activities such as hiking, horseback riding, gem hunting, biking, boating, beaching, shopping, and of course eating and drinking. All within the spectacular views of Lake Tahoe and the Sierra Nevada Mountains.

This area is where the Southwest meets the Northwest. A high desert landscape set against the backdrop of the mountains. You will find more special events, outdoor recreation, world-class spas, breathtaking vistas and sunny days than any other destination in North America. With tech companies like Tesla/Panasonic, Amazon, and Google investing in the Reno Tahoe area, the destination is experiencing a boost in air service as well as enhanced retail and dining amenities. Average temperatures in May can be 40 to 70 degrees during the day.

