Educational Sessions

Heartfelt Dealings with Difficult People
Juli Burney, Motivational Humorist
This presentation specifically outlines strategies on how to cope with a variety of difficult people through communication training and role playing. Participants will learn how their intellect and emotions work together to affect perception, expectations, and interpersonal communication. Understanding your mind means understanding your strengths and weaknesses, giving you the tools to put your best foot forward in any situation. Your humor can go a long way in diffusing difficult situations.

Navigating the Workplace Matrix
Celina Peerman, PhD.
This presentation will provide insight on campus organizational structures and how they affect your operation and communication style. We often deal with change at the top, change of reporting structure, and mission directional change. Learn how to keep your compass steady and understand how to navigate through the changes you’ll sometimes have to deal with.

Trends, Emerging Opportunities
Bob Neubauer, In-plant Impressions
Bob is a frequent speaker at industry events and uses national surveys and other data resources that help us understand the evolving market and service trends. Bob will provide detailed analysis that you can use and adjust to improve your operation.

Recruiting Good Workers
Recruitment, reputation, and rapport are strategies for hiring students and staff members. Is your shop one of the most desirable places to work or inter� on campus? How can you find the best qualified, most skilled workers to share your vision for success? This session will share strategies for developing an effective workforce, either fluid with student workers or permanent employees, perhaps starting with student workers and word of mouth.

Marketing Your Services
Do you host open-houses for your customers to view your operation? How can you increase your marketing efforts? This session will explore various tactics for good customer relations and marketing your in-plants services.

How to Be a Hero: In-plant Success Stories
This session gives attendees ideas about increasing your leverage on campus, such as volunteer opportunities, committee work, administration hearing about your contributions to the campus community, and student involvement. ACUP+ members will share how they are reinventing operations and changing goals and strategies to stay relevant to institutional demands.

Wide-Format 101
In this session in-plant representatives will discuss advantages of wide-format digital technology, provide an introduction to the printing and finishing technologies used, and provide insight into most popular product and market areas. Discussion will include types of equipment to look for as the applications’ services to offer and size of equipment to consider.

Mailing Services 101
This session will be an introduction to what the different classes of mail mean, how you can assist your customer in timely and efficient point A to point B content delivery, and providing the one-stop service that needs to be bridged between the print production output and delivery side of the operation. Whether you are integrated with your mailing, separate, or possibly merging in the future, it is necessary for you and your customer service staff to have basic knowledge.

Wide-Format Hands on Application Techniques
In-plant representatives will demonstrate various techniques for applying wide format to a variety of surfaces such as flat glass, riveted architectural surface walls, and curved surfaces such as on a vehicle. They will explain why they are doing the application for professional results and what not to do – avoid the bubbles and whoops-be-gone moments. Get ready to have some fun and maybe assist in the demo.

Pricing Your Services with Confidence
Do you feel confident that you are selling your products and services at the price point that reasonably covers all costs while allowing for equipment replacement funds and staying competitive in your marketplace? This session will cover the basics for developing your pricing strategy.

Partner with Purchasing
We all have to deal with Procurement – whether it’s for equipment, supplies, contractual services, or outsourcing print projects. This session will explain the best partner techniques you can use to make the process as simple as possible under specific policies and also provide the successful outcome you need to operate to your ultimate potential.

Benchmarking Metrics: What and Why?
You need to be tracking many metrics to determine your operations overall health. These include equipment outputs, employee production time per job, sales by department, and spoilage to name a few. This session will cover some of the benchmarks you should be watching, what you should do to make the process as simple as possible under specific policies and also provide the successful outcome you need to operate to your ultimate potential.

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Companion Program

Monday, March 30
The companions will depart for the Nebraska State Capitol. A 10-foot tall bronze statue known as “The Sower” forms the top of the 400-foot-tall domed tower. The tour will include the rotunda, the ornate vaulted ceiling in the Supreme Court chamber, and the observation deck. We will have lunch at Billy’s, the only full-service restaurant in Lincoln operating out of a house built in 1867. In the afternoon the group will be free to explore the main shops, galleries, and saloons in the Historic Haymarket District.

Tuesday, March 31
The group will depart for Omaha to tour the Durham Museum at the historic 1921 Union Station. The Old Market district of downtown Omaha is where the group will have lunch before departing for the Strategic Air Command and Aerospace Museum. The museum houses an extensive collection of military aircraft such as the B-1 and B-52 missiles, and spacecraft.

Wednesday, April 1
In the morning the group will go to the University of Nebraska State Museum for Natural History located in Morrill Hall. The museum features the first collection of fossil elephants and “Archie,” the life-sized bronze Colombian mammoth that is dedicated to preserving items of significance in archaeology, history, and science. We’ll explore The Speedway Motor Museum. It is a three-floor collection of items that will surprise and entertain everyone. If you have time before or after the conference you’ll have the additional expense of transportation driving (shared shuttle or rental car). The Embassy Suites does offer a free shuttle service from the Lincoln airport (LKN) to the hotel.

Hotel Information
All hotel rooms and event meeting space will be held at the Embassy Suites in Lincoln, Nebraska. The rooms are suites, with living area separated from the sleeping room. They have king or double beds, refrigerator, microwave, coffee maker, and free Wi-Fi. Self-parking is $11.25 per day, and valet parking is $19 per day. Ideally located in the downtown area, the hotel provides easy access to the city’s most popular attractions. You can walk to shopping, restaurants, galleries, and coffee shops. ACUP+ has a discounted rate of $144 per night + 16% tax. Book online from our website.

Conference Registration Fee
$360 = Member Early (before 1/10/2020)
$420 = Member
$635 = Non-Member
$295 = Companion
$295 = 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
Air Service: You have the option to fly directly into Lincoln (LKN) or fly into Omaha (OMA) and drive to Lincoln. The trip time from Omaha to Lincoln is about 75 minutes. Omaha is usually more cost effective than Lincoln to fly into, but you’ll have the additional expenses of transportation driving (shared shuttle or rental car). The Embassy Suites does offer a free shuttle service from the Lincoln airport (LKN) to the hotel.

Embassy Suites by Hilton Lincoln
1040 P Street, Lincoln, NE 68508
402-474-1111

www.acup-edu.org

Explore the Lincoln Area
Lincoln is the state capitol of Nebraska and has the second tallest capital building in the United States. If you have time before or after the conference this is a must do awe inspiring walk through with fine work, paintings, and gothic style arches and lighting. Soak in the panoramic view of the city from the observation tower of the 400-foot high capital building, whose white stone Art Deco spire can be seen from miles around. Then take a tour of the building and its grounds, where you’ll find a Lincoln monument created by the same artist who sculpted the famous Lincoln statue in Washington, D.C.

The University of Nebraska-Lincoln has 26,000+ students which make this a unique diverse city. It is located in a vibrant and safe city of nearly 300,000 people that has many of the cultural and entertainment benefits of a much larger city, with the feel of a friendly Midwestern community. Shop, dine, and explore unique boutiques, salons, eateries, award-winning restaurants, theaters, and museums in Lincoln.

Networking Events

Early Bird Fun
For those that come in early and want to explore the area, you’ll have plenty of options. The Haymarket District is a few blocks from our hotel, brimming with unique shops and eateries. Saturday night the early birds always flock together for a fun dinner out. We’ll enjoy the menu at The Pike Brewing Co. located in the boiler room of the historic Grand Marine building.

Sunday Evening Reception
We kick off our conference with a fun, casual, food-laden reception. Meet new friends, say hello to old ones, 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
We’ll explore The Speedway Motor Museum. It is dedicated to preserving items of significance in racing and automotive history. This is an eclectic three floor collection of items that will surprise and amaze you. You can roam the museum after a tailgate dinner among the cars.

Tuesday Evening Dinner, Your Choice
Grab some new acquaintances and old friends, and head out to explore this vibrant college community. There are plenty of restaurants, shops, and music venues to choose from. The area around the hotel is walkable and safe.

Wednesday Afternoon
After a full morning of roundtable discussions, we’ll head over to University of Nebraska-Lincoln for a relaxing lunch. A tour of the campus will include the Printing, Copy, Merchandising, Mail & Distribution Services operation.

Wednesday Evening Gala Dinner and 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 55th Association of College and University Printers (ACUP+) Conference will bring together the top leaders in educational in-plant print, mail, and communications management in Lincoln, Nebraska.