

MONDAY - THURSDAY

OCTOBER 21-24
LUBBOCK, TEXAS



Conference

Texas Tech University
Health Sciences Center
General Services ... *will be your host*

This is a joint conference for

TACUP

(Texas Association of College and University Printers)
and

SWACUMS

(Southwest Association of College and
University Mail Services).

www.tacup.org

TACUP

Several university in-plant printing directors started meeting annually in the 1970's and the group they founded has grown to be a valued and respected resource for regional printers. For over 35 years the Texas Association of College & University Printers has been helping in-plant printing managers and administrators operate more efficiently, introduce new methods, comply with regulations, and follow practical, economical, proactive business models.

TACUP has grown and is no longer just for college and university printers. The group features a diverse membership comprised of colleges, school districts, state agencies, federal agencies, and private in-plant printers. We discuss topics that are relevant for small, one person copy centers up to large offset, digital, and copier fleet multi location entities.

www.swacums.org

SWACUMS

Our members often encounter unique challenges with vendors, facilities, and regulations within the industry, and having an informed advocate is beneficial. Members of SWACUMS are represented throughout the USPS through PCCs, national mailing boards and by individual relationships. We seek to help one another, to work towards a common good of advancing our educational institutions.

We are incorporated as a not for profit organization. SWACUMS is a financially stable institution that uses our membership fees and conference fees wisely to enable you to be a better mailing professional. We work to keep our annual conference, membership, and accommodations costs at a minimum. Few organizations can offer so many resources for the mailing professional at such a reasonable expense.

We are consistently working together through our annual conference, through our listserv, and through the interactions of our members. We call on one another when needed, we support one another when we encounter issues, and we lift up one another when we are called upon. We enjoy people who understand the challenges of mailing services and have that commonality to bring us together.

WHO ATTENDS ?

- The typical attendee is a decision maker or highly influential in the decision making process:
 - Directors
 - Managers
 - Supervisors
 - Key production employees
- Attendees are typically from Texas, Oklahoma, New Mexico and Louisiana, but there may be attendees present from other states or even an international colleague or two.
- The majority of the attendees will be representing a college or university, but school districts and other non-educational in-plants are encouraged to attend.

One of the most important aspects of this type of conference is the opportunity to interact with peers from other colleges, universities, and districts in the area. Dozens of your colleagues will be available to discuss similar issues, resources, best practices, and other things that help you stop re-inventing the wheel and see what has worked and why so that you can implement in your facility.





Schedule (Subject to updates)

FROM	TO
1:00 p.m.	6:00 p.m.
1:00 p.m.	6:00 p.m.
6:00 p.m.	8:00 p.m.
8:00 p.m.	12:00 a.m.
8:30 p.m.	

Monday, October 21, 2013

Vendor and Attendee Registration opens
 Vendor Showroom open for setup
 Welcome Reception - Speed Networking
 Hospitality Room Open
 T-shirt/Other Item Exchange & Dice Game in Hospitality Room

7:00 a.m.	12:00 p.m.
7:00 a.m.	8:00 a.m.
8:00 a.m.	8:30 a.m.
8:30 a.m.	10:00 a.m.
10:00 a.m.	10:30 a.m.
10:30 a.m.	12:00 p.m.
12:00 p.m.	12:30 p.m.
12:45 p.m.	
1:00 p.m.	2:30 p.m.
2:30 p.m.	5:00 p.m.
5:00 p.m.	
8:00 p.m.	12:00 a.m.

Tuesday, October 22, 2013

Registration
 Breakfast
 Welcome
 Peter Muir
 Vendor Showroom
 Peter Muir
 Vendor Showroom
 Buses
 BBQ Lunch at American Wind Power Center
 Tour of TTUHSC Printing & Mail Services and TTU Mail Services, and Texas Tech Campus.
 Dinner on your own
 Hospitality Room Open

7:00 a.m.	8:00 a.m.
8:00 a.m.	5:00 p.m.
8:00 a.m.	9:00 a.m.
9:00 a.m.	9:30 a.m.
9:30 a.m.	10:30 a.m.
10:30 a.m.	11:15 a.m.
11:15 a.m.	12:00 p.m.
12:00 p.m.	1:00 p.m.
1:00 p.m.	2:00 p.m.
2:00 p.m.	2:30 p.m.
2:30 p.m.	3:30 p.m.
3:30 p.m.	4:00 p.m.
4:00 p.m.	5:00 p.m.
6:00 p.m.	10:00 p.m.
10:00 p.m.	12:00 a.m.

Wednesday, October 23, 2013

Breakfast
 Vendor Showroom
 Mail Scanning - Cody Bettis
 Vendor Showroom
 Fight Back! - Arthur Pare
 Vendor Showroom
 USPS - Felicia Carter
 Lunch
 Mail & Print Transformation - Jimmy Friend
 Vendor Showroom
 Every Door Direct Mail - Rob Hogue
 Vendor Showroom
 Symbols as Communication - Dirk Fowler
 Dinner Banquet w/dancing and a Murder Mystery
 Hospitality Room Open



7:00 a.m.	8:30 a.m.
8:30 a.m.	9:30 a.m.
8:30 a.m.	9:30 a.m.
9:30 a.m.	10:30 a.m.
9:30 a.m.	10:30 a.m.
10:45 a.m.	12:00 p.m.
12:00 p.m.	

Thursday, October 24, 2013

Breakfast
 SWACUMS Business Meeting
 TACUP Roundtable Discussion - Wide Format - Pricing, Mounting, Packaging, Marketing
 TACUP Business Meeting
 SWACUMS Roundtable Discussion - Mystery Mail - Undeliverable as addressed, suspicious, perishable, or hazardous items
 Joint Roundtable Discussion - Marketing with websites, newsletters, blogs, and information
 Conference is concluded



SPEAKERS

Peter Muir, President of Bizucate Inc., will conduct a workshop at the event. The workshop will encourage participants to drive positive change in their business. With over 15 years of educational design and business coaching experience, Peter is well known

within the graphic communications industry as a source of information and inspiration.

“By highlighting main focus areas, businesses can work to create a well-rounded, workable model for success,” advised Peter Muir. “While technology is important, so is understanding how to use it to maximize its value to an organization. This involves understanding business requirements, market trends, customers, workflow, sales, products and much more.”

Generously provided by **XEROX** 

Jimmy Friend, business consultant and formerly with UNT in Denton, is recognized as an authority on higher education printing, fulfillment, and marketing. He will address mail and print transformation and interdependence.

Cody Bettis, with DocuNav, will be speaking on Mail Room Scanning and integration into accounts payable processing.

Rob Hogue, with USPS, will be covering Every Door Direct Mail - production, logistics, and costs.

Rick Ward, with USPS, will be answering any last minute questions on Full Service IMb that will be required for all standard mail beginning in January.

Dirk Fowler is a TTU Professor from the School of Art and will give an interesting talk on symbols, logos, communication and books.

Arthur Paré will be facilitating a conversation on what to do to avoid outsourcing of services and to get your print and mail services recognized as a better value than could be provided by any other vendor.

(See website for additional information and updates)

Texas Tech University Health Sciences Center Lubbock, Texas



The Texas Tech University School of Medicine was created by the 61st Texas Legislature in May 1969 as a multi-campus institution with Lubbock as the administrative center and with regional campuses at Amarillo, El Paso, and the Permian Basin. In 1979, the charter was expanded to become the Texas Tech University Health Sciences Center, leading the way for establishment of the Schools of Nursing, Allied Health Sciences, and the Graduate School of Biomedical Sciences and later Pharmacy.

Wednesday Evening!

Murder Mystery

One of the partygoers is secretly playing a murderer and the other attendees must determine who among them is the criminal.

(You will receive more information after registering for conference.)



An Area to Visit on *Tuesday* - Free Evening!



Born and raised in Lubbock, Texas as Buddy Holley (his name was misspelled as Buddy Holly on an early contract), this Lubbock legend is remembered with a statue on the downtown walk of fame. The Buddy Holly Center is located in the Depot District.



The **DEPOT** ENTERTAINMENT

DISTRICT is the dynamic heart and entertainment center of Lubbock's reemerging downtown scene. The Depot is the heartbeat of Lubbock's nightlife. You can find a wide array of themed venues offering live music. Whether you visit all locations or have a favorite, you'll have a fun-filled time, Texas-style.

A variety of restaurants, entertainment, and shops are offered in the Depot Entertainment District.



Hotel Accommodations

The 2013 TACUP/SWACUMS conference will be held at the beautiful Overton Hotel and Conference Center in Lubbock, Texas. The Hotel provides complimentary shuttle to and from Lubbock Preston Smith International Airport (LBB) and offers free parking. The Hotel also offers a complimentary Business Center, Fitness Center, Outdoor Pool and Complimentary Wireless Internet access. The Overton offers a full service Restaurant, The Pecan Grill and Lounge on the ground level. Rooms with one king sized bed have a shower only and rooms with two queen sized beds have a tub/shower combination. All rooms include a refrigerator and coffeemaker. ADA rooms are available. All rooms are non-smoking.

Overton Hotel and Conference Center
 2322 Mac Davis Lane
 Lubbock, Texas 79401
 888.776.7001



Room Rate: \$109/night
 Please use registration code: 1013TTUPRINT

www.tacup.org/hotel



ADDITIONAL INFORMATION

All 2013 conference events will center on the theme, "Get a Clue". Vendors and attendees are encouraged to apply the theme as mystery and intrigue, gaining more knowledge of the printing, copying and mail industries, or both! There will be a game for the attendees to encourage everyone to visit with each vendor. We are encouraging every vendor representative and attendee who will be in attendance to submit a photo of him/herself. We will print a card for each conference sponsor/vendor and each attendee hoping the cards will be a handy reference for follow-up calls. One of the best benefits in attending a conference is meeting all of the different representatives. However, if you are new to the area or industry, meeting so many people at one time can be confusing once you return home. Our hope is that the cards will be a valuable reference.

www.tacup.org/conference



SPONSORS: There will be numerous vendors and ample time to see demonstrations and hands on experience with products and software.



mohawk



Benchmark

Service that's unduplicated.

xerox



Pitney Bowes

bell howell



SCLogic™
 delivering accountability

REMI

Easy Graphics Corp
 Graphic Equipment & Supplies

DocuNav
 SOLUTIONS

XYRON®

RICOH
 imagine. change.