

OCT 24-27
2016



TACUP

Flying L Ranch
BANDERA, TX



THANK YOU, SPONSORS

PLATINUM SPONSORS



Endless Options, One Solution



GOLD SPONSORS



SILVER SPONSORS



ADDITIONAL SPONSORS



CONTENTS

CONTENTS	PAGE
Welcome	2
About TACUP & SWACUMS	5
Symposium Schedule - Monday & Tuesday	6
Symposium Schedule - Wednesday & Thursday	7
About Bandera, Texas	9
About Flying L. Ranch	10-11
Flying L. Ranch Map	12-13
Symposium Speakers	14-20
Attendees	22
Vendors	24

TRACKING
TECHNOLOGY THAT DELIVERS

WITS
Winn Item Tracking System

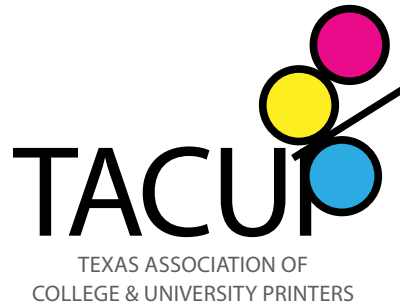
800-806-6884
info@witstracking.com

winn
SOLUTIONS

- Barcode Tracking
- Secure Cloud Solution
- Proof of Delivery
- Chain of Custody

The image is a promotional graphic for WITS and Winn Solutions. It features a dark blue background with a yellow border. On the left, the WITS logo is shown in a yellow circle, with the text 'WITS' and 'Winn Item Tracking System' below it. In the center, there is a circular image of a hand holding a glowing globe with a barcode overlay. On the right, four yellow circular icons are arranged in a 2x2 grid, each with a corresponding service name: 'Barcode Tracking' (barcode icon), 'Secure Cloud Solution' (cloud with lock icon), 'Proof of Delivery' (hand holding document icon), and 'Chain of Custody' (chain link icon). At the bottom, the 'winn SOLUTIONS' logo is displayed in white and yellow.

WELCOME



Welcome to the 2016 SWACUMS & TACUP Symposium at the Flying L! I hope that you enjoy your visit to Bandera, Texas.

This event represents the melding of two different, but connected organizations with a common goal – the dissemination of information through print and mail. Both industries have changed a great deal over the last several years and will continue to change.

We hope this conference will prove to be a great opportunity to learn about some of the changes that will affect print and mail and to develop or expand a network of peers and business partners to help you overcome future challenges.

I hope you have a great conference,

Debbie Cate, CMM, CGCM
President, SWACUMS
Board Member, TACUP

WELCOME!

We are very pleased to be joining with SWACUMS for this year's symposium. Printing, Copying, and Mail Services work together to effectively communicate to internal and external customers of our universities and I am glad we were able to once again combine our annual meeting.

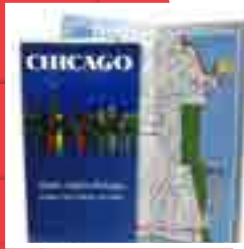
We have a nice array of speakers and panels scheduled to inform you of some of the latest trends in the industry, opportunities for you to relax and network with peers from fellow institutions, product samples, marketing materials, best practices, and mentoring opportunities.

We are dedicated to continuing the great tradition of quality in-plant printers in this region and are thankful that you stand with us to achieve that goal.

Learn something new and have a great time!

Arthur Paré, CGCM
President, TACUP

Specialty Substrates... and So Much More



GPA has been pioneering new substrates for the printing industry for over 75 years.

Made for the education market, GPA offers cutting-edge substrates that are shaping today's most successful promotions. We offer over 600 different papers, synthetic films and label papers that complement your printing technology... expanding your creative horizons as far as your imagination can take you.

- Coated & Uncoated Text & Cover Papers
- Specialty Fine Papers, Pearlescent & Color Papers
- Coated C1S & C2S Board Papers
- Pressure Sensitive Papers
- Pressure Sensitive and Non-Adhesive Synthetic Substrates
- ClingZ[®], AlumiGraphics[®] and Tree-Free Papers

Ask your GPA representative Karol Mountcastle about how GPA's substrates can create an immediate difference in your next project!



GPA[®]

Specialty Substrate Solutions

GPA is part of Fedrigoni Group.

www.askgpa.com

800-395-9000





ANNOUNCING
NEW KODAK NEXPRESS WHITE OPAQUE INK

To learn more about our special promotions for TACUP conference attendees and to receive a sample packet, contact:

Debra Payne

debra.payne@kodak.com, (203) 335-7309

PRINT. FOR GOOD.





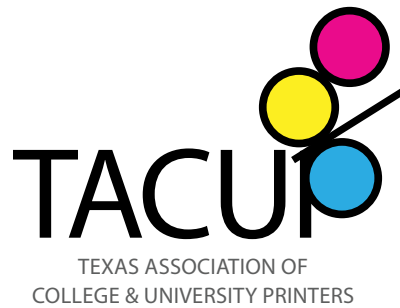
Southwest Association of College & University Mail Services (SWACUMS)

SWACUMS was organized on September 19, 1997 at Stephen F. Austin University in Nacogdoches, Texas as the Texas Association of College and University Mail Services (TACUMS). The name was changed to Southwest Association of College and University Mail Services on October 18, 2000. The name better reflects a membership centered in, but not limited to, Arkansas, Louisiana, New Mexico, Oklahoma and Texas.

Since its inception, SWACUMS has been a non-partisan, non-sectarian and non-profit organization to promote, develop, and unite college and university employees charged with handling institutional mail. Our greatest asset is our members. SWACUMS facilitates cooperation and communication between its members and provides a means through which their knowledge and experience may be pooled.

SWACUMS Mission

To maintain a communications network of mailing professionals in an academic environment where ideas are discussed, solutions are found and vision and knowledge are shared for the purpose of delivering economical, convenient and quality business services to our respective institutions.



Texas Association Of College & University Printers (TACUP)

The TACUP Organization began in 1977 as a meeting of university in-plant printing directors and managers. It grew into a valuable and respected organization and the annual meeting became a valuable experience, not only for Texas-based university printers, but for state run in-plants, school districts, and out-of-state printers who were warmly welcomed.

For over 39 years, the Texas Association of College & University Printers has helped in-plant printing managers and administrators run more efficiently, better serve their institutions, and contribute to the overall mission of the department or agency.

In 2016, we recognize that the number of in-plants has been reduced and that technology constantly influences production and has also greatly increased our ability to collaboratively discuss options and best practices. Many in our audience are actively involved with the HARDCOPY Listserv, but there is still a valuable place for meeting face to face to discuss issues specifically faced by higher education in-plants.

TACUP Mission

To maintain a communications network of printing professionals in an academic environment where ideas are discussed, solutions are found and vision and knowledge are shared for the purpose of delivering economical, convenient and quality business services to TACUP members.

SCHEDULE

Monday, October 24, 2016

TIME	EVENT	LOCATION
Check-in after 4pm	Check-in	
4:00-6:00	Welcome Reception	Lapham's Lodge
5:30-7:30	Dinner	
7:30	Ranch Activity	
8:30	S'mores by the campfire	
9:00	Hospitality Room	Lapham's Lodge

Tuesday, October 25, 2016

TIME	EVENT	LOCATION
7:30-8:30	Breakfast	
8:45-9:10	Opening Session – Welcome and Flying L History	Roy Rogers
9:15-9:35	Jennifer Young – Brynka (SWACUMS)	Roy Rogers
	Kristen Ruth - Global Parcel/SqBx (TACUP)	Dale Evans
9:45-10:05	Kristen Ruth - Global Parcel/SqBx (SWACUMS)	Roy Rogers
	Jennifer Young – Brynka (TACUP)	Dale Evans
10:05-10:20	Break	
10:20-11:00	Richard Boudrero – MTAC & NACUMS Update (SWACUMS)	Roy Rogers
10:20-10:40	Karol Mountcastle, GPA (TACUP)	Dale Evans
10:40-11:00	Dawn Olson – Xerox (TACUP)	Dale Evans
11:10-12:00	Theresa Hatcher – Promoting Promotional Products	Roy Rogers
12:00-1:00	Lunch	
1:30-3:00	Brian Henry, USPS – January Changes (SWACUMS)	Roy Rogers
	Vendor Panel – Canon, Kodak, Ricoh, & Xerox (TACUP)	Dale Evans
3:00-3:15	Break	
3:15-4:00	Richard Beto – 3 Men & a Truck	Roy Rogers
4:00-5:00	Pitney Bowes Focus Group	Roy Rogers
5:00-6:00	Happy Hour – Sponsored by Pitney Bowes	
5:30-7:30	Dinner	
7:30	Ranch Activity	
8:30	S'mores by the campfire	
9:00	Hospitality Room	Lapham's Lodge

Note:

There is something to do every night at the ranch from hayrides to sing-alongs. Every night ends with S'mores by the campfire. We'll use Lapham's Lodge as a hospitality room, alcohol is available for purchase at the Ranch bar and everyone is responsible for their own.

SCHEDULE

Wednesday, October 26, 2016

TIME	EVENT	LOCATION
7:30-8:30	Breakfast	
9:00-10:00	Eric Silber – Developing a Customer Service Matrix	Roy Rogers
10:00-10:20	Break	
10:20-10:40	Lance Whitson - Pitney Bowes (SWACUMS) Sheri Jammallo - Canon (TACUP)	Roy Rogers Dale Evans
10:40-11:00	Sheri Jammallo - Canon (SWACUMS) Mark McDonald - Riso (TACUP)	Roy Rogers Dale Evans
11:00-11:20	Will Dickson – Xante & Freddie Martinez – Ricoh (SWACUMS)	Roy Rogers
11:00-11:20	Debra Payne – Kodak (TACUP)	Dale Evans
11:20-11:40	Freddie Martinez – Ricoh & Will Dickson – Xante (TACUP)	Dale Evans
11:30-12:00	Debora Evans – Successful Staff Seminar (SWACUMS)	Roy Rogers
11:40-12:00	Arthur Paré – Copywrong (TACUP)	Dale Evans
12:00-1:00	Lunch	
1:30-2:30	SWACUMS Business Meeting Jerrick Johns – Copier Administration (TACUP)	Roy Rogers Dale Evans
2:30-3:00	Ute Franklin – Using Endicia Shipticket for Commercial Base Pricing (SWACUMS) Debra Payne – Printing vs. Electronic Media (TACUP)	Roy Rogers Dale Evans
3:00-3:15	Break	
3:15-4:15	Barbara Dobson – Business Customer Gateway (SWACUMS) TACUP Business Meeting	Roy Rogers Dale Evans
4:20-5:00	Debbie Sanderfer – Non-Verbal Communication	Roy Rogers
5:00-6:00	Happy Hour Sponsored by Canon	
5:30-7:30	Dinner	
7:30	Ranch Activity	
8:30	S'mores by the campfire	
9:00	Hospitality Room	Lapham's Lodge



Thursday, October 27, 2016

TIME	EVENT	LOCATION
7:30-8:30	Breakfast	
8:30-10:00	Round table discussions	Roy Rogers
10:00	Dismiss	
11:00	Hotel Check-out	

XANTÉ PROUD TO PARTNER WITH RICOH



THE BEST ENVELOPE PRINTER IN THE WORLD.

U.S. PAT. No. 8939274 B1

- **Lowest Cost Per Print**
as low as 1¢ per FULL COLOR envelope
- **Blazing Print Speed**
up to 78 full color envelopes per minute
- **Resolution up to 2400**
- **Quick adjust guides**
for faster media changes
- **Load media on-the-go**
- **Load up to 1,000 #10 envelopes**



XANTÉ

IMPRESSIA WITH THE PATENTED **ENTERPRISE** HIGH SPEED FEED SYSTEM

US: 251.473.6502 EU: +31 (0) 26.319.3210

800.926.8839 xante.com



Adobe® PostScript® 3™



iQueue



Adobe® and PostScript® are registered trademarks of Adobe Systems, Inc.
Windows® is a registered trademark of Microsoft Corporation.

© 2016 Xanté Corporation.

BANDERA, TEXAS

Bandera is the county seat of Bandera County, Texas, United States, in the Texas Hill Country, which is part of the Edwards Plateau. The population was 857 at the 2010 census. It is part of the San Antonio Metropolitan Statistical Area.

Bandera calls itself the “Cowboy Capital of the World”. The Frontier Times Museum, founded by J. Marvin Hunter and named for Hunter’s Frontier Times magazine, is located in Bandera across from the First Baptist Church. Bandera also has a large presence in biker culture.

A visitor to Bandera can see a sign on Main Street, in front of the Fire Department, which states that Bandera was founded by Roman Catholic immigrants from Poland. St. Stanislaus Catholic Church was built by those immigrants, and the church is one of the oldest in Texas. Many of the residents are descended from those original Polish immigrants.

There are many stories regarding the origin of the name “Bandera.” One says that back in the 19th century, a flag was placed at the top of a path that came to be called Bandera Pass, due to bandera being the Spanish word for flag.

Bandera was the starting point of the Great Western Cattle Trail, during the second half of the 19th century.

Entertainment

- The city is home of Arkey Blue’s Silver Dollar, a famous Hill Country honky-tonk, and was included in the 1975 horror film, Race with the Devil.
- On Sunday mornings, Bandera is a popular destination for motorcyclists from San Antonio, known as the Bandera Breakfast Run.
- Bandera is home to the Bandera Riverfest that takes place in June each year on the Medina River, offering tubing, kayaking, cookoffs, and live music throughout the weekend.
- Willie Nelson has an instrumental called “Bandera” on his Red Headed Stranger record.
- Bandera was once home to Texas music legend Robert Earl Keen.
- Rudy Robbins (born 1933), a Western actor, stuntman, singer, and songwriter, has lived in Bandera for nearly five decades.



FLYING L RANCH

History

Founded in 1947, the 542-acre dude ranch came into existence when, in 1947, Colonel Jack Lapham purchased it from the original Polish settlers. Jack's last name is accredited for 'L' in 'Flying L'.

Aviation History

Lapham, a retired Air Corps Colonel, had a vision to create a place where modern people could go and find themselves lost in time. The Colonel introduced an airstrip and instructed his own flight school at the ranch.



Frank Lloyd Wright

The original Villas and Pilot's Lounge, were designed by the famous architect Frank Lloyd Wright. The Villas were intently designed to resemble grounded aircraft. The Villas, when viewed aerially, truly exemplify that of aeronautical design.

LIFE Magazine

The grand opening of the Flying L was a spectacular event. Using his powerful connections, Colonel Lapham hosted a 'Ranch & Aviation' themed fashion show. Industry-leading fashion designers



Creating Quality Mail Centers &
Organizing Office Spaces



CHARNSTROM
Creating Mail Centers - Organizing Offices

Phone: 800-328-2962 • Fax: 800-916-3215 • Online: www.charnstrom.com

FLYING L RANCH

such as Stanley Marcus, the co-founder of Neiman Marcus, designed stylish aeronautic and cowboy-oriented apparel exclusively for the event. Journalists and photographers from LIFE magazine attended and later published an article pertaining to the success of the show.

Famous Guests

The Ranch's guests have included John Wayne, Slim Pickens, Willie Nelson, Tex Ritter, Jim Reeves, Ray Price, Buck Owens, Chill Wills, Jack Kramer, and Robert Fuller. The television show The Cisco Kid even filmed an episode at the Ranch.



The Future

In 2013, Flying L was purchased by long-time employees. The current owners have placed new emphasis on uncovering and appreciating the rich history of the Ranch. Restoration of the Pilots' Lounge and T-Hangars have already begun. You can become a part of the Ranch's rich aeronautical history by becoming a member of our Pilot's club.

Photo Source: <http://flyingl.com/>



Welcome to the Flying L!

Main House

- Check In
- Dining Hall
- Conference Room

Restaurants & Bars

- 1 Dining Hall
- 2 Branding Iron Saloon
- 3 Lagoon Saloon
- 3 Trigger's Trough Grill
- 4 General Store Grill

Historic Sites

- 1 Pilot's Lounge
- 2 Bandera Airpark
- 3 The Old Oak

Rooms & Suites

- 1 Fort Apache Cabins ROOMS 52-61
- 2 Water Park Suites ROOMS 109-216
- 3 Lapham's Lodge ROOMS 50 K-S
- 4 Ranch Suites ROOMS 101-103
- 5 Golf Suites ROOM 1-12
- 6 Colonel's Quarters ROOMS 47 A-J
- 7 Executive Villas ROOMS 40-46
- 8 Historic Villas ROOMS 14-31
- 9 Bunk House ROOM 99

Main Entrance

Distance to Bandera
1.2 miles to Bandera
from Main Entrance Gate

5 miles from Main House

1st Green

Fairway Dr

Flying L Dr

Study Oak Dr

Study Lane

1st Tee

se:

ooms

Dr.

12

13

15

14

-  Ice Machine
-  Laundry
-  Parking
-  Soda Machine
-  Trash



Deerwood Lane

San Julian Creek



Distances from Main House

- .7 mile to Stables
- .9 mile to Ghost Town
- 1.0 mile to Creekside

Recreation

- 1 Lone Star Lagoon Water Park
- 2 Par'dner's Putt Putt Golf
- 3 Sand Volleyball
- 4 Pony Corral
- 5 Poolside Pavilion
- 6 Adult Pool
- 7 Campfire
- 7 Kid's Activities
- 8 Wild West Workout
- 9 Golf Pro Shop & General Store
- 10 Practice Green
- 11 Driving Range & Practice Green
- 12 Stables
- 13 Ghost Town
- 14 Creekside & Fishing
- 15 Nature Hiking Trail

Flying L Dr.



FLYING L
GUEST RANCH
A Hill Country Resort
& Conference Center

566 Flying L Drive
Bandera, Texas 78003

800-292-5134



SPEAKERS

Jennifer Young

Brynka
Tuesday, October 25

Jennifer Young is Director of Sales of Brynka in Philadelphia, PA. Jennifer started in the Printer and Copier Sales in 1996, providing sales support and training on hardware within Corporate America. While working there, she developed an in-depth knowledge of hardware and software needs in offices and printing facilities. In 2003 she recognized that while there will always be a need for hardware that software was becoming the largest answer to customer's current needs.

In that same year, Jennifer started working with mail centers & companies across the county providing software solutions with Connected Business Solutions, a growing web-based Software Company. In 2011, Connected changed the name of the company to Brynka as a unique global brand. Jennifer has been working with the same great team ever since providing software solutions to customers' needs in mail centers, printers & Corporate America worldwide.

Jennifer's commitment to her company has extended to the customers she has helped throughout the years. She is dedicated to helping customers find solutions with savings that make sense.



worked in a higher education environment in a consultative counseling and advisement capacity.

Her organization, leadership and project management skills have assisted Team SqBx redefine its partnership approach in working with clients from acquisition and throughout the course of the customer experience. In addition to her leadership role on the sales team, Kristin works closely with Ubiquia's software engineers and support staff as the SqBx product owner and advocate for SqBx software enhancements benefiting the SqBx community.

Richard Boudrero, CMDSM

MTAC & NACUMS Update
Tuesday, October 25

Richard has been with Utah State University Mail services for 42 years, and is a graduate of the University. He has served on the Utah Postal Customer Council since 1984 and served two terms as the Industry Co-Chair. Richard has hosted at Utah State University five national college educational conferences including the tenth anniversary NACUMS Conference held at Utah State University in July of 2005. He was the recipient of the USPS Industry Excellence Award in 1991 at the National Postal Forum in Orlando, Florida and was recently the recipient of the NACUMS Lou Eichler Award. Richard served on the USPS National PCC Steering Committee in 1992. He earned his CMDSM (Certified Mail and Distribution Systems Manager) from MSMA in 1996. Richard is a founding board member of NACUMS, he is serving as the Immediate Past President, and is a long standing member of ACUMS and ARMCUMS. He is a frequent presenter at National Postal Forums and MailCom, and college and university regional associations. Richard is the president of ARMCUMS and NACUMS, and is currently a member of MTAC (Mailers Technical Advisory Committee) where he serves on MTAC workgroups and is the NACUMS liaison for colleges and university CPU's (Contract Postal Units) at USPS headquarters. Richard truly enjoys his association with his fellow college and university mail service professionals and is willing to serve in any capacity that will enhance the mailing industry and better serve the college and university family.

Kristin Ruth

Global Parcel/SqBx
Tuesday, October 25

Kristin Ruth is the Director of Sales for the SqBx tracking software team. She is based at Ubiquia and Global Parcel Service's corporate headquarters in sunny Phoenix, AZ. Ms. Ruth holds her Bachelor of Science in Business Management, and subsequently earned her Master's in Business Administration from The University of Phoenix. Ms. Ruth frequently speaks on topics pertaining to logistics, inventory management, tracking, process improvement and team building. Before joining team SqBx four years ago, she





Meet the challenges of parcel management.

Designed for college and university mail services professionals, Pitney Bowes parcel solutions help solve critical business issues including:

- Data entry of incoming and outgoing packages.
- Chain of custody.
- End-to-end tracking.
- Student visibility and communications.

**To find out more about Pitney Bowes parcel solutions,
call 877 406 7704 or visit pitneybowes.com.**

SPEAKERS

Karol Mountcastle

GPA - Rock Paper & Other New Substrates
Tuesday, October 25

Dawn Olson

Xerox
Tuesday, October 25

Dawn Olson is a 28-year veteran of Xerox Corporation, starting in 1988 as a consultant with their Industrial Design & Human Interface team, and finally agreeing to come on board permanently in 1995. For the past 14 years, since the release of the first generation iGen3, she has been focused on the iGen engine technology, through a variety of roles dedicated to that product family. She has extensive experience with virtually all production color workflows, innovations, and



industry trends, for both native Xerox and other vendors' solutions. Much of her time has been spent researching and helping to design solutions for emerging client concerns and opportunities. Her current role for Xerox is managing iGen product launch for the United States as well as iGen marketing for U.S. Large Enterprise Organizations. Dawn provides Xerox customer-facing field teams with all the tools and resources to help make iGen users satisfied, productive, and successful with their iGen solutions, or helps direct clients to other solutions that best fit their business needs and growth opportunities.

Dawn is based out of the company headquarters at Rochester, NY, has two grown daughters, and lives in the mountains of Tennessee. She is retired from a long "hobby" of breeding, raising and training horses, but continues to enjoy breeding and raising Olde English Bulldogs. She is a history buff and loves to travel, especially to the United Kingdom.

Theresa Hatcher

Promoting Promotional Items
Tuesday, October 25

Theresa has been involved in the in-plant printing industry since 1979, starting out at the University of Arkansas Printing Services as a typesetter on linotype punch tape machines, AM Varityper and ushering in the era of Macs and Quark Xpress. As prepress evolved, she became more involved in customer service, sales and marketing, eventually leaving prepress and taking care of customer service full time. In 2003 she launched the promotional product program at Arkansas, first working through distributors, then making Arkansas a distributor in 2012. When the decision was made to close the offset division at the University of Arkansas, Theresa began a new adventure in January 2016 at the University of Texas Document Solutions with the challenge of growing the promotional product program. Document Solutions became a promotional product distributor the first week of January and estimates are for potential sales of \$500,000+ as the program grows.

Brian Henry

USPS - Rio Grande District Mailing Standards Specialist
Tuesday, October 25

Do you still bind books manually?

Fully automated in-line binders with production printers



RICOH RB5020

Convenience Staplers



Canon MB-1000C



Canon, Ricoh, Konicaminolta ,Xerox model

MAX <http://www.maxusacorp.com/product>



SPEAKERS

Richard Beto

**3 Men & a Truck
Tuesday, October 25**

Richard Beto is Director of Document Solutions for The University of Texas at Austin. He has held his position since May, 2004. He currently manages more than \$8 million operating budget and works with 50 employees while providing offset and digital printing, as well as mail services to UT and Texas state agencies.

Prior to arriving in Austin, he had served his alma mater, West Virginia University, for 24 years. His last role there was Director of Printing Services. He holds a BS degree in Journalism and Masters Degree in Public Administration.



with an anticipated graduation in April 2017. He is an active member of Faith Lutheran Church in Georgetown, Texas. He lives in Round Rock with his wife, Carla, and two children, Nina (15) and Seth (10). In his free time, Eric enjoys camping, hiking, fishing, and cooking.

Lance Whitson

**Pitney Bowes
Wednesday, October 26**

A mailing / shipping professional since 1981, has worked closely with the higher education market nationally from 2006 to the present. He is presently in his eighth year with Pitney Bowes, serving as a National College Logistics Consultant, and is a successful pioneer of numerous new product introductions and program launches. His previous roles include direct sales as well as numerous sales management positions, in addition to being the founder and owner of an independent mailing systems distributor.



Eric Silber

**Developing a Customer Service Matrix
Wednesday, October 26**

Eric Silber is an operations professional in the Austin, Texas area. He attended Texas A&M University, Class of 1998, graduating with a Bachelors of Business Administration in Finance. During his time at Texas A&M, he served with the Wiley Lecture Series. Eric chaired the committee in 1998 in which the committee hosted the former President of South Africa, F.W. deKlerk. Eric has demonstrated expertise in banking, sales and operations management since his graduation. Highlights in his career include transforming the Concordia Bookstore in 2008, participating in the Southern Association of Colleges and Schools (SACS) accreditation in 2006, and creating the Concordia printing center. During Eric's tenure at Concordia, he has transformed his department from a single person operation to a complete array of services including print, furniture, business services, and mail services. Known to provide service that exceeds expectations, Eric has been a consistent resource to the University. Eric's office is a critical partner to both the Admissions and Development functions in producing high quality, cost effective, custom print pieces to communicate the Concordia message.

Eric is pursuing his MBA at Concordia University Texas

Sheri Jammallo

**Canon
Wednesday, October 26**

Sheri Jammallo is the Corporate Enterprise Segment Marketing Manager at Canon Solutions America, with a keen focus on the Transactional, Direct Mail and Corporate In-Plant print production space. She brings with her a wealth of industry knowledge that enables her to lead field relevant go-to-market production print strategies and programs for Canon Solutions America that bring value-add to their production print customers and overall print industry.

Previous to Canon Solutions America, Sheri spent 14 years in several Sales Leadership roles at Xerox.



SPEAKERS

Mark McDonald

Riso, Inc.

Wednesday, October 26

Mark McDonald, Regional Channel Manager for Riso, Inc., is an inkjet document printing specialist with 32 years of graphic arts experience. McDonald has been involved with inkjet printing since 2007 with inkjet printing solutions experience from Eastman Kodak and Riso, Inc.

The presentation will discuss the industry trends of document printing and why the migration is heading toward inkjet.



Freddie Martinez

Ricoh & Will Dickson - Xante

Wednesday, October 26

I have been in this industry for 40 years. I started out servicing copiers for Xerox when they used to catch on fire. Then I went over to IBM as a service tech. I was a service tech for about 12 years until Eastman Kodak bought IBM's copy division.

In 1989, I interviewed for a Sales Position. With Kodak, you went to sales school for 10 weeks. The last week, they tell you what city in the country you are moving to. They sent from Dallas to El Paso. It builds character!

Then, in 1994 Xerox hired me back as a Production Specialist covering El Paso and West Texas. After a couple of years, I decided to move my family to San Antonio where I was promoted to a First Line Sales Manager.

I stayed in management for about five years then took over the Xerox Sales Agency in Austin for 10 years. Another character building experience!

Now I am living the dream selling Ricoh Production equipment and can actually make stupid money and spend it!!



Will Dickson

Xante & Freddie Martinez

Wednesday, October 26

- Digital Print Specialist- Xante
- Graduate of Auburn University



Debra Payne

Kodak

Wednesday, October 26

As the Government & Education Specialist for Eastman Kodak, Debra Payne is a tireless supporter of all things printing for higher ed. She has worked for Kodak in several capacities over the past 26 years, but is most comfortable working in the in-plant environment, and supporting their needs. Debra lives in Alabama, and travels across the US to support existing, new and potential customers.



Debora Evans

Successful Staff Seminars

Wednesday, October 26

Debora Evans is Manager of the Shipping, Receiving, and Mailroom at the University of Houston Downtown and has been for the past ten years. She earned her Bachelor of Science in Inter-Disciplinary Studies and Sociology from the University of Houston Downtown in 2006. Ms. Evans has served as VP of Membership for Mail System Management of Houston, Council Member for Houston Postal Customer Council, and President of the University of Houston Downtown's Staff Council. Ms. Evans has also been honored as the 2016 recipient of the Character Camp Legends Award.



SPEAKERS

Arthur Paré

Copywring

Wednesday, October 26

Arthur Paré has been involved with the printing industry since 1995 and has been with Texas Tech University Health Sciences Center since 2004. Arthur has a BBA from Texas Tech University and over thirty years supervisory experience in a variety of industries including document imaging, public relations, sales, and telecommunications. Since coming to TTUHSC he has worked with several divisions within General Services including Mail Services and Printing Center.



have a wonderful family backing me in all my endeavors. If not for my family, my beautiful wife Kyndal and our four talented and beautiful children, I would not get the opportunity to better myself so I can be the role model they look up to. My mother and father have taught me at an early age that a little hard work and dedication will get you where you need to be, as they both have had successful careers at the university. I am always looking for new challenges which explains my journey through General Services here at the Texas Tech University Health Sciences Center. I have been with the TTU Health Sciences Center for 3 years and have grown to the extent of trusting my skills to make your life my purpose.

Jerrick D. Johns

Copier Administration

Wednesday, October 26

As the coordinator for SwiftPrint, I have been able to further skills from mail services to printing/copier administration.

Born and raised in Lubbock, Texas, I have been blessed to



Ute Franklin

Using Endicia Shipticket for Commercial Base Pricing
Wednesday, October 26

I am the manager of Delivery Services and the Campus Post Office at Rice University. I have been at Rice University for 27 years. I started as assistant manager in Delivery Services in September of 1999 and was promoted to manager in 2000. I love Rice and the beautiful campus! I am originally from Germany where I met my husband while he served in the army. We were



married in Germany in August 1978 and the following year we moved to Mississippi. We lived in Oxford, Mississippi for 6 ½ years where my husband attended Ole Miss as an undergraduate and then went on to law school. We moved to Houston, Texas July 4, 1987. We have two children and two cats. I am proud to serve on the SWACUMS board as the Secretary and where I have held other positions over the years. I am also a member of NACUMS and currently serve as an elected director.

If You Were Offered

- ✓ Lower Prices
- ✓ Great Products
- ✓ Superior Customer Service

For Your **Postage Meter Supplies**



Why Wouldn't You Consider
Roar Postal Supplies?

866-541-7627

**Postage Meter Ink Cartridges - Postage Tape - Sealing Solution
Tray Tags - Cover-up Labels - Addressing Inks - Rubber Bands**

(WBE)Woman Business Enterprise

SPEAKERS

Barbara Dobson

**Business Customer Gateway
Wednesday, October 26**

Barbara is the Coordinator of Mailing Services and University Mailing Services at Oklahoma State University.

I began working with mail in 1978. I was more of a customer then, but I was working in the same department where the bulk mailings were processed. In 1987, I moved into the bulk mail side of the department. I have witnessed many changes in mail processing that have taken place over the years. I am currently Coordinator of Mailing Services at OSU, in charge of our production areas. We deliver to 300 mailstops once each day, receive and deliver all small package express and mail for students, staff and faculty, meter all outbound mail and have a complete letter shop which processes around 2 million pieces per year. We serve a small 'town' of about 10,000 people.

I have been a member of SWACUMS and NACUMS since they began.




Debbie Sanderfer

**Non-Verbal Communication
Wednesday, October 26**

Debbie is the Mail Service Supervisor at Southwestern University in Georgetown, Texas. She has been at SU for 33 years. Her career began in the Financial Aid Office. After spending almost 20 years there, she moved to the Registrar's Office for about 3 years and has been in the campus post office for almost 10 years now. She currently serves as a scholarship consultant for a Williamson County Program awarding over 300 scholarships every year. She lives in Georgetown with her husband, Troy. She has one daughter, Alison, and an 18 month old grandson, Granger.



A promotional graphic for PRISO inkjet technology. The background is a dark blue space scene with a bright sun or star rising over the horizon of a planet, creating a lens flare effect. The PRISO logo is in the top left corner. The main title 'THE DAWN' is in large, glowing blue letters. Below it, 'OF HIGH SPEED INKJET' is in white, and 'Introducing the Latest Innovation in Inkjet Technologies' is in smaller white text. In the bottom right corner, the slogan 'Printers for ENDLESS Possibilities' is displayed, with 'ENDLESS' in a large, stylized font.



“
*The new Canon imagePRESS C800
has proven to be one of the finest machines
that we have ever seen. It is fast, reliable,
flexible, and consistent.*

”

JIM LA MAIRE

President of AJS Business Imaging Solutions, LLC

Introducing the Canon imagePRESS C800 Series



 **imagePRESS C800/C700**

Today's world of print is constantly changing, creating new demands on your organization. We designed the new Canon imagePRESS C800 Series to prepare for what's next. With speed and flexibility, now you can apply your creativity in new forms and at a pace you need.

From the first print to the last, and across a wide range of formats and finishing options, the imagePRESS C800 Series consistently delivers legendary Canon color and quality you expect. And that will give you the confidence to plan for tomorrow, where you can expect more than just a return on your investment — expect to see a return on your ideas.

ENABLING
creativity

ATTENDEES

Concordia University

Eric Silber

eric.silber@concordia.edu
11400 Concordia University Dr
Austin TX 78726

Del Mar College

Clara Garcia

cpgarcia@delmar.edu
101 Baldwin Ave
Corpus Christi TX 78404

Oklahoma State University

Barbara Dobson

Barbara.Dobson@okstate.edu
University Mailing Services
120 Ag North
Stillwater OK 74078

Jana Snow

Jana.Snow@okstate.edu
University Mailing Services
120 Ag North
Stillwater OK 74078

Rice University

Ute Franklin

umf@rice.edu
6100 Main St
Houston TX 77005-1892

Southwestern University

Debbie Sanderfer

sanderfd@southwestern.edu
PO Box 770
Georgetown TX 78627-0770

Texas Southern University

Cheryl Cole

colecyl@tsu.edu
3100 Cleburne St
Houston TX 77004

Reuben Joseph

Joseph_rl@tsu.edu
3100 Cleburne St
Houston TX 77004

Texas State University

Joe Sanchez

js28@txstate.edu
601 University Dr
San Marcos TX 78666-4684

Texas Tech University

Henry Santos

henry.santos@ttu.edu
Box 45017
Lubbock TX 79409-5017

Texas Tech University Health Sciences Center

Debbie Cate

debbie.cate@ttuhsc.edu
3601 4th St STOP 9012
Lubbock TX 79430-9012

Jerrick Johns

jerrick.johns@ttuhsc.edu
3601 4th St STOP 9010
Lubbock TX 79430-9010

Arthur Paré

arthur.pare@ttuhsc.edu
3601 4th St STOP 9003
Lubbock TX 79430-9003

Dustin Shugard

d.shugard@ttuhsc.edu
3601 4th St STOP 9415
Lubbock TX 79430-9415

Texas Tech University Health Sciences Center El Paso

Ana Alvarado

ana.m.alvarado@ttuhsc.edu
4800 Alberta Ave
El Paso TX 79905-2709

University of Arkansas

Doug Norwood

dwnorwood@uark.edu
435 N Garland Ave Room 105
Fayetteville AR 72701

University of Houston

Crystal Doherty

cdoherly@uh.edu
4211 Elgin Rd Room 151
Houston TX 77204

Will Messer

wsmesser@uh.edu
4211 Elgin Rd Room 140
Houston TX 77204

University of Houston - Downtown

Debora Evans

evansd@uhd.edu
One Main Ste 101 N
Houston TX 77002

University of Texas at Austin

Richard Beto

richard.beto@austin.utexas.edu
2706 Montopolis Dr
Mail Code E3500
Austin TX 78741

Theresa Hatcher

theresa.hatcher@austin.utexas.edu
2706 Montopolis Dr
Mail Code E3500
Austin TX 78741

Utah State University

Richard Boudrero

richard.boudrero@usu.edu
Central Distribution
9900 Old Main Hill
Logan UT 84322-9900

SqBx

Full Campus
Tracking

SUPERIOR TRACKING FOR SUPER INSTITUTIONS

SqBx offers Inbound Package Tracking, Fixed Asset Tracking,
and Allocadence Inventory Management

- ✓ INTEROFFICE & SHIPPING REQUESTS
- ✓ DESKTOP SHIPPING
- ✓ SINGLE SIGN ON
- ✓ INTELLIGENT LOCKER INTEGRATIONS
- ✓ OUTBOUND SHIPPING
- ✓ PRINT JOB TRACKING
- ✓ HIGH DENSITY MAIL MODULE
- ✓ FACULTY & STAFF PORTAL
- ✓ TEXT / EMAIL NOTIFICATIONS



VISIT US AT WWW.SQBX.COM OR FOLLOW US ON



@SQBX TRACKING

CONSULT WITH A PRODUCT SPECIALIST AT 1-800-268-6296 OR VIA EMAIL AT KRUTH@UBIQUIA.COM

VENDORS

Brynka

Jennifer Young

jennifer.young@brynka.com

Canon

Sheri Jammallo

Ken Merkle

Bill Sierra

Charnstrom

Todd Nelson

Global Parcel Services, LLC -

SqBx Tracking

Kristen Ruth

kruth@ubiquia.com

GPA

Kevin Cooper

kevin@askgpa.com

Karol Mountcastle

karol@askgpa.com

Kodak

Debra Payne

debra.payne@kodak.com

MAX USA Corp

Yasu Motono

ymotono@maxusacorp.com

Pitney Bowes

Lance Whitson

lance.whitson@pb.com

Ricoh

Freddie Martinez

Freddie.Martinez@ricoh-usa.com

Todd Lay

todd.lay@ricoh-usa.com

Riso

Mark McDonald

mmcdonald@riso.com

Roar

Cameron Murray

Clay Murray

roarpostal@gmail.com

SCLogic

Catherine Welpton

mearly@scllogic.com

Winn Solutions

Jason Elder

jelder@witstracking.com

Xante

Will Dickson

wdickson@xante.com

Xerox

Dawn Olsen

Dawn.Olsen@xerox.com


Introduced in 1999

Still trying to collect signatures using these?

Stop wasting valuable minutes on slow and failed syncs.

Put 15 of those minutes to work and find out about the

latest hardware options. Call 888-776-5918



SCLogic



A FIFTH PRINT STATION, SO HITTING
PANTONE® COLORS WITH SPEED
AND PRECISION WORKS BETTER.



Xerox® iGen® 5 Press

You don't need offset to hit tricky brand and PANTONE® colors. The Xerox® iGen® 5 Press brings speed and accuracy together. A fifth print station lets you switch between gamut-extending green, blue and orange quickly and easily. And with leading automation and uptime, efficiency is guaranteed. **Work can work better.**



The logo for Brynka, featuring the word "brynka" in a bold, blue, lowercase sans-serif font. To the right of the text is a decorative graphic consisting of several overlapping circles in various colors (red, orange, yellow, blue, purple) and sizes, some with thin white outlines.


Endless Options, One Solution

Something for Everyone

Manage your Mail Center with:
Package Tracking &
USPS Last Mile Delivery Confirmation

Manage your Print Shop with:
Print Request

Additional modules include:
Smart Locker Interface
Desktop Shipping
Asset Tracking
Inventory Management

A decorative graphic in the bottom left corner, consisting of several overlapping circles in various colors (red, orange, yellow, blue, purple) and sizes, some with thin white outlines, mirroring the graphic in the top right.

Book your free online demo today!
sales@brynka.com

Learn more at Brynka.com