

**NACUMS  
EDUCATIONAL  
CONFERENCE**

***LOUISVILLE, KENTUCKY***

**JULY 12<sup>TH</sup> - 16<sup>TH</sup>  
2025**



**FROM THE STARTING GATE TO THE FINISH LINE**

**ATTENDEES**

## DEAR COLLEAGUES,

We are thrilled to invite you to the 2025 NACUMS conference, July 12th through the 16th at the Seelbach Hilton in Louisville, Kentucky. This conference is exclusively designed for higher education mailing, shipping and printing professionals. As a mail center, print operation, or shipping and receiving department, you are the one who should be attending this event!

This year's theme is "From the Starting Gate to the Finish Line." The Kentucky Derby is not just a race; it's a celebration of tradition, excellence, and the relentless pursuit of success. Our conference will embody these values, offering you a unique opportunity to gain insights, network with industry leaders, and explore innovative strategies that will drive your operation forward.

### HIGHLIGHTS OF THE CONFERENCE:

- **Industry Speakers:** Hear from industry experts who will share their knowledge and experiences.
- **Networking Opportunities:** Hear from industry experts who will share their knowledge and experiences.
- **Exhibit Hall:** Engage with our valued business partners to discover the latest industry trends and technology
- **USPS Mail Design Professional (MDP) Certification:** Take your MDP exam onsite.
- **Explore Louisville in the evenings:** With more than 120 attractions, Louisville has something for everyone to see and do!

We encourage you to review the enclosed event details and visit the official conference website at [www.nacums.org](http://www.nacums.org) to take advantage of the early registration discounts and updates!

If you are not a current NACUMS member, take advantage of our exclusive welcome offer. See the registration information for more details!

Discover the benefits of joining NACUMS and attending our conference by registering for a FREE live webinar! Simply scan the QR code below to sign up. You'll have the opportunity to chat with current members and learn why they love being part of NACUMS. Bring your questions and concerns—we're here to help! We look forward to seeing you at the conference and embarking on this exciting journey together.

Sincerely,  
NACUMS Conference Committee



## CONFERENCE DETAILS

### REGISTRATION

#### NACUMS Members:

\$750 Early Bird - \$795 Regular Rate

\$699 Early Bird - \$749 Regular Rate for each additional attendee (from the same institution)

#### Non-Member First-Time Attendee:

\$825 Early Bird - \$875 Regular Rate

*As a special welcome offer, the registration fee for a first-time non-member attendee includes NACUMS individual membership through June 30, 2026 – over \$100 in savings! Rate and membership are subject to membership eligibility.*

First-time members may qualify for complimentary membership! Visit: [nacums.org/membership-join](http://nacums.org/membership-join) to learn more and save on your conference registration!

**Full conference registration includes educational sessions, two-day exhibit hall, three breakfasts, four lunches, receptions and breaks.**

**\*REGISTER BY JUNE 13 TO RECEIVE THE EARLY BIRD RATE. PLEASE VISIT [WWW.NACUMS.ORG](http://WWW.NACUMS.ORG) TO REGISTER TODAY!**

**PAYMENT** can be made on the NACUMS website using Visa, Mastercard, Discover, or American Express. You can also pay by check by filling out the electronic registration form and mailing payment to NACUMS.

**FINANCIAL AID** is offered to help cover registration costs by our membership committee. An application can be found on the NACUMS website.

**ATTIRE** for the conference is business casual.

**PERSONAL GUESTS** are spouses, partners or friends you wish to attend meals with you. Personal guests may purchase select meals or full meal registration.

- **Business Partner Reception (Sunday)** \$50
- **Awards Luncheon (Monday)** \$45
- **All Breakfasts (Monday-Wednesday)** \$100
- **All On-site Lunches (Sunday, Monday, Wednesday)** \$130
- **Full Guest Registration** \$250

## STAY AT THE SEELBACH HILTON

500 South 4<sup>th</sup> Street  
Louisville, Kentucky  
[seelbachhilton.com](http://seelbachhilton.com)

### BOOK YOUR ROOM AT THE HOST HOTEL & SAVE!

**NACUMS DISCOUNTED RATE:**

**\$189 PER NIGHT!**



**\*RESERVATION DEADLINE JUNE 21, 2025**

**ONLINE RESERVATIONS** can be made by clicking the link on the conference page of the NACUMS website – [www.nacums.org](http://www.nacums.org).

**PHONE RESERVATIONS** can be made by calling the Seelbach Reservations Department toll-free at **800-333-3399** and reference group code **GNACU**.

Make the most of your NACUMS Conference experience by staying at the historic Seelbach Hotel, our official host hotel in Louisville, KY! Not only will you enjoy exclusive cost savings with the special NACUMS rate and complimentary airport transportation, but you'll also be at the heart of all the networking, learning, and excitement.

Book today and ensure you're right where you need to be for an unforgettable conference experience!

## PARKING

Parking Information found at [parcdaypass.com/Seelbach.aspx](http://parcdaypass.com/Seelbach.aspx)  
Hotel parking is available at the prevailing rates in a 1,000 car garage adjacent to the Hotel. Current Valet parking charges are \$36.00 for overnight guests on a 24-hour basis, with in/out privileges and \$22.00 flat fee for non-overnight guests on any day, at any time.

## TRANSPORTATION

NACUMS conference attendees staying at the Seelbach receive complimentary airport transportation! Guests are requested to call the hotel at 502-585-3200 and ask for the valet staff. The valet team will then provide an Uber code for a complimentary trip to and from the airport. Conveniently, the Louisville Muhammad Ali International Airport is just 9 minutes away, a mere 5.8 miles from the hotel.

For information on transportation visit the conference page of the NACUMS website – [www.nacums.org](http://www.nacums.org)

## USPS MAIL DESIGN PROFESSIONAL (MDP) CERTIFICATION

NACUMS is excited to offer the opportunity to obtain an MDP Certification in Louisville, Kentucky. This exam is accredited by the USPS. Your name will be listed on the MDP website with the date of certification.

The Mail Design Professional (MDP) course is for industry professionals and provides in-depth training on postal standards related to designing letter and flat mail to facilitate processing on high speed automation equipment while maximizing cost effectiveness and reducing processing delays.

### Upon completion of this course the individuals will have learned:

- How to properly design various types of mail.
- How to design their mail to enhance its compatibility with USPS automation equipment while maximizing cost effectiveness
- Elements of design that will increase the market value and deliverability of mail pieces.

*You will be contacted with details on study materials, study groups (June & July) and the exam (July) after registration.*

**You can register for the MDP for free** while signing up for the conference by May 15, 2025. After that date, the cost will be **\$25 per person**.



# CONFERENCE SCHEDULE

\*Tentative Conference Agenda – Subject to Change

## SATURDAY | JULY 12

Professional Certification Study Group | 12:00 PM - 3:00 PM  
Early Registration | 3:00 PM - 6:00 PM  
1st Time Attendee Orientation & Mentor Meet-up | 3:30 PM – 4:30 PM  
Meet and Greet Reception | 4:30 PM - 6:00 PM

## SUNDAY | JULY 13

Registration Day 1 | 8:00 AM - 2:00 PM  
Professional Certification Exam | 8:00 AM - 10:00 AM  
Business Partner User Groups | 8:00 AM - 10:00 AM  
Exhibit Hall Day 1 | 11:30 AM - 6:30 PM  
Welcome and Business Partner Introductions | 10:30 AM - 11:30 AM  
Lunch with Business Partners | 11:30 AM - 1:00 PM  
Educational Sessions | 1:00 PM - 2:00 PM  
Business Partner Break | 2:00 PM - 2:45 PM  
Educational Sessions | 2:45 PM - 5:00 PM  
Business Partner Reception | 5:00 PM - 6:30 PM

## MONDAY | JULY 14

Registration Day 2 | 7:30 AM – 2:00 PM  
Exhibit Hall Day 2 | 7:30 AM - 3:15 PM  
Breakfast with Business Partners | 7:30 AM - 8:30 AM  
Educational Sessions | 8:30 AM – 9:45 AM  
Business Partner Break | 9:45 AM - 10:30 AM  
Educational Sessions | 10:30 AM – 11:45 AM  
Awards Lunch | 11:45 AM - 12:45 PM  
Educational Sessions | 1:00 PM - 2:00 PM  
Final Business Partner Break | 2:00 PM – 3:15PM  
Educational Sessions | 3:15 PM – 4:30 PM

## TUESDAY | JULY 15

Breakfast and Round Table Discussions | 7:30 AM - 9:00 AM  
Regional Hour | 9:15 AM - 10:15 AM  
Educational Sessions | 10:30 AM – 12:00 PM  
Lunch | 12:00 PM - 1:00 PM  
Educational Sessions or Tour TBD | 1:00 PM - 4:30 PM

## WEDNESDAY | JULY 16

Breakfast & T-shirt Exchange | 7:45 AM - 8:30 AM  
Educational Sessions | 8:30 AM - 12:00 PM  
Lunch | 12:00 PM - 1:00 PM  
Educational Sessions | 1:00 PM - 4:00 PM



*The NACUMS Conference was invaluable, providing crucial connections and insights that have been very beneficial to our operation!*

**ANDY CARR**

Dragon Express Supervisor  
SUNY Oneonta



## INDUSTRY SPEAKERS

### MARK FALLON

*President & CEO of  
The Berkshire Company*



Mark Fallon is a dynamic, award-winning speaker who engages his audiences with enthusiasm and sincerity.

Mark serves on the Postmaster General's Mailer's Technical Advisory Committee (MTAC), and is also a board member of the Association for Postal Commerce (PostCom).

### WES FRIESEN

*President - Solomon Training & Development;  
University Instructor - George Fox University;  
Volunteer Non-Profit Board Member*



Wes Friesen is a proven leader and developer of individuals and high performing and award-winning teams.

He writes for business trade journals, including a Real Life Management Column for Mailing Systems and Technology. He also serves as the Industry Co-Chair for the Greater Portland PCC.

### LEO RAYMOND

*Owner, Managing Director of  
Mailers Hub LLC*



Leo Raymond, a five-decade postal veteran, retired from the US Postal Service in 2003 after 35+ years. He then joined MFSA, supporting members with postal issues for 13 years. In 2016, he founded Mailers Hub, the only national organization for commercial mail producers, providing essential information, training, and support to deal with postal, mailing and related business issues.

## INDUSTRY AND PEER LEADERS ON THE FOLLOWING TOPICS:

*\*Sessions Subject to Change*


- Best Practices of Great Leaders
- Keys To Maximizing Your Effectiveness
- Quality Control in Print and Mail Operations
- Teamwork and the Power of GRACE
- Variable Data
- What to Expect with Paper
- Informed Delivery for Colleges and Universities
- USPS Update on the New IT Platform
- Handling Hazardous Materials
- Navigating the Postal One Environment
- Artificial Intelligence
- Bulk Mail
- Revenue Generating
- Passport Information
- Navigating Chat GPT
- How to Develop a Process Improvement Plan for Employees
- Building an Emergency Preparedness Plan

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**NACUMS**

4315 50th Street NW,  
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Washington, DC 20016

**JULY 12, 2025 – JULY 16, 2025**

**From the Starting Gate to the Finish Line!  
We will see you in LOUISVILLE!**