ACUMS

FALL ASSOCIATION OF COLLEGE & UNIVERSITY MAIL SERVICES 2008

SPRING CONFERENCE AT WESLEYAN UNIVERSITY

By George Goldsworthy, Saint Michael's College



Wesleyan at Dusk

The ACUMS Spring Conference was held June 11th through the 13th at Wesleyan University. Thirty Eight present and former ACUMS members joined together for three eventful days in Middletown, Connecticut. The hostess, Lisa Davis, promised three days of gorgeous Southern New England weather and delivered spectacularly. As members pulled into the Middletown Inn on Wednesday, they were greeted by sunshine and 70 degrees. Twenty eight people were able to join Lisa for fine Italian dinning just a short stroll up Main Street and a nice time was had by all.

The following morning began with a light breakfast and educational sessions in the brand new Usdan Center on campus, which houses Lisa's mailroom facilities and was featured in the Fall 2007 ACUMS newsletter. The building is fabulous, with circular stairwells, stunning views, elegant amenities, and a state of the art campus mailroom. Eight different vendor tables filled the lobby and the whole day had a feel of being at an event much larger than a typical ACUMS Conference.



Attendees at the Usdan Center, Wesleyan University

Sustainability in a mail/Print Environment was the topic of the first morning Educational Session and it was led by Bill Nelligan from Wesleyan who is the resident expert on the topic. It was a lively and interesting session as this is a hot topic across the educational and business landscape. Many ideas came to light from the presentation and the conversation which followed and it was clear to see that this topic has been discussed at many schools. This was a refreshing session in our conference agenda as it was pertinent to everyone, yet it was different than the usual industry topics. In all there were five additional Educational Sessions which included topics such as Intelligent Mail Barcodes and Flat Mail Design Updates, Marketing Mail Services, CAPS & Postal One!, Creating a Positive Workplace, and Print/Copy Cost Determination. Charlie Apicella and the Education Committee did and outstanding job developing these sessions and the content was both captivating and highly informative. The work that has

(Con't on page 7)

MESSAGE FROM THE PRESIDENT

By Art Gerckens, Sacred Heart University

Anyone who attended the recent ACUMS Conference at Wesleyan knows that as part of our educational program we viewed Bob Farrell's, "Give 'em the Pickle" video. Although we had viewed the video several years ago, I had forgotten how much I enjoyed the video and its message. I made a mental note to rent the video from the ACUMS Library. Of course, I make lots of mental notes and then the job and life get in the way of my plans.

About 6-weeks after our conference, I returned to my office and was met by one of my staff. He was upset because a customer (actually a staff member from another department) had cursed at him while he was trying to help. The customer came to our service window to ship a package and asked if we had boxes. The mail staff member stated that we had boxes for sale and he recommended a size that would accommodate the contents. He told him the box would cost him $2.50. The mail staff member put the box and the contents on our scale and told him the postage would be another $12.75. As he looked at the open box, he suggested putting some packing peanuts into the box to help protect the contents. The customer said, "Fine". My guy said the peanuts would cost

(Con't on page 6)

Membership Committee Update

by Tom Crowley, Curry College

The Membership Committee is seeing the results of the big recruiting push started in February and ending in April, 2008. Since the end of April, we have received seventeen new membership applications. Although we are still waiting for the payment from many of these applications, it is nice that we are receiving acknowledgement that non-member schools know of our existence and reassurance that people want to join our organization. The Membership Committee was comprised of Dennis Bryson (Suffolk University), Julia Falone (Ithaca College), Charlene Freiberger (Skidmore College), George Goldsworthy (St. Michael's College), Dave Nelson (University of Rochester), Carol Stedman (University of Rhode Island), and Chris Taylor (Bowdoin College). The committee mailed membership applications and informational flyers to 391 non member schools throughout the New York, New Jersey and New England region. Our first objective has been realized in that we made all of these schools aware of the existence of our organization. The second objective is still in progress as we are still receiving applications requesting membership. The third objective is to try to find a way to make more mail managers aware of the benefits and educational opportunities of attending our semi-annual meetings and becoming productive, contributing members of ACUMS.

WELCOME NEW MEMBERS!

Rhonda Trucott Lyndon State College
Paul Roberts Univ. of New Hampshire
Andre Fucci Harvard University
Patti Vaughn Boston Architectural College
Donald Croteau UMASS, Medical School
Kyung Jin Park Trinity College
Raymond Shafer Fairleigh Dickinson University
Kevin Healy Drew University
Ed Natale University of the Arts
Mary Faucher Colby College
John Meyer Rochester Institute of Technology
Paul DeBiase Union College

Contents

S '08 Conference Review	*1*
Message from the Prez	*1*
Member Comm. Update	*2*
St. Mike's Fall '08 Preview	*3*
Lights, Camera, Action..	*3*
Member News	*4*
Fenn Receives Nat. Recognition	*5,6*
UofR Goin'Green	*6*

Upcoming ACUMS Conferences

Fall 2008: St. Michael's College
Spring 2009: location to be determined
Fall 2009: Ithaca College

ACUMS

...defining partnership and professional support

Saint Michael's College to Host Fall '08 in Vermont

By George Goldsworthy

October 22nd through 24th are the dates to pencil on your calendar as the ACUMS Fall Conference will be held at the Hilton in Burlington Vermont. Some ACUMS Members may recall the location (formally the Radisson) as the site where Rick Carlson hosted the Spring '02 Conference which was hosted by the University of Vermont. The facilities have received a makeover in the interims between ACUMS visits and the location still commands a wonderful waterfront view of Lake Champlain and the Adirondacks. Due to classes and scheduling, Saint Michael's will host this conference entirely off-site, but the campus will be open and available to those who wish to visit.



Statue of Saint Michael on campus

It is the hope of the ACUMS Board that many of the membership can make the trip on Wednesday for registration and the group dinner at a restaurant to be determined in Burlington. The Board will be hosting the dinner and hope to make it a fun night on the town. As the date draws closer, information will be shared with the ACUMS email list about details and entertainment available in Vermont's largest city and cultural center.

Another highlight of the conference will be the banquet on Thursday which is booked about The Northern Lights, a Lake Champlain Cruise ship which will feature cocktail hour and sit down dinner, followed by the traditional gift exchange. The boat will board at 4:45 for a 5 pm launch. Sunset over the water is scheduled for 5:45; good weather and dazzling foliage colors have been requested.

It's always great to have a nice turnout and it is the hope of the ACUMS Board that you will be available to join your friends in making this another great ACUMS event!

The Spotlight Shines on Art Gerckens

By George Goldsworthy

In April of this year, Susan Plonkey (VP Business Customer Relations for the USPS) came to Sacred Heart University to deliver a talk to all Connecticut Postal Customer Councils. Not surprisingly, ACUMS President Art Gerckens made an impression as an educated mailer and customer during their conversation at that meeting. Several weeks after her visit, Art received a telephone call from one of her administrative assistants. The USPS employee said that Susan was very impressed with Art and his staff and would like to send a film crew to Sacred Heart to interview Art for a 3 or 4 minute clip that will be used as part of National PCC Day.

The film crew arrived in July and it brought a little bit of Hollywood to Mail Services. There was a camera man, sound engineer, light technician, and a director. The crew filmed an interview with Art and many of his staff as well as filming Sacred Heart students who can be seen in the background pretending to work. They also interviewed Art's Vice President and a few local postal officials. It has been rumored that the working title of the piece is "Art's Love-fest."

After the filming ended, Susan Plonkey again contacted Art. This time it was to extend an invitation to sit on the National PCC Advisory Board. The duties of this appointment include attending three meetings per year, attendance at the National Postal Forum, and judging the national PCC awards program. Art has accepted this invitation and will be able to tell ACUMS Members more about his appointment at the Fall Conference.

The final product from the filming at Sacred Heart will be broadcast live from the National PCC Day conference being held in St. Louis on September 17th. This broadcast will be available nationwide through the postal service satellite network. Be sure to attend your local PCC event that day to get a view of our own Art Gerckens! (He will be available for autographs at the Fall Conference in Burlington, Vermont).

ACUMS Newsletter Staff are: George Goldsworthy, Editor / Dave Nelson, Design / Art Gerckens, Production

MEMBER NEWS

WESLEYAN UNIVERSITY
Lisa Davis

My recent trip to Ireland has led me to muse about the travel that my membership in both regional and national organizations has afforded me. I have attended conferences in Arizona twice, Utah, Louisiana, Rhode Island, Massachusetts, New York, Maine, Vermont, New Hampshire, Connecticut, Florida, Virginia, Missouri, Oregon, Tennessee, and Texas. I have learned more by networking with all of you, then I would have ever deemed possible. I have impressed my supervisors with knowledge gleaned, set new policies in place without qualm because I knew they would work, learned it was ok not to know something, and unforgiveable not to say "I will find out for you".

I would like to share one of my favorite photos that I took on my trip and my thanks to all of you for being such a great group and such a fountain of knowledge!

UNIVERSITY AT ALBANY
Lianne Fenn

Four staff members from the University at Albany Mail Services recently completed a Mailpiece Quality Control (MQC) program offered by the Capital Region Postal Customer Council. The program consisted of five 3 hour sessions to review the material in the MQC Study Guide and a review session prior to taking the test. Mail Services staff were allowed to take the on-line exam at their own pace back at the mail facility and all participants passed the test and are now MQC certified. These staff members volunteered to participate in the program and were given the release time without charge to accruals to attend the sessions. Offering staff members the opportunity to participate in additional training and educational opportunities assists in getting recognized on campus as the experts in postal matters and that we consider the work we do as a profession and not just a job.

UNIVERSITY AT ALBANY
State University of New York

BARNARD COLLEGE
Alan Anderson

Barnard recently awarded new three-year lease contacts for 41 multi-function printers (mfp's). All the 38 departmental mfp's, which included several with color copy/print capabilities, were awarded to Ricoh Americas Corporation. The high volume production devices were split among Ikon (Canon 7105), Ricoh (Aficio 1106), and Konica-Minolta (C6500 color). All three production printers have external Fiery servers and a host of finishing accessories. Aside from new equipment, Barnard is in the process of implementing the following solutions to improve fleet management and accounting:

1. Ricoh's @Remote—a small networked device that will monitor all the mfp's and send service, supply, and meter information directly to Ricoh, as well as allow flexible reporting on equipment usage by Barnard's Document Services managers;
2. Ricoh's Smart Accounting software package that allows easy compilation of copy-print-fax usage by user and department, with flexible pricing and reporting functions in an Access database application; and
3. Ricoh's Web Based Driver Installation software that will allow automatic configuration of Window's print drivers from a secure web site.

Alan Anderson, Director of Mail & Document Services and Aaron Kinard, Document Services Manager, are excited about the added functionality of the new equipment and about the new controls they will have in managing the College's printer-copier fleet and. They promise to report on these advances after implementation is complete.

Please send member news briefs and other articles and pictures to:
George Goldsworthy
ggoldsworthy@smcvt.edu



Amherst College
Barbara St. Onge



The Office of Administrative Services has just replaced their old Xerox 5690 high volume copier with a Docutech 6115. Both machines have the ability to heat bind within the machine and not as a separate accessory - a feature that is essential in a small space.

While the new machine has more features, it is hard to determine if there will be any time savings as we have experienced some glitches along the way. For example, it uses a separate scanner which sends the job to your desktop, then you bring it into Xerox's Make-ready program to set it up to print. Sounds easy but if you don't have everything just right, it will not let you print at the copier end: not a machine for the computer illiterate! I'm holding off on my conclusion whether or not this is a good fit for our operation. The upcoming coursework will be the determining factor, so stay tuned.

University at Albany
Diane Cardone

Lianne C. Fenn, Assistant Director of Institutional Services, received this year's Industry Leadership Award at the National Association of College and University Mail Services (NACUMS) conference held in St. Louis in July. This award is given to an individual for outstanding leadership which extends beyond the boundaries of the individual's college or university and who demonstrates excellence, innovation, and integrity in their leadership. Lianne oversees the complete operation of Mail Services which includes the management and delivery of over 7,000 residential students' mail and package services in addition to the delivery of mail to over 3,000 faculty and staff. In 2000 she took on the additional responsibility of managing the Rapid Copy Center. She has moved both facilities forward in providing professionalized service by cross-training employees, revising delivery systems, eliminating deficits, upgrading equipment and developing benchmarking tools. Lianne currently serves as treasurer of NACUMS, is on the Educational Committee of ACUMS, and is on the executive board of the Capital Region Postal Customer Council (CRPCC). She is one of less than 300 people in the nation who is currently a Certified Mail and Distribution Systems Manager.

Bryant College
Dave Proulx

Bryant had the unique honor and privilege of hosting the 41st and 42nd presidents of the United States within a three-month span. In February, President Bill Clinton held a rally at Bryant in support of his wife, Senator Hillary Rodham Clinton. In May, President George H. W. Bush received an honorary degree and delivered the 2008 undergraduate Commencement address.

University of Rochester
Dave Nelson

As part of our "Going Green" initiative, we recently purchased a Toyota Highlander Hybrid to replace one of our aging cargo vans. Also in the works is to purchase a "mini" electric van for local deliveries. An added bonus - we will be able to start driving the Hybrid to ACUMS conferences!

Colgate University
Bob Keats

Rich Alexander has left his position at Colgate and moved to Hamilton College as the new Supervisor of Mail Services. Hamilton has recruited an excellent employee and ACUMS Member! Congratulations, Rich!

New Faces...



Christopher Borzillo
Quinnipiac University



Andre Fucci
Harvard University



Karen Hautaniemi
Dartmouth College



Kathryn Lucas
St. Joseph's College



Michael Madera
Yale University



ACUMS' own Lianne Fenn receiving the prestigious Industry Leadership Award from Thom Roylance, NACUMS president, at the recent NACUMS conference in ST. Louis.

PREZ'S MESSAGE (con't from cover)...

$.50. It was at this point that the customer used an expletive directed at my staff member. When I heard the story, I decided I needed help…stat!

I called John Joyce at Boston College and our ACUMS librarian and asked him to ship me the "Give 'em the Pickle" presentation. I had the video in two days, reserved a training room and invited my staff to view the tape. I also informed my boss and she suggested inviting other members of our IT Department. We viewed the tape and at the end of the presentation, I relayed the real-life situation that had occurred in our Mail Center. I explained that from now on our staff would "Give 'em the packing peanuts." The packing peanuts and some of the other minor expenses would be our pickle.

The video was well received and ACUMS was given all due credit. In fact, our Mobile Computing Center and Computer Help Desk manager was in attendance when I showed the video for my team and she asked to show it to her staff.

It doesn't take a genius to figure out that my last name is a play on the word gherkins (a pickle), so instead of our rallying cry being, "Give 'em the Pickle", it has become, "Give 'em the Gerckens."

I look forward to seeing you all at the fall conference hosted by St. Michael's College.

GOING GREEN AT THE UNIVERSITY OF ROCHESTER

By Mark Goodrich



The University of Rochester purchased a Segway machine at the beginning of the summer to provide supplemental service in the delivery of mail. Our main academic campus is relatively small and compact, and, being bordered by the Genesee River and Mt. Hope Cemetery, cannot expand much further. Until recently we delivered mail there by driving a cargo van from our offsite Mail Facility and stopped at each building along the route. But as gas became more expensive, and the issue of sustainability became the subject of much interest among the students, we began to look for ways to deliver mail using less gasoline.

Mail is now taken to two staging areas on campus where student workers use walking routes to deliver mail to individual buildings. But we found that students can only carry and pick-up so much mail before they need to return to the staging area. Walking routes had limits on the range, speed, and volume of mail deliveries. So we decided to get a Segway to supplement the walking route, providing a way to provide service to more distant locations without resorting to the use of the cargo vans, and also to provide quick response for emergency call-in pick-ups. The Segway cannot carry a lot of mail, and will not function in all weather conditions, but it is a tool we are using to reduce the amount of gasoline we use. And the students Love It!

www.ACUMS.org

Spring '08 Conference *(con't from cover)...*

been ongoing in collecting feedback on the expectations and results of the programming is certainly paying dividends to ACUMS and several members expressed how pleased they were with the progress.

The Business Meeting was conducted later in the afternoon and proved as boisterous as ever. After reviewing the current state of affairs of the organization, the membership debated the merits of inviting a NACUMS Board Member to a future conference to act as a liaison between us and the national organization. While some members did not see a benefit that ACUMS would receive if covering the cost of such a measure, many felt that it send be a positive message of cooperation between the two organizations. A majority of the members agreed to this on an informal vote and the decision will be made by the board.



USPS presentation on the IMB

Another topic which aroused debate was conference attendance and how more of the membership could be enticed to make the effort to be present. It was generally agreed that the content of the instructional sessions has been well managed and presented and that the educational committee has done a fine job in this regard. The issue then became what, if anything could be done to improve the entertainment factor so as to have the membership really regret missing an ACUMS Conference. There were many opinions about this and no conclusions were drawn. All kinds of ideas from ballgames, to boat trips, to gambling forays were bandied about and this topic is sure to arise again.



Members at the Sustainablilty presentation

After letting out for the afternoon, it was back to the Usdan Center for the Banquet. quet. The bright sunset fell across the common and fought its way through the shades as everyone enjoyed the cocktail hour and their dinners. The traditional gift raffle was enjoyable as always and everyone was able to leave with a nice prize from the well stocked display tables. Many of the crowd assembled walked back to the hotel where some watched the Celtics staged one of the greatest comebacks ever in a Finals game and others enjoyed the company on the poolside patio as the night closed in.



Springtime at Wesleyan University

The following morning resumed back at Usdan and the sessions included "Creating a Positive Workplace", which was presented by Richard Ford of UMass, a CAPS/Postal One! information session, and a forum discussion the appropriateness of email versus hardcopy for campus distributions. These topics were very relevant and helpful to those assembled. The education content was followed by lunch and then goodbyes as another successful ACUMS Conference came to a close and everyone headed out on a beautiful early summer day in New England.

ACUMS OFFICERS AND COMMITTEES

Executive Board

Art Gerckens – President

Barbara St. Onge – Treasurer

Alan Anderson – Vice President

Dave Nelson – Secretary

Committee Chairs

Education
Charlie Apicella

Membership
Thomas Crowley

Program
Nancy Popeleski-Smith

NACUMS Representative
Lisa Davis

Communications/News Editor
George Goldsworthy

Founders Circle Selection
Mark Goodrich

ASSOCIATION OF
COLLEGE & UNIVERSITY
MAIL SERVICES
c/o Sacred Heart University
5151 Park Avenue
Fairfield, CT 06825-1000

016H26517772
$00.42⁰
09/11/2008
Mailed From 06825
US POSTAGE
Hasler










Weekend '08