

# ACUP 2008 Educational Session Schedules & Overviews

Monday, May 5; Tuesday, May 6; Wednesday, May 7

**Full Session: Monday 9:15am-10:30am; Sand Key Ballroom**

**Presenter: Bob Neubauer; Editor, In-Plant Printers Magazine**

**Presenter: David Risillee, Bowe, Bell & Howell**

**What's Up -- In-plant Industry Update, followed by the Mailing Industry Update**

**Breakout Session A: Monday 11:15am-12:15am; Belleaire Room**

**Presenter: Denise Mercer, Florida State University**

**Customer Service; Changing Behaviors, Attitudes, & Perceptions**

Providing excellent customer service is the single most cost effective method of differentiating your operation from others, and creates a positive working relationship between your department and the others at your university. This session will use real life situations and apply practical experiences to help make your shop shine from the customer's perspective.

**Breakout Session B: Monday 11:15am-12:15am; Redington Room**

**Presenter: Chuck Tuttle, Purdue University –Other**

**The Challenges and Benefits of Merged Mail and Print Operations**

A large percentage of printed material goes directly into the mail stream. Merging the two operations provides the opportunity to streamline production processes, utilize staffing resources more effectively, and give customers a one stop shopping experience. Negative aspects to a merger can exist, such as cultural differences, job skill and pay discrepancies, and other financial pitfalls. This session will give you an overview of the multiple benefits and occasional headaches of a merged operation.

**Breakout Session A: Monday 1:15pm-2:15pm; Belleaire Room**

**Presenter: Tony Sittner, Highline Community College**

**Blending an Education Instruction Program in the In-Plant Print Facility**

Running both a business operation and an instructional program in the in-plant print shop provides benefits to both the student and the institution. Highline's arrangement is profitable in terms of the business operation and the program and it becomes an essential department and area of the college. This session will review the benefits to the institution, how we fit organizationally, and how we operate a production operation while providing student instruction.

**Breakout Session B: Monday 1:15pm-2:15pm; Redington Room**

**Presenter: Richard Griffin, Central Piedmont Community College**

**Getting What You Want: Justifying Equipment and Software Acquisitions**

Want: to require or need. Wish: to desire; long; yearn ([www.Dictionary.com](http://www.Dictionary.com))

If you believe your in-plant is an acquisition away from really benefiting your institution, and you're willing to do the work that separates the intentionality of wanting from the passivity of wishing, then this session is for you. Software/equipment acquisition, like everything else in life, is a process, and if you take the right steps then you'll get the right outcome. This session will be interactive and we will learn from each other. Come knowing what you want and ready to participate in the process, and you will leave with the framework in your hand for your own situation on how to place the acquisition you want in your in-plant.

**Breakout Session A: Monday 3:30pm-4:30pm; Belleaire Room**

**Presenter: Leslie Rutledge, San Diego State University**

**Eat Change For Breakfast**

Transforming your shop from a conventional environment to digital. Create a new mindset, become dedicated to training and cross-training staff, stream-line workflow and processes, under promise, over deliver, and increase customer satisfaction.

**Breakout Session B: Monday 3:30pm-4:30pm; Redington Room**

**Presenter: Donna White, Gibbs High School**

**It's Not What You Say, It's How You Say It.**

Drama effects us in ways beyond entertainment. Understand how emotions, facial expression, and body language translates to those around us. This session will explore the positive and negative signals that you send, and how to control and project your self for the positive results you want. It's all in the presentation - baby!

**Full Session: Tuesday 9:00am-10:15am; Sand Key Ballroom**  
**Presentors: Andrew Scott, Francis Reis, Duncan Hurst / United Kingdom**  
**Getting Value for Money from Printing and Copying**

Presentation of the HEFCE collaborative research project within the United Kingdom. This study reviewed the institution-wide view of printing and copying to maximize savings, the balance of in-house and outsourced services, and co-operation across service departments in the institution. The research included case studies of best practices, technology review, print procurement processes, change management, and auditing current practices.

**Breakout Session A: Tuesday 11:15am-12:15am; Belleaire Room**  
**Presenter: Catherine Chambers, State College Area School District**  
**Understanding the Generations We Manage**

Managers must be skilled in all facets of interpersonal communications to effectively manage the multiple generations of employees present in the workplace today. Some researchers believe that an understanding of the different beliefs or value systems of the multiple generations of employees in today's workforce will help managers do a better job of training, managing, and retaining employees. In this session, you will learn how the characteristics, habits, and motivating factors differ between generations and pick up a few tips and techniques for managing these different groups of employees more effectively.

**Breakout Session B: Tuesday 11:15am-12:15am; Redington Room**  
**Presenters: Tully Burnett, Univ. of North Florida, Tom Tozier, Univ. of Colorado, Boulder**  
**Outsourcing: A Dirty Word or Sensible Solution**

Panel discussion on the benefits of outsourcing auxiliary services such as printing operations from an institutional perspective. Outsourcing all or just certain aspects of the in-plant shop can be a cost effective way of controlling off campus projects. Your shop may not be able to provide a total project solution, but do you want your customers taking work to off campus competitors? This discussion will touch on ways to seamlessly produce projects with phantom equipment or staff, while recouping administrative costs and the additional value of service that ties your operation to the core mission of your institution.

**Breakout Session A: Tuesday 1:15pm-2:15pm; Belleaire Room**  
**Presenter: Panel Discussion - Various University In-Plants**  
**Web Submission Software Options**

This will be an informal discussion regarding software and software service provider choices university print shops have implemented. The focus will be on the main items on the vendor selection shopping list, the functions most desired by the in-plant, and the pitfalls that were overlooked in the process. The discussion will also go into how the implementation rolled out, and how the operations are now utilizing the service/software selection.

**Breakout Session B: Tuesday 1:15pm-2:15pm; Redington Room**  
**Presenter: Rhonda Kohler, Central Michigan University**  
**Mining for Gold in Central Michigan**

Using short runs printed on-demand can reduce the cost of inventory and obsolescence, re-circulating the campus dollar for other budget items. This session will send you home with a power-point presentation that CMU personalized and put together with the help of both Kodak and Xerox. You will also get hand-outs CMU Printing Services used to demonstrate to their customers the "pots of gold" in their own departments for budget savings.

**Breakout Session A: Tuesday 3:15pm-4:15pm; Belleaire Room**  
**Presenter: John Barker, Project Sublimation, Sawgrass Technologies**  
**Finding Additional Revenue Streams for the In-plant Printer**

This session will focus on using dye sublimation technology to provide ways for businesses to find additional profits or to subsidize existing markets. The information provided includes what technology is available and how it is easy and economical to roll out. Learn creative ways to find profits and exploit new market trends through students' custom product demands on items such as t-shirts, gift products, awards, ceramics, and many more.

**Breakout Session B: Tuesday 3:15pm-4:15pm; Redington Room**  
**Presenter: Ray Chambers, Chambers Management Group**  
**Seven Things You Must Know to Create a Successful RFP**

If you've been thinking about creating an RFP to update or replace some equipment or if you have been tasked by your boss with heading up an RFP committee, you may be overwhelmed by the enormity of it all. Where to start? What to include? How to say what you mean? How to protect your university and ensure that you get the product or service you want at the quality you need. This session will walk you through the RFP process and provide answers to those questions. Participants will leave with a list of seven must-do steps for a successful RFP.

**Full Session: Wednesday 10:00am-10:45am; Garden Room at Sunken Gardens**

**Presenter: Vic Barkin, Vic Barkin Consulting**

**Developing a Greener In-Plant**

Your CSO asks what you are doing to promote CSR and wants to see your SMS to be sure it integrates with your institutions triple bottom line positioning. How do you respond? In this session we will explore ways to handle those kinds of questions, and to prepare you to get ahead of, and ride, the "Green Wave".

**Full Session: Wednesday 11:00am-12:00pm; Garden Room at Sunken Gardens**

**Round Table Discussion, Facilitator: who?**

**Green Initiatives Currently Implemented or Planned in the Print / Mail Operation**

Many of our institutions have long been progressive in green culture and with the future of our existence becoming more hazardous, more are pushing forward to embrace a facility that has minimal impact on the environment. This will be an informal and thought provoking discussion about the initiatives that you have in place or are looking to implement.