

ACUMS 2025

FALL CONFERENCE
NOVEMBER 2-4

NORTHAMPTON
MASSACHUSETTS



WELCOME TO NORTHAMPTON

Greetings ACUMS Members,

Welcome to our Fall 2025 Conference in Northhampton, Mass. Personally, I have been having a challenging year on my campus as Liberal Arts schools across the country are struggling with their enrollment numbers. It is making school finances extremely tight and offering new challenges on how to operate my department with fewer resources, particularly employees. The strongest resource I have had to prepare for this without a doubt has been ACUMS. Everything I've learned from my colleagues over the years has enabled me to manage my departments in the most efficient manner possible. I have sat in meetings at my college where I have been able to show that my employees and I are among the best in our organization at making good decisions to streamline operations and reduce costs. This has been invaluable during times of belt-tightening and I owe a good portion of my success to my friends at ACUMS who have mentored me and provided guidance throughout my career in printing & mailing.

I want to thank Katherine Nelligan for all the work she has put into planning and to Pam Slentz who is always our point person working with the host location. Please take a moment to give them our deserved praise for everything they've done to make this meeting a success.

I look forward to connecting with you at this Conference and encourage all to enjoy the beauty of fall in New England.

Sincerely,



George Goldsworthy
Saint Michael's College

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SUNDAY

4:00 P.M. - 5:45 P.M. REGISTRATION IN HOTEL LOBBY

5:45 P.M. - MEET IN LOBBY FOR DINNER AS A GROUP OR DINNER ON YOUR OWN

DAY 1

All Educational Sessions are in the Grand Ballroom

7:00 A.M. – 8:00 A.M. CONTINENTAL BREAKFAST, Grand Ballroom

8:00 A.M. – 9:00 A.M. SESSION 1: Do It Now, Mark Fallon

9:15 A.M. – 10 A.M. SESSION 2: Data-Driven Decisions in Campus Mail – Scott Shapiro

10:00 A.M. – 11:00 A.M. BUSINESS PARTNER INTRODUCTIONS AND SHOWCASE, Grand Ballroom Atrium

11 A.M. – 12:00 P.M.- SESSION 3: Roundtable Discussion

12:00 P.M.- 1:00 P.M. LUNCH WITH BUSINESS PARTNERS, Grand Ballroom

1:00 P.M. – 2:00 P.M. SESSION 4: Artificial Intelligence: Help, Not Hype, Mark Fallon

2:00 P.M. – 2:45 P.M. BUSINESS PARTNERS SHOWCASE, Grand Ballroom Atrium

3:00 P.M. – 5:00 P.M. SMITH COLLEGE TOUR

6:00 P.M. – BANQUET, Wiggins Pub

DAY 2

8:00 A.M. - 9:00 A.M. CONTINENTAL BREAKFAST, Grand Ballroom

9:00 A.M. – 10:00 A.M. - SESSION 5: Postal Prognostication, Leo Raymond

10:00 A.M. – 11:00 A.M.- SESSION 6: How to Get the Best from Your Department and Your People! Brenda Fick

11:00 A.M. – 12:00 P.M. ACUMS BUSINESS MEETING

12:00 P.M. - 1:00 P.M. LUNCH, Grand Ballroom

OUR SPEAKERS



Mark Fallon, Berkshire Company

Mark Fallon is a dynamic speaker who shares insights gained from a career that spans from a part-time job as a mail clerk, to an officer in the United States Army, from a corporate executive to a successful entrepreneur. As President & CEO of The Berkshire Company (www.berkshirecompany.com), Mark helps his clients develop solutions using emerging technologies and expert leadership.

As an award-winning speaker, Mark engages his audiences with enthusiasm and sincerity. He is able to share his personal successes and failures to help audiences learn methods to improve themselves and their teams.

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). In the past, he was on the US Postal Inspector's Industry Task Force for Mailroom Security (2001-2002) and the USPS PCC Advisory Committee (2019-2022). Mark leads the Mail Center Manager certificate program at the National Postal Forum.

In addition to his own blog Trends in Print and Mail, Mark is a contributor to Mailing Systems Technology and the In-Plant Printing and Mailing Association (IPMA). Mark is the author of the eBooks: 110 Tips to Improve Print and Mail Management and It Begins with the Address.

Mark received his bachelor's and master's degrees from Suffolk University in Boston.

Mark has completed 15 marathons and 3 ultramarathons, including the JFK 50-miler, with a time of 9 hours, 37 minutes and 39 seconds.

Brenda Fick, Brynka

Brenda Fick is President of Brynka. She founded Brynka in 2000 to address the needs of the package tracking industry. Brenda has led Brynka's growth by solving client's problems with flexible tracking solutions. She has been promoting best practices for mail and distribution centers for many years, bringing her vast experience to interactive conferences and workshop environments.



Scott Shapiro, QTrak

Scott Shapiro is an Account Executive at QTrak, where he helps organizations streamline their internal logistics and package management operations through innovative software solutions. A graduate of the College of Charleston, Scott has spent the past three years at QTrak working closely with clients across industries to improve efficiency, accountability, and visibility in their workflows.

Leo Raymond, Mailers Hub

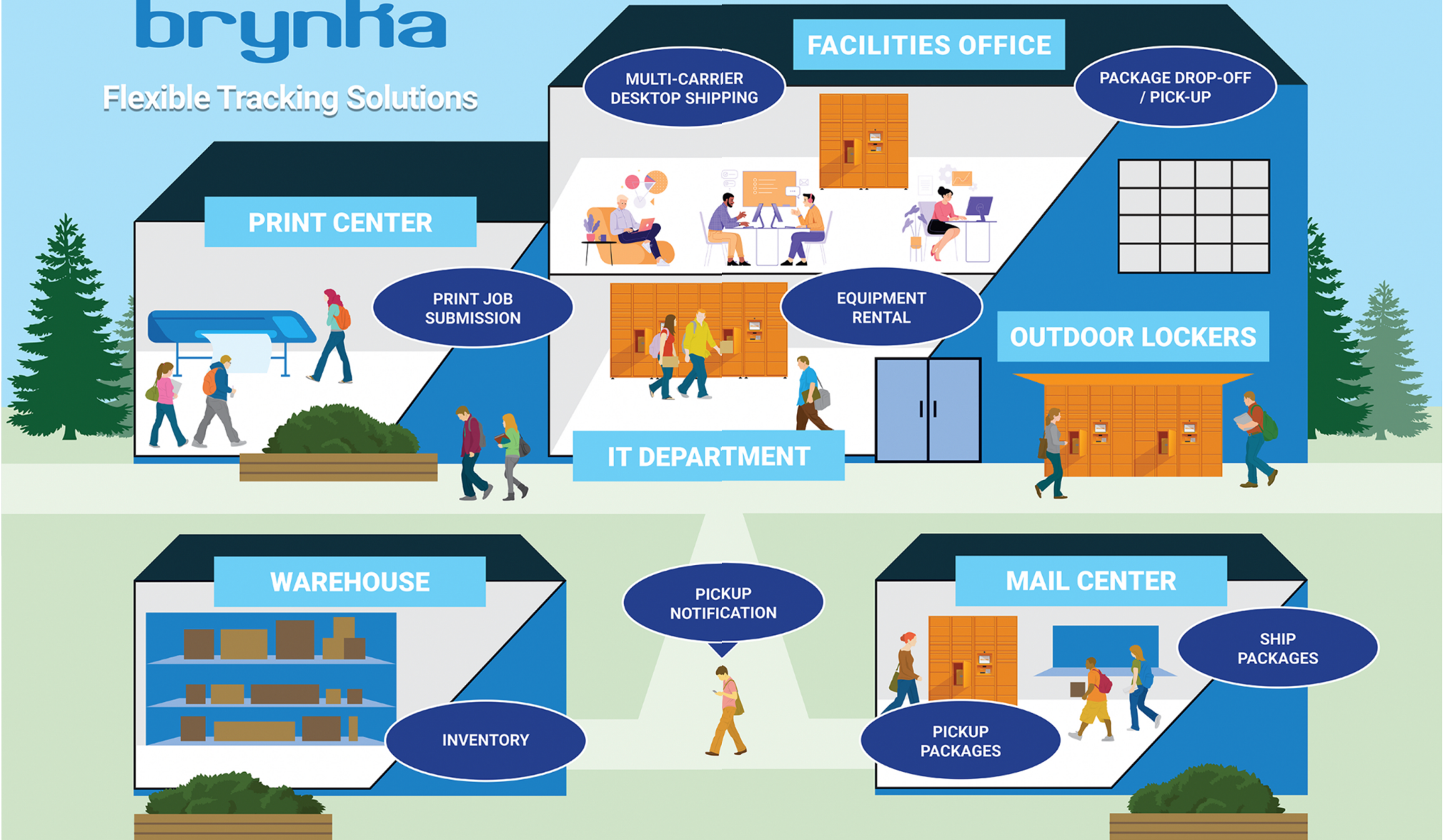
Leo Raymond is a five-decade veteran of the postal and mailing community. In March 2003, upon his retirement from a career with the US Postal Service that spanned over 35 years, Leo joined what was then MFSA, a trade association for commercial mail producers, serving as VP, Postal and Member Relations, for that group and its successor associations. For over thirteen years, he supported their members regarding general postal questions, mailing problems, and related government issues, as well as the associations' chapter- and conference-based educational programs.



As the focus of the trade groups shifted, he founded Mailers Hub in 2016 to be the only national organization exclusively serving commercial mail producers. Leo and his expert colleagues continue to provide printers and mailers with the information, training, and support resources they need to deal with postal, mailing, and related business issues.

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