



NACCU 2010

Under the Desert Sky

The National Association of Campus Card Users (NACCU) holds its 17th annual conference at The Pointe Hilton Tapatio Cliffs Resort in Phoenix, Ariz. from April 18-21.

More than 450 expected attendees, including college and university bookstore personnel, will be able to view firsthand the latest technological advances, marketing innovations and business practices of implementing, operating and expanding a successful campus card program.

There will be a number of opportunities for attendees and vendors to interact. A grand opening reception will take place in the exhibit hall on Monday, April 19, from 4-6 p.m. Participants can discover new technology, make contact with vendors and interact with fellow campus card professionals, while enjoying food and refreshments.

Attendees will also be able to discover the latest in technology and services from more than 30 exhibitors during exhibit hall hours on Tuesday, April 20, from 8:15 a.m.-12:15 p.m.

Participants will have even more time with selected exhibitors during "Sales Pitch Sunday," which takes place on Sunday, April 18.

During "Sales Pitch Sunday," companies will be able to present their products and services in a comfortable environment during three time periods — 1 p.m., 2:15 p.m. and 3:30 p.m.

SESSIONS

Educational sessions in six topic tracks are scheduled during eight time slots on Monday, Tuesday and Wednesday. NACCU Executive Director Lowell Adkins said there would be several sessions of interest to bookstore employees. "There are going to be some presentations about financial management that I think would be interesting."

A few sessions deal with contactless technology. "It is an evolving technology," said Adkins. "It is definitely a technology that is beginning to come of age."

This year's conference will feature two keynote sessions. The first session, "In School Suspension: Technology and the Next Gen-Learner" takes place on Monday, April 19, from 8:45-10 a.m. Adrian Sannier, the chief technology officer for Arizona State University, gives his take on the state of technology in support of education in the shadow of the 20th century.

On the same day from 1-2 p.m., the second keynote, "Benchmarking the Campus Card Industry: Measuring Your Operation Against the Correct Peer Group," will be conducted by Frank Adams, The University of Alabama.

NACCU is building a benchmarking project for the campus card industry. This presentation will describe the benchmarking program, what comparison criteria are used and how they were chosen, and the grouping of card offices and the statistical means by which card offices were assigned to those groups.

Adkins encourages all members of college and university bookstores to attend the show. "It is a great opportunity to network. This segment usually relies very heavily on the card program as a method of payment. It is really good for them to come to our show and understand how all that happens and the challenges and opportunities our folks have to expand the technology. If a lot of my payment processing is based upon this campus card technology, I'd think I would want to be there to see how all this stuff works."