

Lou Eichler Award of Excellence

The Lou Eichler Award of Excellence is the highest honor bestowed by NACUMS and is in recognition of a lifetime of achievement in the professional field of college and university mailing services. Named in honor of CUNIMAIL founder Lou Eichler, its first recipient, this award is presented to an individual who has demonstrated the highest levels of professional excellence and who has made contributions above and beyond the scope of their normal duties and responsibilities.

Any candidate considered for this award must have significant accomplishments in college and university mailing that will have an impact on the industry for years to come. Former NACUMS members who are retired, but still made significant contributions to the industry, may be considered. If no qualified candidate is nominated, there will be no award in this category.

The candidate who is considered for this award must meet all the following criteria:

- **Have made significant contributions in the college and university mailing industry as a whole beyond the boundaries of the individual's college or university.**
- **Have proven him or herself to be a leader among college and university mail service managers.**
- **Have a minimum of 10 years of active involvement in the college and university mailing industry.**

2013

Barry Gauthier

**University of Wisconsin - Oshkosh
Oshkosh, Wisconsin**

Barry began working for the University of Wisconsin Oshkosh, in the early 1970's. In 1978, he was asked to head the University's postal operations. Barry has been a long time member of the University Mail Managers Association (UMMA) and a founding member of its original core directing committee. A NACUMS member since 1996, Barry has held multiple terms as an elected director, is currently UMMA's appointed director, and serves as the NACUMS Communications Committee Chair.

Barry has been an intricate part of NACUMS behind the scenes business processes since his appointment to the board in 2001. He always provides appropriate input into important discussions that guide and direct the business of the association. His ability to focus on details, that sometime may get lost in a strategic discussion with the board, is a valuable asset. Barry has been a part of every major decision or vote casted by the board over the past ten plus years and his professional knowledge, skills and abilities help shape the association.

Barry was one of four directors who met with Pat Donahoe and a group of USPS executives, in the spring of 2010, when Mr. Donahoe was the Deputy Postmaster General. This meeting was a partial catalyst for the strong relationship which is currently enjoyed between the association and USPS headquarters.

Barry was instrumental in the development of the NACUMS website which began in 2011. He spent many hours on telephone calls and email conversations with the group of individuals who planned and implemented the website. Barry took the time to learn the intricacies of NACUMS database maintenance, the needs of the membership and how the developers built the programs and quickly has become the expert who guides and directs needed changes to the website.

Barry single handedly has been the source of new processes or programs that have been used in conjunction with the website for over the past twelve months. Without Barry's guidance NACUMS transition to this new website would have not been as successful, and may have cost the association thousands of dollars in programming and maintenance.

Barry's leadership as the Chair of the Communications Committee has touched every member of the association. Without Barry volunteering his time and effort the website would not be as useful a tool as it has become.

Barry's influence reaches far and wide, a short list of the areas impacted by his volunteerism are:

- University of Wisconsin - Oshkosh
- UW Oshkosh, Lutheran Campus Ministry (Board of Directors 1998 – 2008)
- Fox valley Postal Customer Council (Founding member)
- University Mail Manager Association (Since 1990), current Treasurer
- NACUMS (Since 1996)

Barry's body of work speaks for itself. His recent election to the position of Vice President is evident of the influence that Barry's life continues to have on the college & university mail industry and the individuals who have chosen to be part of our family, through CUNImail and NACUMS.

1. What inspired you to nominate this person for the Lou Eichler Award of Excellence? In the past 18 months Barry has become a close confidant and mentor to me. I continue to be amazed at his wealth of knowledge pertaining to many different things, not always concerning to mail or print. Barry challenges me to stay engaged in processes I may find difficult to comprehend or sometimes even boring. Barry always provides well thought out, fully developed ideas or input and balances my personal leadership style, which tends to lead me to talk and think at the same time.

I have known Barry for many years but I have only grown to truly know Barry and appreciate him as a close friend, and true leader of NACUMS since I became President of the association. I do not know anyone more deserving of an award for lifetime achievement than Barry Gauthier.