

INDUSTRY LEADERSHIP AWARD

This level of acknowledgement by NACUMS is presented for outstanding leadership and must extend beyond the boundaries of the individual's college or university. The recipient must be a NACUMS member in good standing and has made significant contributions to the mailing industry.

This award is made up of three primary characteristics (Excellence, Innovation and Integrity)

- **Excellence: The recipient must have set an example of excellence in the work they have completed in either regional or national events. This must be demonstrated in some activity which has helped this person exceed beyond normal standards within the industry, and in many ways helped others achieve excellence.**
- **Innovation: The recipient must have gone beyond the normal day-to-day work activities and established a method of personal and professional development. This innovation could be in programs they have established or ways to overcome adversity while accomplishing goals.**
- **Integrity: The recipient must be beyond reproach in their professional lives, be of high moral standards and place those standards above personal gain.**

2013

Peggy Smith

Washington University at Saint Louis

Peggy has displayed excellence in more ways than I can put into words. As a regional president of UMMA she has lead by example, providing leadership and coordination of all the educational resources as well as the day to day running and structure of the organization. On a national level she has not only been a leader but a mentor to those of us serving within NACUMS. I think I can safely say she has almost single handedly planned, coordinated , outlined and structured all of the educational content for our conference this year and in past years. Peggy has also been very active in her local PCC, as well the NPF traveling to speak (at her own expense) to share her expertise with all of us. She has truly been an industry leader and I have been blessed to learn under her leadership.

I have had the pleasure of knowing Peggy on a professional level for 8 yrs. She works diligently putting the needs of the industry above her personal and family, working late hours on her time to coordinate speakers for conferences. Traveling at her expense to speak and attend, because she believes in the mission of NACUMS.

Peggy has worked with the USPS and other industry leaders such as MSMA to establish certifications and testing for all NACUMS members. That not only brings creditability to our organization but also allows all of us to go back to our perspective universities with credential's that bring a higher level of professionalism and also helps to further our careers.