



Press Release

FOR IMMEDIATE RELEASE

Mark McKenna from the University of Vermont Presented with NACCU's 2016 Distinguished Service Award

Phoenix, AZ – April 28, 2016 – Mark McKenna received the 2016 NACCU Distinguished Service Award during the 23rd Annual NACCU Conference in San Francisco on April 19, 2016 from PERSONA's Jim Primovic.

Mark McKenna is the Director of the CATcard Service Center at the University of Vermont. He has spent the last 20 years growing the office from a handful of vending and point-of-sale devices to a system comprised of over 1500 locations. Applications include access control, dining, laundry and a MICROS POS system to name a few. The CATcard program also runs and manages a large self-operated off-campus program consisting of over 110 locations.

Under Mark's direction, the self-funded CATcard office created the first "shared/hosted system" platform with St Michaels College. This original concept allowed St Michaels to have a fully functional card office and program in a little over 90 days. Neighboring Champlain College and Norwich University have since been added to the program. The CATcard Service Center was awarded the "NACAS Innovation Achievement Award" and the "Diebold Visionary Award" for this creative use of a campus-card system. Negotiations are currently under way for the CATcard office to provide services to the City of Burlington, VT.



Through the years he and his program have beta-tested hardware, software and rolled out leading edge card technologies such as mobile readers, mobile-ids, web-based service delivery and biometric solutions. He has served on the board of directors for the Diebold Campus Card User Group and acted as chairman of the board in his final year. He is currently a member of the CBORD Strategy Council which helps provide direction and guidance in future product developments. Mark is continually searching for newer, more efficient ways of service delivery for his campus and partner schools.

Mark enjoys meeting new people and sharing ideas about the campus card world, in fact, the mentor program offered by NACCU is something he truly enjoys and has participated in for many years. He has conducted many presentations, webinars and hosted multiple roundtable discussions for both NACCU and his campus card system provider. In 2011 he was the keynote speaker for the European Campus Card Association held in Bristol, England.

NACCU congratulates Mark McKenna as the recipient of the 2016 NACCU Distinguished Service Award.

ABOUT THE DISTINGUISHED SERVICE AWARD

The NACCU Distinguished Service Award, sponsored by PERSONA, is presented to recognize an individual who has made contributions not only to a particular campus, but to the card services industry as a whole — raising the stature of the profession.

The recipient must demonstrate contributions to the industry through a combination of any or all of the following: Participation in the research and development of card-related technologies; development of solutions that have been shared with the industry; membership on advisory boards; NACCU volunteer; other professional association volunteer; product testing; involvement in industry activity that is above and beyond an individual's job description; demonstrated courage of convictions to take a risk — a pioneering spirit; published material; presentations.

About NACCU

As the only association serving the national and international campus card transaction industry, the National Association of Campus Card Users (NACCU) is the one source dedicated to high-quality educational programs, resources, services and tools. NACCU offers members infinite advantages in networking, developing partnerships, leveraging technology, problem solving, insight sharing and professional development.

NACCU membership is open to all colleges, universities, secondary institutions and companies that are involved with the campus card market. The association offers a newsletter (CARDtalk), listserv, website, an annual conference and regional workshops on topics related to campus cards. Learn more at www.naccu.org.

Media Contact:

Crystal Bazarnic

Art & Communications Manager

NACCU

crystal@naccu.org

602.395.8989