



**September 27, 2017 7:30 A.M. - 5:00 P.M.**  
**Only \$150 per ticket to this all day event!**  
**Early bird discount expires soon!**

**Earle Brown Heritage Center**  
**6155 Earle Brown Drive, Brooklyn Center, MN 55429**

## **The Midwest Area's Most Comprehensive Conference For Mail Management Professionals**

- *Hundreds of industry professionals will attend*
- *27 industry exhibitor booths*
- *Attend workshops, seminars and vendor demonstrations*
- *Opportunity to learn and share ideas about effective mail services, techniques and equipment*
- *Meet and speak with local Postal Executives*

Register as an attendee or reserve a vendor booth at this mailing expo by registering online at [twincitiespcc.org](http://twincitiespcc.org)



### **KEYNOTE SPEAKERS**



**Cliff Rucker - USPS  
Senior Vice President  
Sales and Customer Service**



**Mark Fallon  
The Berkshire Company**

# Educational Sessions

## Employee Engagement

In any business model or organization when the culture of leadership involves communicating the “whys” and work expectations to employees, we achieve success. We will explore effective methods of team building, collaboration and recognition that can be incorporated into every day work life. The results will create a positive workplace environment where employees thrive and enjoy coming to work. People plus Processes equals Pride in Performance.

## Informed Delivery for Mailer Campaigns

Informed Delivery is a consumer-facing feature offered by the US Postal Service that allows us to tie hardcopy mail to our daily digital lives. This workshop will give you a better understanding of how Informed Delivery works for mailer campaigns.

## Top 10 Mistakes in Mailpiece Design

Mailpiece design is critical to the success of any mailing campaign. It affects everything from the desire to open the piece through the message you are trying to convey. This workshop will show you how to avoid the 10 most common pitfalls that can prevent your message from being received by your customer.

## Mailer's Scorecard

This session will focus on common issues mailers are finding in their scorecards and how to correct them. Among the topics discussed will be places where undocumented pieces may be hiding in your production line; and how to manage undeliverable mail in conjunction with the scorecard.

## The Top 10 Percent: 11 Tips to Improve Your Mail Center

Based on the popular booklet, *110 Tips to Improve Your Mail Center*, this presentation reviews 11 actions you can take to improve your mail center today. Each tip is based on real-world successes shared by the presenter and his clients. Among other topics, the class covers people, purchasing, procedures and the U.S. Postal Service.

## The Power of Networking

Just as the Internet successfully networks computers with other computers - regardless of make, model or background, you can successfully network with other people - regardless of title, profession or background. Learn how to build and maintain your business and personal networks to improve your chances of success in today's competitive marketplace.

## The Cost of Addiction: The Prevalence of Addiction in the Workplace

The prevalence of addiction is widespread in the workplace and affects employees in all lines of work. How can employers recognize addiction and help their employees seek the help they need before it adversely impacts their work, their colleagues, and the company overall? Learn about the prevalence of addiction in the workplace and how treatment centers can work with companies to help their employees, as well as lower the cost of addiction.

## Gather – Engage – Maximize: Why “YES” is just the first step in your Customer's Journey

While acquisition gets all the headlines, maximizing ongoing customer value is the key difference between surviving and thriving. You'll bring easy (and smart) tips back to your team. We'll discuss ways to capitalize on meaningful ingredients of a successful retention formula, and why onboarding should be at the top of your list.



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# KEYNOTE SPEAKERS



**Cliff Rucker, Senior Vice President, Sales and Customer Relations, USPS**, oversees the direction and management of the Sales organization, as well as business and customer support provided by the Business Service Network (BSN) and Customer Care Centers. Cliff is responsible for the following: customer acquisition; business and residential customer service support; revenue growth and retention; business development; and improving USPS market competitiveness and sales for all commercial mailers, including small, mid-sized and large businesses. He reports to the chief customer and marketing officer and executive vice president.

Under Rucker's leadership, the USPS Sales organization has extended its reach to businesses worldwide, proving the value of postal products as an impactful medium for reaching consumers. His passion lies in playing an active role in the sales force and service functions, through the planning and execution of innovative strategies and integral initiatives that provide customers with products and services that best match their needs.

In 1982, Rucker began his career as a part-time carrier in Anaheim, California. Prior to leading the Sales and Customer Relations organization, Cliff spent 29 years in postal operations with a proven record of accomplishment, holding a variety of positions including manager, Operations Support, where his leadership facilitated the Southern Area in reaching the Top Ranking in the National Performance Assessment three years in a row. Additionally, he served as district manager of the Houston and Oklahoma Districts, and as Executive Postmaster/Senior Plant Manager in Las Vegas, Nevada. Rucker is a graduate of executive education programs at the Wharton School of the University of Pennsylvania and at Columbia University and is a certified Lean Six Sigma Green Belt.



**Mark Fallon, President & CEO of The 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](http://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.

A Certified Mail & Distribution Systems Manager (CMDSM), Mark was a recipient of MSMA's Manager of the Year, MSMA's Distinguished Service Award, the National Postal Forum's Mail Center Manager Award, and the US Postal Service Northeast Area's PCC Industry Member of the Year Award. A frequent speaker at the National Postal Forum, Xplor and local MSMA and PCC chapters, he has received numerous top speaker awards.

Mark received his bachelor's and master's degrees from Suffolk University in Boston. In addition to articles published in numerous periodicals and e-zines, Mark is the author of **110 Tips to Improve Your Mail Center**. In his down time, Mark enjoys long-distance running. In the last few years, he's completed 14 marathons, and 3 ultramarathons, including the JFK 50-miler, with a time of 9 hours, 37 minutes and 39 seconds.

<b>Mailing Professional</b>	<b>Management Professional</b>
<b>Mailer's Scorecard</b>	<b>Employee Engagement</b>
<b>Informed Delivery for Mailer Campaigns</b>	<b>Cost of Addiction in the Workplace</b>
<b>Top 10 Mistakes of Mail Piece Design</b>	<b>Mentorship</b>
<b>Gather-Engage-Maximize</b>	<b>Millennial Factor</b>
	<b>The Top 10 Percent: 11 Tips to Improve Your Mail Center</b>

\* 3 Sessions are required for certification in a particular track



Special thanks to Diane Dotzler and Venture Solutions for being the official printer of the Twin Cities PCC

## Why You Should Attend!

- Learn practical solutions and proven strategies to improve your mail center efficiency.
- Get updated on the latest trends and policy changes that will affect your business.
- Attend the **Largest Mailing Industry Forum in the Midwest** and equip yourself with the skills, knowledge and contacts you need to compete.
- Attend Educational sessions geared toward achieving certificates to increase **your** marketability and add value to **your** organization!
- **Management Professional** (programs to improve your ROI)
- **Mailing Professional** (career enhancing topics)
- **Plus:**  
Local, Regional, and National vendors providing affordable, proven solutions for **your** business center challenges.



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[Session Matrix](#)