



MSMA/MMA Joint Workshop

Cloud Computing

Thursday February 9, 2012

We are excited to invite you to attend our intriguing information packed workshop featuring “**Josh Evans**” a speaker at NPF and MAILCOM Tradeshows.

Cloud Computing and Software-as-a-Service technologies are bringing significant efficiency and cost savings to organizations. This workshop will describe the opportunities and unique challenges that cloud computing poses for a multitude of direct mail services, and reviews how to compare its Total Cost of Ownership to traditional software solutions.

Where: Country Financial Building [2 Pine Tree Dr. Arden Hills, MN 55112](#)

When: Thursday February 9th 2012

Time: Registration & Continental Breakfast: 8:30 am – 9:00 am

Presentation runs from 9:00 am – 9:45 am

\$10.00 Pre-registration **if received by February 6**

\$20.00 at the Door

On-line registration at <http://www.mnmailers.com/Register.htm>

Josh is the Vice President of Product Development at Lorton Data. Previous to this position, Josh was Information Processing and Product Manager. Josh has been in the Direct Marketing industry for over 10 years, with over five of those years working as a Direct Marketing and United States Postal Service expert.



Since 2002, Josh worked closely with management and developers to assist in improving processing systems. This along with his interest in marketing led to his position as NCOALink Product Manager. Currently Josh focuses on the planning and implementation of projects that improve processing systems, improve customer service and lead to new products.