



Rural Computer
Consultants, Inc.

25TH ANNUAL RCC CUSTOMER SEMINAR



June 12-15, 2023
Radisson Blu - Minneapolis

www.rccbi.com

Our Mission

It Is You; Our RCC Family!

We want to begin with 100% appreciation that you are here with us for 3 ½ days of learning and growing.

Please take home your custom RCC and MN Seminar Box of gear as a reminder of our thanks all year long until we can gather again like this!

We truly thank you for taking time away from your business, family and friends and regular life to attend our annual seminar. We know it is so important to stop the every day cycle of work and invest in our customers to be more connected and communicate one on one together.

For Fuel People, By Fuel People

We value your suggestions, insight, and experiences you share.

When you feel inclined to do so, please scan the QR code with the camera on your phone and give us your thoughts, ideas, suggestions, or better ways to continue to grow business together.



Thank you

to our **AWESOME** Seminar Sponsors

Please help us thank these vendors!

They help to keep our seminar rates low, help feed us, and bring great prizes!

Be sure to visit with them Tuesday afternoon during our 1st Vendor Show and Roundtable session.



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What Can You Expect?



Review of RCC Modules

Coverage of all modules available in the RCC package. Review of standard practices and exploring options customizable by you the user to better fit your software to your business.



What's New – Where are we going?

RCC is forever growing and changing to better suit your business needs as the demands of the industry expand. We are all in this together.



Thinking Outside the Bobtail

New this year, we have invited three different speakers to help you grow your business in other directions beyond gallons pumped.

Day 1

Monday, June 12 - 2023

7:30 AM

Conference Registration

8:15 AM

Welcome to the 25th ANNUAL RCC Customer Seminar

9:15 AM

The Journey Begins – Hi, I'm a New Customer

Breakdown The Setup

11:15 AM

Service Manager / SM

Owner Session Employee Access – Assigned Room

12:00 –
12:45 PM

Lunch

1:00 PM

Keynote – Tim and Brian Follick

2:00 PM

Web Services and Auto-Payments

4:00 PM

Unique Scenarios Maintaining Customer Data

4:30 PM

Is There a Report for That?

5:00 PM

Go Relax – Eat and Be Merry



Customer service should not be a department; customer service is everyone's job. – Kenneth H. Blanchard

Day 2

Tuesday, June 13 - 2023

8:00 AM	Good Morning
8:15 AM	Keynote – Jacob Peterson
8:45 AM	DM and Forecasting Logic
10:00 AM	Delivery and Real Time Communications
11:00 AM	Tech Tuesday Panel
12:00 – 12:45 PM	Lunch
1:00 PM	Keynote – Steve Gasser
2:00 PM	Uploads and Postings – Why all the)7f/#&! Reports?

RCC Vendor Show and Roundtables

3:00 PM	<p>Visit with our multiple vendors, roundtable discussions held with RCC Staff, drawings for \$50 CASH (Must be present to win)</p> <p>Vendors: MSG, Tiger, Vivid Image, Singularis, OTODATA, A•R•M Solutions</p>
5:00 PM	<p>Vendor Show and Roundtables Close – Go Refresh!</p>
6:00 – 8:00 PM	<p>RCC Customer and Vendor Appreciation at FireLake Grill House</p> <p>Cocktails and appetizers, more drawings for \$50 CASH (Must be present to win)</p>

Day 3

Wednesday, June 14 – 2023

8:00 AM

Whirl of a Wednesday – Who, What, When, Where & Why Questions?

8:30 AM

MOGO – Basics to Master Level

11:00 AM

New Truck / Driver / Category / Product Setup

11:30 AM

Notifications

12:00 –
12:45 PM

Lunch

1:00 PM

Keynote – David Lowe

2:00 PM

Building Customer Budgets and Contracts

3:15 PM

Inventory – Where are My Things?

4:00 PM

Programming Panel – More Chatter than 0's and 1's

5:00 PM

Seminar CLOSES

6:00 –
8:00 PM

The Fair on 4 – Mall of America



Providing great customer service is the most natural activity in the world. It's fun to help others because it feels good.

– Kevin Stirtz

Day 4

Thursday, June 15 – 2023

8:00 AM

RCC Ownership Panel

9:00 AM

AP > GL > Financials

10:30 AM

Best Tips for Requesting Customer Support

11:00 AM

Power BI – RCC Checklists – NEW Templates

12:00 AM

RCC Team Farewell



How you think about your customers influences how you respond to them. – Marilyn Suttle

Meet Your Speakers

Dr. Tim Follick and Dr. Brian Follick Consulting Psychologist Incorporated (CPI)

Dr. Tim Follick and Dr. Brian Follick have dedicated their careers to elevating the potential of people. Their firm, Consulting Psychologists Incorporated (CPI), is devoted to helping individuals, teams, and organizations leverage their unique talents. Their mission is to be a positive force for meaningful growth, empowering people, and the companies they work for to realize their full potential.

Dr. Timothy Follick, Ph.D., L.P President - Consulting Psychologists Inc.

Dr. Timothy Follick received his Ph.D. from the University of Minnesota and has been a practicing management psychologist for 40 years. His work is focused exclusively on leadership assessment, individual and team development, and maximizing potential in both individuals and organizations. As the president of Consulting Psychologists Inc, he has worked nationally and internationally to help individuals and organizations adapt and grow. He specializes in the design of strategies that drive improved performance, support succession planning, and facilitate accelerated employee development. His value to clients is forged out of real-world experience and his expertise allows him to act as a trusted advisor to many senior leaders.



Meet Your Speakers

Dr. Brian Follick, Psy.D., L.P.

Dr. Brian Follick received his Doctorate in Counseling Psychology from the University of St. Thomas and has been a member of the CPI team for nearly 10 years. His work focuses on executive coaching, leadership assessment, and individual & team development. His client-centric approach emphasizes partnership and customization to fit the unique needs of each organization. He has a passion for working as a long-term partner to senior leadership teams, guiding their continuous improvement and helping them to plan effectively for the future. He is committed to driving real, measurable results through dynamic leadership, effective teamwork, and the application of innovative talent strategies.



Meet Your Speakers

Jacob Peterson National Propane Gas Association (NPGA)

Jacob Peterson is the Director of State Advocacy & Affairs at the National Propane Gas Association (NPGA). Prior to joining NPGA in 2018, Mr. Peterson spent seven years on Capitol Hill working for Representative Jim Sensenbrenner of Wisconsin. As the Senior Legislative Assistant in the office, he oversaw the Congressman's energy, environment, science, business, and financial services portfolios.



Steve Gasser, CEO Vivid Image

I know businesses are wasting time and money on the wrong marketing activities. It drains the life out of your business. Revenue goes down. You question each decision. You look for magic solutions and take a shotgun approach to solve your immediate pain. But it never works.

What I want to do is bring intentionality to marketing so you can make wise decisions. I find people come alive when they have a clear marketing vision, an intentional plan to reach it, and support to overcome obstacles, without wasting precious time and money. You will go to sleep at night knowing you are taking small steps forward on the right path.

As a result, our clients experience more joy in life and growth in their businesses than ever before.



Meet Your Speakers

David W. Lowe Pro Image Communications



I serve as a sales and advisory/consultant for Pro Image Communications providing energy company clients with unique marketing, sales, and training programs that are designed to maximize profitability and customer base growth. With nearly 60 years of experience gained from the ownership of a retail propane and transport business along with various management positions, some of my responsibilities included profit and growth planning, sales, and marketing, purchasing, pricing, human resources, routing, and equipment maintenance.

Pro Image provides an exceptional suite of Marketing Materials, Competitive Price Survey Data, and Customized Comprehensive Training Programs including Sales, CSRs, Management and Ownership.

I began my career in 1965 working on the dock and yard at my family- owned propane retail and transport business, Lowe Bros. & Dad, Inc. in Charlotte, Michigan. Following the sale of LBD in 1998, I began working for multiple propane companies in various capacities. Some roles served are Governmental Relations, as General Manager, Operations Manager, and as an Independent Propane Advisor.

The past 10 plus years have served as V.P. Sales Professional for Pro Image Communications from Grand Blanc, Michigan which is blessed with clients in 45 states and Canada.



'98

REMEMBER WHEN?

- ▶ All California bars, clubs, and card rooms must be smoke-free
- ▶ Hockey News selects Wayne Gretzky as the best NHL Player ever
- ▶ NHL's Minnesota franchise selects the nickname Wild
- ▶ Jesse Ventura elected the 38th Governor of Minnesota
- ▶ WrestleMania XIV, FleetCenter, Boston, MA: 'Stone Cold' Steve Austin's wins his first WWF Heavyweight title against Shawn Michaels
- ▶ Your seminar MCs were both high school graduates of different Jaguar mascots
- ▶ NFL Draft: Tennessee quarterback Peyton Manning first pick by Indianapolis Colts
- ▶ Disney's Animal Kingdom opens at Walt Disney World near Orlando, Florida
- ▶ Mercedes-Benz buys Chrysler for \$US40 billion and forms DaimlerChrysler in the then largest industrial merger in history
- ▶ Google is formally incorporated by Larry Page and Sergey Brin, two students at Stanford University
- ▶ Space Shuttle Discovery blasts off on STS-95 with 77-year old John Glenn on board, making him the oldest person to go into space
- ▶ Cost of a gallon of gas – \$1.15
- ▶ US Postage Stamp – .32 cents
- ▶ Dozen eggs – .88 cents

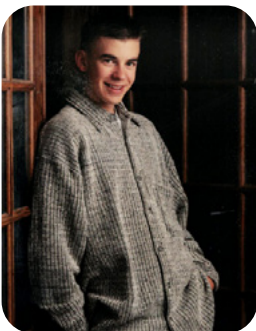
Message from your Seminar MCs

We want to personally thank all of you for taking this ride with us for the last handful of years.

This is our favorite week of the year being able to truly connect with you all, listen to your voice and hear your meaningful questions, your interests, your items you dislike, and the items that make your day better. Being present with you and having these in person connections make our hearts happy.

Until next time, safe travels.

Your RCC Seminar MCs,
FRANCY (Freddie & Nancy)





Rural Computer Consultants, Inc.

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