

FOR IMMEDIATE RELEASE:

CONTACT:

Rick Conlow

WCW Partners, Inc.

651-275-0514

612-868-8521

rick@wcwpartners.com

www.wcwpartners.com

WCW Brings Bruce Moorhouse on Board!

Stillwater, MN, January 2009 - As a synthesizer and "clarifier of squishiness," Bruce has the innate ability to bring together the pieces of a client's dream and make it a reality - something he did frequently over the 29 years he worked for 3M corporate communications in Canada and the United States.

A good example: The Toronto native helped his former employer create \$2 billion in incremental annual sales by leading a team in the development of the \$30 million 3M Innovation Center.

Bruce's passion is leadership and helping organizations discover and develop their culture and identity. His work with 3M in these arenas included leading a global 3M team through a five-year process to research, define and develop the 3M brand system. This resulted in 3M's new identity system, a renewed focus on brand management and a corporate advertising campaign that ran in 43 countries.

While at 3M, Bruce was also responsible for professional development of the global communications community and was a Six Sigma Champion, helping to lead the implementation of Six Sigma and process improvement in the communications community.

Bruce believes that leadership and the ability to drive fear out of an organization are critical to innovation and success. His organization at 3M worked to integrate the internal and external messages of the company around 3M's promise of innovation, and to help leaders at 3M understand the behaviors that drive a culture of innovation.

Over the years, numerous companies such as Caterpillar, Ford, General Motors, and Starbucks have asked Bruce to speak or consult in their organizations on developing a culture of innovation and engaging the hearts and minds of their workers. Bruce has also done consulting work with Weyerhaeuser, Hatch Engineering and the Child Health Corporation of America.

Bruce teaches the capstone course for undergraduates in the School of Journalism and Mass Communications at the University of Minnesota.

He has also done volunteer work for the National Chronic Care Consortium.

During the summer, Bruce and his Honda Goldwing motorcycle are inseparable, often taking 5,000- to 6,000-mile road trips together - the latest to Vancouver, British Columbia.

Bruce lives in Stillwater, Minnesota with his wife, Cherrie, and has two adult children.

Read more at www.wcwpartners.com or contact us toll free at 888-313-0514.

Who we are – WCW Partners is a performance improvement company. Based in Minneapolis, Minnesota, we work with clients in a variety of industries worldwide to help them excel in sales, service, and leadership. We have a proven record of helping organizations increase sales and customer retention, while at the same time significantly improve employee retention, engagement, and productivity.

- END -