



Artificial Intelligence: Help, Not Hype

Long Island and Queens
Postal Customer Council

April 30, 2026

Mark M. Fallon
President and CEO
The Berkshire Company

www.berkshire-company.com

1



Meet Your Overlords!



2

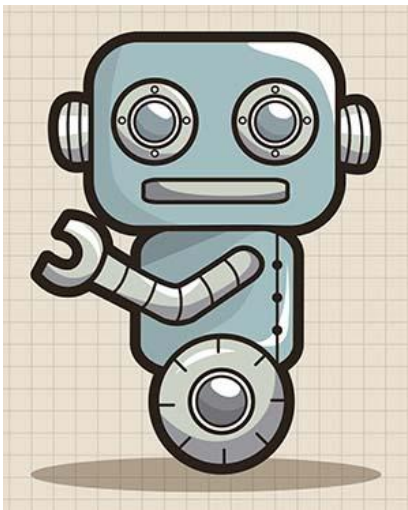
AI: An Overview

- What is AI?
- AI in Business
- AI in Print and Mail
- AI and Postal Promotions
- First Steps



3

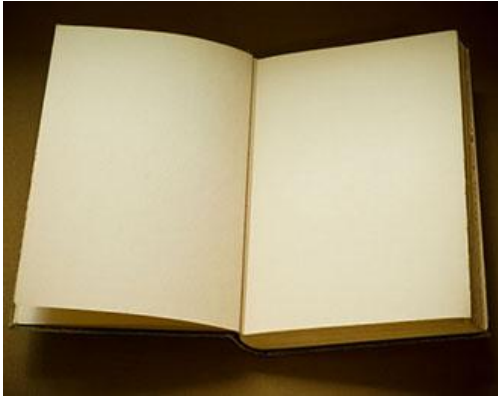
What is AI?



- Definition(s)
- Brief History
- AI in Everyday Lives
- AI Terms

4

Top 10 Terms in AI



- Machine Learning
- Deep Learning
- Neural Networks
- Large Language Models (LLMs)
- Natural Language Processing (NLP)
- Computer Vision
- Training Data
- Algorithm
- Generative AI
- Internet of Things (IoT)

5

AI in Business

- Robotics
- Data Analytics
- Customer Service
- Security
- Agentic AI



6

AI and Inbound Mail



- OCR+++
- Digital Mail
- RPA – Robotic Process Automation
- Analytics and accountability
- ????????

7

AI in Print and Mail

- Production Management
- Preflight files
- Quality control
- Predictive maintenance
- Analytics and accountability
- ????????



8

AI and Postal Promotions



- Integrated Technology Promotion
– 5% Postage Discount in 2026
- “Pick 6” Scheduling
- Option 1: Mailpiece Copy
- Option 2: Mailpiece Image
- It’s easier than you think
- Don’t forgot the Add-Ons!

9

AI: First Steps

- IT Requirements
- Legal/Compliance
- Vendors
- Research
- Stay Informed
- Play! (responsibly)



10

AI: Words of Caution

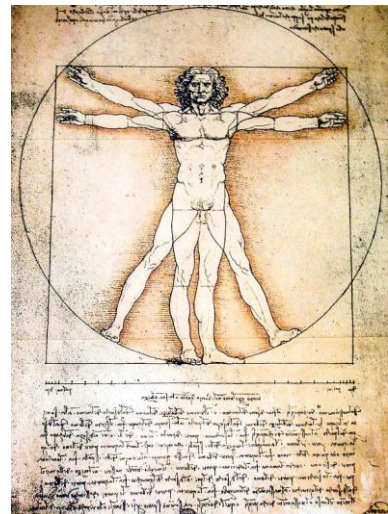


- AE – Artificial Exuberance
- Governance
- Built-in Bias
- Hallucinations / Slop
- Energy Resources
- Impact on Morale

11

AI: Why I'm Optimistic

- *Future Shock*, Alvin Toffler (1970)
- *Megatrends*, John Naisbitt (1982)
- Technology is part of our evolution
- Humanness is an equal partner
- Balance
 - Tech can support and improve life
 - We need to know when to unplug



12



The Berkshire Company Free Resources

Thursday Thoughts on AI Newsletter

<https://www.berkshire-company.com/thursday-thoughts-sign-up>



AI: Help Not Hype

<https://www.berkshire-company.com/april-2026-li-and-queens-pcc>



13



Thank You!

Mark M. Fallon

President & CEO, The Berkshire Company

Visit: [berkshire-company.com](https://www.berkshire-company.com)

Email: mmf@berkshire-company.com

LinkedIn: [Mark Fallon](#) Instagram: [mmfallon621](#)

14



About The Berkshire Company

An independent management consulting firm, The Berkshire Company specializes in improving your business process, including analyzing your operation, developing and selecting solutions, and providing project management.

The Berkshire Company has helped more than 100 organizations improve their operations with:

- Process Evaluations & Improvements
- Strategy Development
- Project Management
- Outsource vs. Insource
- Mail Center Security
- New Technology

Learn more at: www.berkshire-company.com