



 **RIA**

PHOENIX
A W A R D S

2012
CALL FOR ENTRIES



show the world how good you are

Previous winners include:

- ▼ A&I Fire and Water Restoration
- ▼ Advanced Restoration Technologies
- ▼ Alliance Disaster Kleenup
- ▼ Arrigo Restoration
- ▼ Begal Enterprises, Inc.
- ▼ BELFOR USA
- ▼ Belfor - Columbus
- ▼ Belfor - Exton
- ▼ DKI/Better Floors & Restoration
- ▼ First General Services
- ▼ First Restoration Services
- ▼ Insurance Restoration Services
- ▼ Johns Lyng Group (Australia)
- ▼ Kelmann Corporation
- ▼ Mellon Certified Restoration
- ▼ Rolyn Companies
- ▼ Sharp & Robbins Construction
- ▼ Spotless Carpet Cleaners & Janitorial Services, Inc.
- ▼ Woodard Cleaning & Restoration

Introduction:

Since the dawn of history, fires and floods have wreaked destruction on the homes, possessions, and lives of human beings. Even with today's modern advances, natural disasters still destroy structures and contents. The professionals who restore damaged property play a unique role as they strive to find the most effective way to "make it better" for all involved.

The Restoration Industry Association (RIA) established the RIA Phoenix Awards for Innovation in Restoration and Innovation in Reconstruction to acknowledge these achievements worldwide.

Why the Phoenix Award?

Originating in ancient times, the Phoenix was a mythological bird which could re-create itself out of the ashes of its own destruction. As a symbol of rebirth, the Phoenix represents the process involved during the restoration and reconstruction of damaged properties.

Recognized by restoration firms and insurance companies worldwide, the RIA Phoenix Awards allow companies to illustrate the skills and expertise required to restore damaged structures and contents. Winners are recognized in the trade and mainstream media, featured in *Cleaning & Restoration* magazine, and are provided with a unique opportunity to promote their success to clients, potential customers and their local communities.

Phoenix Award recipients will be announced at the annual RIA Leadership Summit & Industry Expo in Myrtle Beach, SC on March 28, 2012. In addition to earning the respect of fellow RIA members, this award provides a vehicle for winners, participating firms and the entire RIA membership to achieve recognition in the media and the insurance industry for their contributions.

Dates:

Deadline for applications and supporting documents is **December 15, 2011**. A \$75 late fee will be assessed on any entries received between December 16-22. No entries will be accepted after **December 22, 2011**.

Eligibility:

The Phoenix Awards are open to all RIA member firms, as well as non-member firms that provide restoration and remediation services. Projects should have been completed between January and December 2011. (The applicant's portion of the project must be fully completed. The entire project must be 90% completed in this timeframe.) There is no minimum project size.





Fees:

Applicants may submit a total of two entries in each category

- ▼ **RIA Members:** \$300 for the first project
\$200 for the second project
- ▼ **Non-members:** \$500 for the first project
\$400 for the second project

Each entry must be accompanied by a separate application.

Deadlines:

- ▼ Register and pay online at www.restorationindustry.org.
- ▼ **Early registration:** Wednesday, **December 15, 2011**. All entries should be post-marked by this date to receive the \$300 or \$500 entry fee.
- ▼ **Late registration:** Wednesday, **December 22, 2011**. Late applications will be accepted provided a **\$75 late fee** is included with the entry.

Entry Procedures:

All entries should include the following:

- ▼ Four copies of the attached application
- ▼ Four copies of a narrative (ranging from 1000-2000 words) – this should include an overview of the project, identify the major challenges, the steps taken to address the challenges, any creative solutions or remedies utilized to save the client time and/or money, a financial synopsis of the value of the project (not the actual bid); clearly identify cost savings to the client and explain what makes this project unique.
- ▼ Four sets of before/after photos of good quality (300 dpi or higher – approximately 640K to 3 mg in size - in a .jpg or .tiff format)
- ▼ One CD with all of the information and photos
- ▼ Photos should include captions with pertinent information
- ▼ Reprint permission must accompany any submitted photos taken by a professional photographer.

Select the category you feel best fits the project. If necessary, the program administrator will switch it to the appropriate category once the entry is received.

Our company has enjoyed the challenge of competing for and winning the Phoenix Award. Not only is this a very distinguished award which we proudly display, but we find the greatest benefits are the team camaraderie and company pride that develop regardless of whether we win or not.

Rusty Amarante, CR
BELFOR USA



Over the many years of my involvement with RIA, I have always dreamed of winning this coveted and prestigious industry award and it is an overwhelming honor to have been selected!

Jim Mellon, CR
Mellon Certified Restoration

We are humbled and proud to be honored in such a way that allows our organization of dedicated and hard working individuals, to be recognized for the extraordinarily high level of service that we provide to our community and clients. ADK is thrilled to be ranked with other elite restoration contractors and companies that have also won this prestigious award in the past.

Justin Tubero
Alliance Disaster Kleenup

Phoenix Award for Innovation in Restoration:

Awarded to a contractor/firm for a restoration project, personal property or building which does not include building reconstruction. Generally includes the restoration and/or remediation of a structure and its contents, does not include major reconstruction as part of the project; may include drying out a structure and reframing, drying and/or cleaning contents. Projects may be residential or commercial.

Phoenix Award for Innovation in Reconstruction:

Awarded to an individual contractor/firm, may encompass some restoration, but generally requires significant rebuilding of the structure – e.g., new roof over most or all of an entire structure; expansion or redesign of an existing structure to make it better fit a customer's current needs. Projects may be residential or commercial.

Award Notification:

All award winners will be notified prior to the award ceremonies at the 2012 RIA Leadership Summit & Industry Expo so appropriate travel arrangements can be made to attend the Convention.

Jury:

A minimum of three jury members with extensive experience in restoration, reconstruction, and insurance issues will select the winning projects for each award. Jurors' names will be kept confidential. Jurors will not vote for or against competitor contractors from their own market areas, nor will they judge any projects in which they may have been involved in some capacity.

Criteria:

Projects submitted should:

- ▼ Demonstrate value through a conspicuous reduction in the amount of the loss to the insurance carrier and/or the property owner.
- ▼ Focus on effective problem-solving in a catastrophic situation.
- ▼ Identify innovative procedures that provide a good example for the industry.





Checklist for Submission:

Please include the following information along with four copies of your completed application:

- Four copies of the narrative description of the project, including the dates of the project, any unique challenges or hurdles presented, the remedies you chose, the techniques used, your repair estimate, the innovation and effective action displayed on this project and an estimate of the reduced loss resulting from your efforts.
- Four sets of before and after photos*
- One CD with an electronic version of the entry, including photos. (May be in .pdf, Word, .tiff and .jpg formats.)*
- A check made out to RIA for:
 - \$300 - Member rate, first entry
 - \$500 - Member rate, two entries
 - \$500 - Non-member rate, first entry
 - \$900 - Non-member rate, two entries

\$75 late fee for entries postmarked after 12/15/11

**RIA reserves the right to reproduce all award-winning projects. Photographs will be used for educational programs and for publicity purposes.*

Please mail all completed applications and supporting documentation to:

Restoration Industry Association
12339 Carroll Avenue
Rockville, MD 20852

Attention: Patti Harman

Questions?

Phone: 301- 231-6505, ext. 28
Fax: 301-231-6569
Website: www.restorationindustry.org

Helpful Hints:

How to package your entry:

- Use a binder or GBC bind your entry to keep everything contained in a neat package.
- Include the entry form as PAGE 1, followed by the Project Narrative and then before/after photos.
- Highlight:
 1. Total value of project - general breakdown of costs.
 2. Cost savings provided.
 3. List challenges and how the company solved them.
- Projects to consider entering:
 - * Unique, one-of-a-kind projects
 - * Landmarks or historic projects
 - * Projects with unusual contents requiring restoration.

Things to consider:

Allow plenty of time to assemble your entry.

Involve your staff. It's a great way to promote pride and camaraderie in the company.





67th ANNUAL
LEADERSHIP SUMMIT
& INDUSTRY EXPO

MARCH 26-30, 2012
MYRTLE BEACH, SC

www.riaconvention.org





Registration Deadline: Wednesday, December 15, 2011

Please fill out this application entirely and submit by the deadline to avoid late fees. Applications received AFTER December 15, 2011 will be assessed a \$75 late fee. No applications will be accepted after December 22, 2011. **Please use one application per project.** All applications must include payment in full in USD payable to RIA.

APPLICATION INFORMATION: Select the Category for your application:						
	RIA Member Rate		Non-member Rate		Late Fee	Total Due
	First Entry	Second Entry	First Entry	Second Entry		
<input type="checkbox"/> Innovation in Restoration	\$300	\$200	\$500	\$400	\$75	
<input type="checkbox"/> Innovation in Construction						

APPLICANT INFORMATION		
Applicant's Business Name:		
Street Address		
City:	State/Province:	Zip/Postal Code:
Country:	<input type="checkbox"/> USA <input type="checkbox"/> Canada <input type="checkbox"/> Other:	
Phone:		Fax:
E-mail:		
Name of Business Principals:		
Date Company Founded		
Market Area:		
Past Awards/Honors		

PROPERTY INFORMATION		
Property Owner's Name		
Property Street Address		
City:	State/Province:	Zip/Postal Code:
Country:	<input type="checkbox"/> USA <input type="checkbox"/> Canada <input type="checkbox"/> Other:	
Phone:		Fax:

ADJUSTER INFORMATION

Adjuster's Name			
Street Address			
City:	State/Province:	Zip/Postal Code:	
Country:	<input type="checkbox"/> USA <input type="checkbox"/> Canada <input type="checkbox"/> Other:		
Phone:			Fax:

PERMISSIONS

RIA has permission to publish the following:

- Applicant Information
- Property Information
- Adjuster Information

In addition, I agree that all materials submitted may be used for promotional and marketing purposes by RIA and I give RIA license to reproduce materials as submitted.

Applicant signature:

Date:

PAYMENT INFORMATION — all funds in US Dollars. Registrations will only be processed with full payment.

- Check Enclosed *made payable to RIA* Visa American Express MasterCard

Card Number		Exp. Date.	Card CCV Code
Card holder Name			
Card Billing Address			
City:	State/Province:	Zip/Postal Code:	
Country:	<input type="checkbox"/> USA <input type="checkbox"/> Canada <input type="checkbox"/> Other:		
Cardholder Signature			

