

REGISTRATION BROCHURE



MARCH 23-27, 2010

Hyatt Regency Atlanta on Peachtree Street
Atlanta, Georgia



Early registration deadline: Feb. 26, 2010

Media Sponsor

Cleaning & Restoration

Take time to learn...network...and succeed!

The RIA Convention & Exhibition provides cleaning and restoration professionals with the education, tools and contacts they need to grow their businesses, train their employees and manage their companies. The firms represented by attendees are the leaders in their respective markets, often posting annual sales in excess of \$2 million. They are the decision-makers in their firms and understand first-hand the value of networking with their peers from around the world.

Exhibition

RIA's Exhibition showcases the latest cutting-edge tools every cleaning and restoration professional requires to stay ahead of the competition. Convention attendees come prepared to test-drive and purchase the equipment and services they see because they recognize the quality and value our exhibitors provide.

Education

Over a four-day period, RIA offers more than 90 hours of education and networking opportunities, the perfect reason to bring multiple staff members so they can participate in everything the Convention has to offer. And **the focus of this year's event on health and safety in the field** makes attending the Convention a must for any individual involved in cleaning, remediation and restoration.

The two keynote presentations are far from the "same old, same old" with Dan Coughlin addressing how to successfully lead a team for maximum impact and raise the bar for your employees and customers, and Dr. Barbara Manis tackling the topic of health awareness and safety with dramatic, real-life case studies from which everyone can learn.

Registration

RIA's Convention also offers a lot of value for the investment with most meals included in the registration price, special room rates at the Hyatt Regency Atlanta, and solid education sessions that guarantee you'll take practical information back to your office that can be implemented immediately. It's an event your company truly can't afford to miss!

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Registration Hours

Tuesday, March 23

3:00 pm – 6:00 pm

Wednesday, March 24

7:00 am – 6:30 pm

Thursday, March 25

7:00 am – 4:00 pm

Friday, March 26

7:00 am – 4:30 pm

Schedule At-A-Glance (Program subject to change. Check www.restorationindustry.org for updates.)

TUESDAY, MARCH 23, 2010

8:00 am - 3:00 pm	Mold Refresher CEC Course*
10:30 am - 5:30 pm	Annual Golf Tournament*

WEDNESDAY, MARCH 24, 2010

7:30 am - 4:30 pm	RIA's Rug Tour of the World*
8:00 am - 3:00 pm	Pre-Convention Workshop #1: Survival Spanish for Restoration Professionals* Pre-Convention Workshop #2: EPA Lead Renovator Workshop* Pre-Convention Workshop #3: Part II - Creating Workshop Relationships with Adjusters that Last*
3:00 PM	2-Day Convention Begins
3:00 pm - 6:00 pm	Exhibit Hall Open
4:00 pm - 4:30 pm	Annual Membership Meeting
5:00 pm - 6:00 pm	New Member/1st Time Attendee Reception
6:30 pm - 8:30 pm	Welcome Reception

THURSDAY, MARCH 25, 2010

6:45 am - 8:30 am	Continental Breakfast
7:30 am - 8:30 am Early-Bird Track	Insider Secrets - Legal Assessment of Insurance Benefits Get Me the Money! Effective Collection Techniques Restoration of Historical Roofing"
9:15 am - 10:15 am	GENERAL SESSION: Keynote Address - "Titles Mean Zero When Leading Your Team - Accelerate Your Impact"
10:00 am - 2:00 pm	Exhibit Hall Open
11:00 am - 1:00 pm	Lunch in Exhibit Hall
2:00 pm - 2:50 pm Educational Sessions	Cleaning for Health: Applying the Concepts Ethical People + Ethical Dealings = Ethical Operations There's More to Maintaining Stone than Cleaning"
3:00 pm - 3:50 pm Educational Sessions	Asbestos, EPA & OSHA Regulations: Know the Difference Legal Developments in Health & Safety Responsible Business: Carpet Recycling"
4:00 pm - 4:50 pm Educational Sessions	Residential Nightmares: Dealing with Condo Losses An Honest Chemical Broker: Appropriate Chemical Usage Cleaning High-Value and Oriental Rugs After Sewage Damage"
5:00 pm - 6:00 pm	Networking & Awards Reception
6:15 pm - 7:30 pm	Induction & Awards Ceremony

FRIDAY, MARCH 26, 2010

6:45 am - 8:30 am	Continental Breakfast
8:15 am - 9:15 am	GENERAL SESSION: Keynote Address - "White Coats & Hard Hats - Health Issues Affecting Restoration"
9:30 am - 1:30 pm	Exhibit Hall Open
11:00 am - 1:00 pm	Lunch in Exhibit Hall
1:30 pm - 2:20 pm Educational Sessions	Preparing for Your Best Exit Strategy Introduction to RIA's Char Standard Rugs & Carpets You're Sure to Get into Trouble When Cleaning
2:30 pm - 3:20 pm Educational Sessions	The Unknown Hazards: Are You Protected? Updates from Home Depot Good Asbestos & Lead Surveys Save Money
3:30 pm - 4:20 pm Educational Sessions	Right Bus, Wrong Seat: Finding & Placing Good Employees Unique & Unusual Drying Situations The Science & Business of Sanitizing"
4:30	Convention Ends

SATURDAY, MARCH 27, 2010

8:00 am - 3:00 pm	Post-Convention Workshop #1: Creating Great Strategies to Make More Money* Post-Convention Workshop #2: Translating Today's Technology into Business Dollars*
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*Some events require additional fees

Exhibitors

Who is Attending?

From rug and carpet cleaners, to restoration specialists and experts in all aspects of the indoor environment, the RIA Convention and Exhibition truly offers something for everyone. You'll meet a host of industry professionals including:

Attorneys	Industrial hygienists
Adjusters	Insurance adjusters
Building managers	Mold remediation specialists
Carpet cleaning contractors	Restoration drycleaners
Environmental consultants & specialists	Restoration professionals
Equipment manufacturers	Rug specialists
HVAC contractors	Textile experts

Exhibit Hall Hours

Wednesday, March 24

3:00 pm – 6:00 pm

Thursday, March 25

10:00 am – 2:00 pm

Friday, March 26

9:30 am – 1:30 pm

Join These Companies Who Have Already Reserved Exhibit Space.*

1-800-BOARDUP	Dry Air Technology	Morantz Ultrasonics
Abatement Technologies	DrySmart, LLC	Odorox
Allstate Insurance Company	Electronic Restoration Contractors	Omegasonics
Arid Dry by CDIMS	Emergency Rental & Supply	Phoenix Restoration Equipment, Division of Therma-Stor, LLC
Assured Software, Ltd.	Evans Garment Restoration	Pullman Ermator, LLC
B-Air Dryers/Air Movers	Fireline Systems	Restoration Media Marketing
Benefect RS Co.	FLIR Systems	Restoration Personnel Source
BNP Media	Fluke Thermography	RxHeat/Cambridge Engineering
Business Mentors	Fresh Wave IAQ® OMI Industries	Sporicidin by Contec, Inc.
Business Networks	FRSTeam	Steamatic, Inc.
CanAm Systems	GMS Distribution	Stuart & Prior
Chesapeake Soda Clean, Inc.	Gregory Neil Associates	Sunbelt Rentals
Cleanfax	Injectidry Systems, Inc.	Symbility Solutions
ClientRunner	Interlink Supply/TES	Top Tier Software Solutions
Crawford Contractor Connection	Jon-Don	TPI Corporation
DASH	K & J Representatives, LLC	Vaportek, Inc.
Delmhorst Instrument Co.	Legend Brands	Viking Equipment Co.
D.E.R. Disaster Solutions	Legends Environmental Insurance Services	Violand Management Associates
Disaster Equipment, Inc.	MasterBlend, Inc.	Xactware
DKI	Midwest Rental & Supply	Yodle
Driscoll & Driscoll Insurance Agency		

* As of 12/16/09

Keynote Speakers

Thursday, March 25

Dan Coughlin, The Coughlin Group

Titles Mean Zero When Leading Your Team: Accelerate Your Impact

Be prepared for an “atypical” leadership talk where traditional myths are debunked. You’ll get insights and actions that can be implemented the minute you walk through the office door. Dan Coughlin will challenge you to define your leadership styles, illustrating how each one can be effective (except for the dreaded chameleon who changes style depending on who’s in the room). You’ll learn how to give candid feedback to your staff while maintaining strong relationships; the importance of scheduling thinking time; raising your personal “bar;” and leveraging the technology of the customer experience. Geared for owners, senior executives, project managers, and vendors—essentially anyone who impacts the way other people think in order to drive better sustainable results through teamwork.



Dan Coughlin

A student and teacher, Dan creates practical processes that improve business performance. He’s invested over 3,000 hours on-site observing and advising executives and managers in more than thirty industries on a range of business functions, honing simple processes to improve performance. He combines real-life management consulting

experience with in-depth research of the audience to deliver practical insights that can be used immediately to improve their performance and results. Clients include Toyota, Marriott, Shell, Coca-Cola, McDonald’s, St. Louis Cardinals, Boeing, Prudential, IKON Office Solutions, Shawnee Mission Medical Center, Young Presidents Organization, BMC Software, American Bar Association, American Management Association, AT&T, Jiffy Lube Association of Franchisees, and more than 150 other organizations.

Friday, March 26

Barbara Manis, M.D., Building Health Sciences

White Coats & Hard Hats: Health Issues Affecting the Restoration Industry

Health and safety goes beyond knowing rules and regulations—it also deals with the challenges you face when entering severely contaminated environments. Despite having proper PPE and training, the personal risks can be too high if employees are not properly prepared and the inherent dangers understood. To complement our convention theme of health & safety, Dr. Barbara Manis will challenge us to understand the value of health awareness and safety, and how those components are reflected in your bottom line. Dr. Manis will share solid facts on the benefits of health awareness for workers as a key component of incident response and how to make it a part of your company culture. Through vignettes and in-depth case studies, she will demonstrate the important roles of health and safety.



Barbara Manis, M.D.

Dr. Manis is a physician and the Chief Medical Officer at Building Health Sciences, Inc. (BHS). Her background and training bring a unique health perspective to the evaluation of building restoration issues, including indoor air, mold, building components, sewage contamination, infected materials, chemicals, combustion products,

heavy metals and carbon monoxide. Since 1980, Dr. Manis has supervised the review and analysis of hundreds of indoor environmental evaluations to determine the relationship between the environment and health complaints or diagnoses. She was the Acting Medical Director for the city of Philadelphia, and for the past 20 years has specialized in environmental medicine dealing with commercial and residential IEAQ, including exposure issues, and building and health hazard evaluations for residents, occupants and workers. She has spoken at national meetings and symposia on issues related to indoor air, toxic exposures and adverse health effects.

Optional Pre-Convention Events

Tuesday, March 23, 2010

10:30 am – 5:30 pm

Annual Golf Tournament

(11:00 am lunch; 12:00 noon tee-time)



RIA's Golf Tournament gives you the perfect excuse to improve your swing while networking with peers, customers or vendors. Owned by Julius "Dr. J" Erving, The Celebrity Golf Club International was nominated as one of the top ten best new courses in America by *Golf Digest Magazine*. Golfers of all skill levels should find the course challenging and enjoyable. Your \$225 registration fee will include transportation to and from the course, greens and tournament fees, driving range, golf cart, round of golf, buffet lunch, and an informal awards reception after the tournament. A limited number of club rentals are available for \$50. Appropriate golf attire is required (soft spikes only). Scramble format (best ball).

**Tuesday,
March 23, 2010**

8:00 am – 3:00 pm

Mold Refresher CEC Course

Presenter: Michael A. Pinto, CSP, CMP
Wonder Makers
Environmental, Inc.

RIA's Mold Refresher Course keeps remediation contractors updated on current issues affecting the mold standard of care, including guidance documents and/or regulations impacting new technologies/equipment designed to safely and efficiently remove mold. The course manual is *Fungal Contamination: A Comprehensive Guide for Remediation*. (To purchase, visit RIA's online Bookstore at www.restorationindustry.org.) The Mold Refresher Course is not an entry-level course and is not intended for those who are just entering the mold remediation profession. Attendees must have attended the MRT or MRS courses, or hold an advanced certification in mold remediation.

Michael A. Pinto, CSP, CMP

Michael A. Pinto, CSP, CMP, currently serves as chief executive officer of Wonder Makers



Environmental, Inc. He has authored three books including Fungal Contamination: A Comprehensive Guide for Remediation, over 130 technical articles, as well as 18 commercial training programs.

Wednesday, March 24, 2010

8:00 am – 3:00 pm

Workshop #1:

Survival Spanish for the Restoration Professional

Presenter: Jill Bishop, Ph.D.,
Luciana Tiberio
Workforce Language
Services, LLC

With the workforce expanding to include one of the country's largest growing segments—the Hispanic population—employers are finding themselves in need of better language skills AND cultural understanding. This intense, hands-on workshop is survival immersion training in Spanish for any restoration professional who oversees or manages a Spanish-speaking staff. Through the use of various language tools, group activities, collaborative sessions, and cultural background knowledge, you and your management staff will walk out with greater awareness and language skills to better communicate with your Spanish-speaking staff.

Jill Bishop, Ph.D.

Jill Kushner Bishop, Ph.D., is founder and president of Workforce Language Services, a Chicago-based company offering onsite Spanish and English as a Second Language training, diversity training, leadership development, and translation/interpretation/transcription services. A linguistic anthropologist, she has taught English and Spanish around the world and has



researched, written and lectured extensively on the subjects of language, culture and identity.

Luciana Tiberio

As the program manager of Workforce Language Services, Luciana plays an integral role in language and culture training, curriculum development and consulting. A certified Cultural Detective trainer and active member of the Chicagoland Chapter of the American Society for Training and Development, she has facilitated language and culture training for the Chicagoland Construction Safety Council, Associated General Contractors of Wisconsin, the Industrial Council of Nearwest Chicago, the Valley Industrial Association and at the World of Asphalt Show and Conference. She lived and worked in the Dominican Republic as an English instructor at the CEPCA Bilingual Elementary School for Berón and Punta Cana, and the Punta Cana Group teaching workplace-specific English. Upon returning to the United States, she taught high school Spanish in Riverton, Illinois

Workshop #2:

Part II: Creating Working Relationships with Adjusters That Last

Presenter: Peter Crosa
www.SSHCA.net

Insurance companies spend over \$250 billion annually on claims. If you want

to know how adjusters operate and work with vendors, then this workshop is for you. Learn how adjusters think, how they choose restoration contractors, what they need from them and how to deal one-on-one with adjusters. This class is packed with insights to help you understand the insurance industry including third-party administrators and preferred vendor programs. This six-hour learning venture will show you how to get optimum visibility and exposure to find adjusters and increase referrals, build trust, be a resource, and get useful feedback so that both you and your adjusters can facilitate a successful win-win working relationship!

Peter Crosa

Peter Crosa has been a licensed independent adjuster and private investigator for over 35 years, handling large complex losses throughout the United States and Latin America. Since 2000, he has traveled across the country conducting seminars and speeches on the topic of marketing services to the insurance claims industry. He is an associate in Claims with the Insurance Institute of America, and a member of the Society of Registered Professional Adjusters. He was the past Regional Vice President of the National Association of Independent Insurance Adjusters (NAIIA).



Optional Pre-Convention Events

RIA's Rug Tour of the World

7:30 am – 4:30 pm



Dalton, Georgia, located 60 minutes from Atlanta, is billed as the “Carpet Capital of the World” and for good reason. More than 90% of the functional carpet produced in the world today is made within a 65-mile radius of the city. The story of how Dalton became the *Carpet Capital of the World* dates back 100 years to a cottage industry that grew thanks to the invention of the automobile. From specialty rugs to carpeting, the resources here are amazing and RIA members will have the opportunity to tour a variety of mills specific to Oriental and specialty rugs, and related ancillary companies such as testing, padding and specialty fibers.

It'll be a fast-paced learning adventure – so don't miss this tour! (And we'll provide lunch!) Stops include: Oriental Rug Weavers Rug Manufacturing, Independent Textile Testing Service, Shaw Carpet Mill and Beaulieu Group. *Stops subject to change.*

Workshop #3:

EPA Lead Renovator Workshop

Presenter: Michael Pinto, CSP, CMP
Wonder Makers
Environmental, Inc.

ARE YOU READY? Effective April 2010, new EPA regulations will affect all environmental companies that conduct renovations or repairs including painting or window replacements for any type of compensation on housing constructed prior to 1978, in facilities that can be occupied by children under the age of six, such as child care facilities, or where the residents include pregnant women. *Every firm or individual performing this type of work will be required to have at least one employee who has attended the 8-hour Certified Lead Renovator course conducted by an EPA certified firm.*

The class will train contractors who perform building renovations or repairs and, painting and window contractors on how to work safely in housing with lead-based paint and comply with EPA's Renovation, Repair and Painting (RRP) Rule and HUD's Lead Safe Housing Rule. The course addresses health concerns; regulations; before, during and after work procedures; recordkeeping and training non-certified workers.

Michael A. Pinto, CSP, CMP

Michael A. Pinto, CSP, CMP, currently serves as chief executive officer of Wonder Makers Environmental, Inc. He has authored three books including Fungal Contamination: A Comprehensive Guide for Remediation, over 130 technical articles, as well as 18 commercial training programs.

Convention Session Overviews

**Thursday,
March 25, 2010**

7:30 am – 8:30 am

Insider Secrets: Legal Assignment of Insurance Benefits

*Speaker: Harvey Cohen, Esq.
Cohen Battisti, Attorneys at Law*

Do you actually pay your attorneys to do your collections? Did you know that many states have a “fee shifting” statute that allows your attorney to be paid directly from the insurance companies? In some states, the attorney’s fees are paid by the insurance company when an “insured” — the restoration company with the “assignment of benefits”—successfully resolves a dispute with the insurance company. The total amount recovered (the outstanding amount plus interest!) by the attorney on behalf of the restoration company is given to you. But to do this, your company needs an “Assignment of Benefits.” It’s like having a free collection agency!



Get Me the Money! Effective Collection Techniques

*Speaker: Tom Speiss
Armac*

Collections are a necessary part of any business and in today’s tough economy, it’s taking longer to “gimme the money.” This session, lead by premiere debt collector, Tom Speiss, will show how to collect the money BEFORE you need to use a credit collection agency. Tom will demonstrate effective, non-threatening techniques to garner quick response to collect your money. Learn the importance of the signed contract, how to tighten up loose contracts, how to clearly define contract language, and the importance of incorporating aspects of contractual obligations. You’ll learn how to ask for a retainer and the different statutes that are very specific to each state. Special bonus: you’ll walk away with resource documents to reference when collecting!

Restoration of Historical Roofing

*Speaker: John Chan
The Durable Slate Company*

A fascinating look at the restoration techniques behind historical roofing – this session takes you through the history of slate, tile and copper roofing and exposes the truth about asbestos and the different types of natural slate. You’ll hear about common installation mistakes with historical roofing, repairing tips and tricks from a veteran, complete with case studies and a pictorial overview.

2:00 pm – 2:50 pm

Cleaning for Health: Applying the Concepts

*Speakers: Michael Pinto, CSP, CMP
Wonder Makers Environmental, Inc.,
Michael Duke, CR
Utah Disaster Kleenup*



Whether it’s specialized cleaning in a school after a MRSA outbreak, disinfecting a hospitality facility during an influenza epidemic, assisting a medical facility with general infection control, or cleaning a residence for allergen reduction, cleaning and restoration contractors can be on the leading edge of the next wave overtaking the restoration industry. This session describes the general concept of “healthy cleaning” as it applies to the built and indoor environment, discusses practical examples of how companies can develop evolving market niches and how to expand emergency service capabilities. You’ll delve into Norovirus, MRSA, Avian and Swine flu and how to respond to ensure you protect your staff, as well as services you can “pre-sell” to different client groups like colleges, hospitals, care centers, and businesses.

Convention Session Overviews

Ethical People + Ethical Dealings = Ethical Operations

Speakers: Peter Crosa

*Peter J. Crosa & Co.,
Pete Consigli, CR, WLS
G. Pete Consigli Group*

Criminal misconduct and ethical issues are hyped in the media—rightfully making consumers leery and reluctant to deal with us. As restoration and mitigation contractors, we need to maintain ethical standards to advance the profession AND enhance our performance, productivity and profits. However, ethical companies begin with ethical individuals. Proper dealings among individuals result in operations that have secure relationships, enhanced productivity, and corporate profitability. This session will help you understand the infectious, destructive nature of unethical activity and how to reinforce good, ethical behavior among staff in order to gain consumer confidence and a better bottom line.

There's More to Maintaining Stone than Cleaning

Speaker: Scott Warrington

HydroForce/Bridgepoint Systems

With more clients favoring stone floors, restoration and cleaning



professionals need to know how to provide care for stone—or risk losing the work to the competition. And there's more to maintaining stone than simply getting it clean. Traditional methods of polishing stone are slow, messy and require considerable training. Participants in this session will learn an easier, faster and more profitable procedure to hone, polish and shine stone floors using diamond impregnated pads.

3:00 pm – 3:50 pm

Asbestos, EPA & OSHA Regulations: Know the Differences

Speaker: Russell S. Nassof, Esq.
TRC



Government regulations are the same regardless of the agency, right? Wrong. EPA regs apply to everything you do and are very different from OSHA regs. Many company owners and managers, as well as insurance adjusters, don't understand the regulations and the "need to know" is essential in order to protect everyone involved. Our expert, along with Brian Johns, CR, will cover issues such as: the company's

responsibility for crew health and well being; current rules and regulations pertaining to pre-1980 buildings; a detailed explanation of the differences between EPA and OSHA; and the necessity of compliance in today's marketplace. "Once you know, you're good to go!"

Legal Developments in Health & Safety

Speaker: David Governo, Esq.
Governo Law Firm, LLC

Protecting the health and safety of employees, customers and the public requires more than training. The legal system imposes a complex and changing set of requirements that impact a broad range of steps that contractors need to take to protect themselves from liability, fines, and penalties that can include jail time. This session will familiarize contractors with the latest regulatory developments that pose the greatest risks of liability for health and safety problems, help them identify legally dangerous situations plus describe steps that can be taken to reduce liability.

Responsible Business: Carpet Recycling

Speaker: Werner Braun
The Carpet & Rug Institute

One of the biggest challenges the carpet industry faces involves the reclamation of carpet and finding ways to keep it out of landfills. Currently, there are 4.7 billion pounds being sent to landfills annually. In layman's terms, that's 13 trillion BTUs being disposed of, or enough to power 106,000 homes

a year. The carpet industry has worked hard to find solutions to this problem and through those efforts has diverted a cumulative 1.33 billion pounds of post-consumer carpet from landfills since 2002. Come learn some of the fascinating ways the industry has achieved this.

4:00 pm – 4:50 pm

Residential Nightmares: Dealing with Condo Losses

Expert Panel: *Dave Robbins, CR*
Sharp and Robbins Construction,
Mary Masi
Community Management Assn.,
Scott Mullis, CR, WLS
EPIC Response,
Mike Beecham
Piedmont Mgmt. Assn

Restoration contractors are highly adept at handling losses pertaining to multi-family and residential units, but when dealing with condo associations, condominiums, hi-rise and/or multi-family structures—headaches arise. Condominium losses can present a myriad of problems due to overlapping

coverage issues, multiple carriers/adjusters and varied expectations. Sometimes multiple contractors may be working in the same common building, but in different units, which could affect issues pertaining to various liabilities. Our expert panel discusses how to successfully navigate through the shark-infested waters of residential condo losses by utilizing a single contractor approach to prevent confusion with the individual owners, minimizing scheduling delays and finger pointing, and developing useable action plans to answer the numerous questions that constantly arise.

An Honest Chemical Broker: Appropriate Chemical Usage

Speaker: *Bruce White*
Abatix Corp.

This session will simplify some of the information and marketing claims related to chemicals that are often advertised to the industry. You'll learn about various classes of



chemicals for different types of cleaning and restoration work, and receive an educated opinion explaining key strengths and weaknesses for each type of chemical. There will be validation on recommendations to either encourage or avoid certain types of chemicals for different uses.

Cleaning High-Value Oriental Rugs After Sewage Damage

Speaker: *Dan Bernazzani, CR*
Liberty Cleaning

So...would you really eat that cookie if it dropped on "that rug?" While rugs damaged by sewage or other contaminants have undergone restoration and look "clean" – are they? If a \$40,000 rug is damaged and isn't cleaned correctly, the damage will reappear and affect everyone in the household. Led by researcher Dan Bernazzani, you'll learn about testing techniques to determine cleanliness of rugs, plus antimicrobial products that assist in the decontamination process. You'll also be privy to new testing and research results and how drying with direct heat plus antimicrobial products can help with the cleaning process.



Convention Session Overviews

RIA Networking & Awards Reception and Ceremony

5:00 pm – 7:30 pm



RIA 2009 Advanced Certificant Graduating Class

RIA's Networking & Awards Reception is the perfect place to meet and greet old friends, and make new ones. Held prior to the annual Advanced Certification Induction Ceremony, convention attendees are also invited to participate in a time-honored association tradition for candidates who have invested the time and effort to achieve RIA's advanced certifications and are recognized for their achievements!

Friday, March 26, 2010

1:30 pm – 2:20 pm

Preparing For Your Best Exit Strategy

*Speaker: Jeff Kraai, CBA
Exit Strategies*

A can't miss session for those within five years of retiring! There's no time like the present to begin logically and systematically thinking about your exit strategy. Why? Because doing it correctly takes time. Here's a no-nonsense, realistic approach to the variables directly related to the value of your company. More importantly, learn what drives its value and how to maximize that value upon a decision to sell. Lastly, you'll learn the 10.5 critical components to every successful sales process.

Introduction to RIA's Char Standard

*Expert Panel: Tom Yacobellis
DUCTZ North America,
Lori Streit, Ph.D.
Unified Engineering Inc.,
Daniel Greenblatt
Envirotech Clean Air, Inc.*

RIA/IESO recently completed the first standard designed to provide restoration companies with guidance concerning the evaluation of HVAC/mechanical system surfaces to determine the impact from fire-related particulate. The standard utilizes char as the primary indicator for determining whether or not residue from a fire has deposited on the HVAC interior surface. The purpose of the standard is to determine the presence or absence



of fire-related residue on HVAC/mechanical system surfaces through specific inspection and sampling guidelines. The presenters will address how the standard was developed, the protocols included and how to apply them, and the science behind the recommendations. IESO/RIA will also be pursuing ANSI approval for the standard

Rugs & Carpets You're Sure to Get Into Trouble When Cleaning

Expert Panel: *Thea Sand, CRS*
Emmanuel's Rug & Upholstery Cleaning
Steve Spivak, Ph.D.
Stantex Consultants

Have you ever agreed to clean "unique" rugs and did you really know how? This fun, interactive session features peculiar and unusual rug materials/fibers such as Crabion (made from crabs!), craft fiber made into paper rugs (they're easier to

clean than you think), glow-in-the-dark fiber, leather insets in carpets, zebra skin, silk tufted wall paper, or worse yet, Yak hair (the newest rage)? With show-and-tell samples, you learn skillful cleaning techniques and restrictions and more. So bring your odd bits of rug samples and join the learning in this hands-on, open forum.

2:30 pm – 3:20 pm

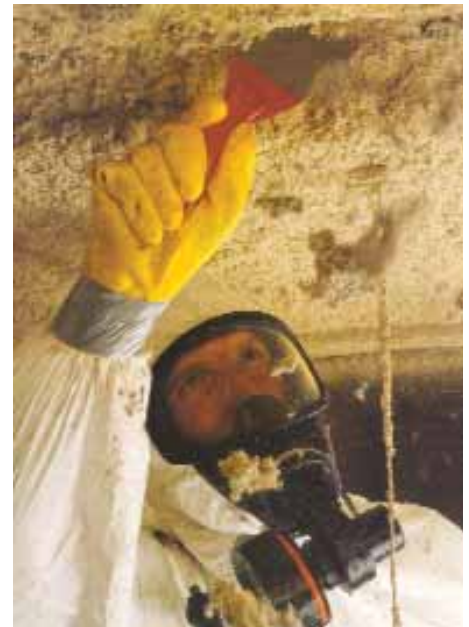
The Unknown Hazards: Are You Protected?

Speaker: *Darren Hudema, WLS*
Darren S. Hudema Training & Consulting Services

In keeping with the health and safety theme of this year's convention, this session focuses on the safety hazards specifically with water damage remediation, encompassing examples of hazards and how owners and technicians need to protect themselves from potentially deadly situations. Topics include personal



protection equipment, immunizations and using common sense, and you'll walk away with not only a refreshed awareness of safety, but with new ideas to implement at your workplace.



Good Asbestos & Lead Surveys Save Money

Speaker: *Steven Masek*
Masek Consulting Services

This session will help attendees obtain the asbestos and lead surveys they need to avoid unexpected delays, expenses, and liability. It covers the history of asbestos and lead, which materials may contain these substances (complete with examples from Mr. Masek's collection), a review of common sources of error and misunderstanding, a discussion of how to select and evaluate consultants, and tips on reading asbestos and lead survey reports.

Convention Session Overviews

3:30 pm – 4:30 pm

Right Bus, Wrong Seat: Finding & Placing Good Employees

*Speaker: Lori Cuccinni
Predix*

Your staff and the talents they do or don't bring help maintain a healthy, prosperous company. A key session for those who hire and mentor employees, Lori will challenge you to think "seriously smart" about your staff. You'll get tips and techniques to maximize the relationships between your company's executives, management, teams, and customers, and better understand the psychology and dynamics behind hiring or promoting right the first time. Bottom line: By hiring right and recognizing your staff's greatest talents, you can then coach them for maximum performance to build strong, capable, profitable teams.

Unique & Unusual Drying Situations

*Speaker: Chuck Dewald, III
Chuck Dewald's Emergency Hands-On-Drying School*

Sure, everyone's had experience with drying buildings, contents and just



about anything out there. But this session, lead by industry drying guru, Chuck Dewald, III, will feature those unique and unusual drying situations that you normally don't encounter. Chuck will have 50 minutes of interesting case studies to show the "unusual" methodology he's employed along the way, plus a little "crazy" stuff that worked too.

The Science & Business of Sanitizing

*Expert Panel: Steven Spivak, Ph.D.
Stantax Consultants,
Phil Zeigler, CRS
Ziegler Preservation Cleaning Specialists*

Cleaning rugs is essential, but do you realize the value of *sanitizing* and the differences between both? Whether eliminating general household grime, bio-hazards or sewage damage, sanitizing is an essential ingredient in the rug cleaning and restoration process. This expert panel will touch on: the EPA definition of sanitizing; claims, liability and use of the term, "sanitize;" the PH of sanitizing and more. And don't dismiss the profitability of sanitizing. The savvy business owner can increase profits with sanitizing programs by marketing this service effectively.



2010 Convention Planning Task Force

Bob Carr, CRS
Carr's Rug Cleaning, Inc.

Brian Johns, CR
InStar Services, Inc.

Johnathan Launder, CR,
Cousino Harris, Inc.

Scott Mullis, CR, WLS,
EPIC Response

Clint Parnell, CR,
A Preferred Choice, LLC

Michael Pinto, CSP, CMP
Wonder Makers Environmental, Inc.

Linda Plunkett, CRS, CFS
AWPOV Rug Specialist, Inc.

Dave Robbins, CR, Crawford
Smith & Sharp, LLC

Thea Sand, CRS
Emmanuel's Rug & Upholstery Cleaning

Phil Ziegler, CRS
Ziegler Preservation Cleaning Specialists

Cynthia Hereth
RIA Director of Education & Certification

Patricia Harman
RIA Director of Communications

Optional Post-Convention Workshops

**Saturday,
March 27, 2010**

8:00 am – 3:00 pm

Workshop #1:

Creating Great Strategies to Make More Money

Presenter: Ted Garrison
Garrison Associates

This business workshop will delve into the *process* of strategic thinking and how to create strategy superiority for your business. Through interactive group discussions and exercises, attendees will better understand *how to* overcome complacency and the failure to recognize their business strategy's decline. Key take-ways include:

- Knowing the critical elements of a superior strategy
- Factors to consider when developing your company's superior strategy
- The Stepped Approach to creating the strategy
- Turning your client's needs into a competitive advantage

Ted Garrison

Ted has worked in the construction and real estate industries for over 25 years, and brings real life experience to the platform. In addition to his civil engineering degree, he has practical experience from working on framing, trim and survey crews. However, most of his time has been spent in executive positions during the development and construction of almost one billion dollars worth of construction consisting of hotels, office buildings, office parks, storage facilities and public buildings. Recently, he was the director of construction on the Pennsylvania Convention Center, Pennsylvania's largest non-highway public works project in history.

Workshop #2:

Translating Today's Technology Into Business Dollars

Presenters: Leo Nov
RestorationSOS.com,
Jonathan Holland
RestorationSOS.com,
Michael Gallahan
Top Tier Software
Solutions, LLC

Geared for those who want to be on the cutting edge of today's technology to expand their businesses, the value of this workshop will be in learning how to actively market your services on the Internet—from common marketing techniques to actually setting up campaigns with real tools used in daily campaign management. The morning session hits online marketing and using the Internet to actively market your business. *Bring your computers to practice everything you're being taught in real time.* Everything you learn can be used immediately AND you can expect to



generate new leads within hours! The afternoon session will feature getting the most from mobile technology by translating it into a more profitable business. Experience demonstrations on the hottest solutions available using mobile devices and laptops, and get a preview of the future with practical communication and collaboration tools for solving “field” issues, including Google's revolutionary new free messaging and collaboration tool—Wave. Use Wave to change your ability to communicate across multiple groups in ways you never imagined, along with a demonstration on how to operate a business in the “Cloud” (Internet) without the expense of large back-end technologies that need to be maintained and replaced.

Leo Nov and Jonathan Holland

Leo Nov and Jonathan Holland are co-founders of RestorationSOS.com, the industry's largest referral network since 2005. Leo has 14 years of sales and marketing experience in the insurance industry, and joined online marketing wizard Jonathan Holland in late 2004 to create RestorationSOS.com. Now 10,000 referred jobs later, they have established an outstanding online marketing presence for America's largest non-franchised restoration network.

Michael Gallahan

Michael Gallahan is president and chief operating officer of Top Tier Software Solutions, LLC, and has been designing, implementing, and supporting computer network systems, and providing business solutions for small to medium sized construction companies since 1984. With over 25 years of actual construction management experience, Michael has encountered the same ongoing issues of field support and accountability that restoration companies face every day.

Convention Speakers

Dan Bernazzani
CR, Liberty Cleaning

Mike Beecham
Piedmont Mgmt. Assn.

Jill Bishop, Ph.D.
Workforce Language Services, LLC

Werner Braun
The Carpet & Rug Institute

Bob Carr, CRS
Carr's Rug Cleaning, Inc.

John Chan
The Durable Slate Company

Harvey Cohen, Esq
Cohen Battisti, Attorneys at Law

Pete Consigli, CR, WLS
G. Pete Consigli Group

Dan Coughlin
The Coughlin Group

Peter Crosa
Peter J. Crosa & Co.

Lori Cuccinni
Predix

Chuck Dewald, III
Chuck Dewald's Emergency
Hands-On-Drying School

Michael Duke, CR
Utah Disaster Kleenup

Michael Gallahan
Top Tier Software Solutions, LLC

Ted Garrison
Garrison Associates

David Governo, Esq.
Governo Law Firm, LLC

Daniel Greenblatt
Envirotech Clean Air, Inc.

Jonathan Holland
RestorationSOS.com

Darren Hudema, WLS
Darren S. Hudema Training &
Consulting Services

Brian Johns, CR
InStar Services, Inc.

Jeff Kraai, CBA
Exit Strategies

Barbara Manis, M.D.
National Medical Advisory
Services/Building Health Sciences

Steven Masek
Masek Consulting Services

Mary Masi
Community Management Assn.

Scott Mullis, CR, WLS
Epic Response, LLC

Russell S. Nassof, Esq.
TRC

Leo Nov
RestorationSOS.com

Michael Pinto, CSP, CMP
Wonder Makers Environmental, Inc.

Dave Robbins, CR
Sharp & Robbins Construction

Thea Sand, CRS
Emmanuel's Rug & Upholstery
Cleaning

Tom Speiss
Armac

Steven Spivak, Ph.D.
Stantex Consultants

Lori Streit, Ph.D.
Unifed Engineering, Inc.

Scott Warrington
HydroForce/Bridgepoint Systems

Bruce White
Abatix Corp.

Troy Wilkerson, CMP
Wonder Makers Environmental, Inc.

Tom Yacobellis
DUCTZ International

Phil Zeigler, CRS
Ziegler Preservation Cleaning
Specialists

Continuing Education Credits

Restoration Industry Association:

Pre-Convention Workshops: 1 CEC

Two-Day Convention: 2 CECs

Post-Convention Business Excellence

Workshops: 1 CEC

RIA has applied to have its Annual Convention approved for continuing education credits for the following:

- Institute of Inspection, Cleaning & Restoration Certification (IICRC)
- National Air Duct Cleaners Association (NADCA)
- American Council for Accredited Certification (ACAC)

Information about approved CECs from each provider will be posted on www.restorationindustry.org as approvals are received.

Hotel and Travel Information

Hotel Information

All educational sessions and exhibits will be held at the Hyatt Regency Atlanta on Peachtree Street.

Hyatt Regency Atlanta on Peachtree Street

265 Peachtree Street NE

Atlanta, GA 30303

Phone: (404) 577-1234

Room Rate*: \$189/night (single/
double occupancy)

*The room rate is subject to applicable state and local taxes (currently 15%). Guest rooms are available with one king, one queen or two double beds.

Check-in: 3:00 p.m.

Check-out: 12:00 noon

Reservations:

Phone Reservations: 402-592-6464 (mention the Restoration Industry Association group)

Online Reservations: www.restorationindustry.org (click on the convention logo)

All reservations for the headquarters hotel must be made by February 26, 2010. Reservations must be guaranteed by a major credit card for one night's stay prior to arrival. We encourage you to make your travel plans early to secure your stay and to support your association. The hotel will not guarantee room availability or the discounted group rate after February 26, 2010.

Cancellations

Please note that cancellation of any room is your responsibility. If the need to cancel a reservation should



arise, cancellation must be made by 3:00 pm EST 24 hours prior to arrival to avoid a one-night penalty.

Parking

Registered guests of the Hyatt Regency Atlanta will pay \$27/night for indoor valet parking. Additional parking is available in the Suntrust Plaza, 1/2 block from the hotel, and will cost up to \$20/night.

Hotel Amenities

Situated in the vibrant downtown district, the Hyatt Regency Atlanta offers a host of fun and exciting activities—both onsite and nearby. Work out in the 24-hour, 5,000-square-foot StayFit™ gym. Guests who prefer to workout in the privacy of their guestroom will enjoy the innovative YogaAway™ program. Rooms booked in the RIA block will be given a 50% discount for internet access (regular rates are up to \$12.95 for 24 hours.)

Travel Information

AIRPORT

Hartsfield-Jackson Atlanta International Airport (ATL) is conveniently located only 15 minutes from the hotel.

GROUND TRANSPORTATION

Shuttle: We recommend The Atlanta Link (404-524-3400) for ground transportation from the airport to the Hyatt. Ask for a shuttle to the Hyatt Regency Atlanta Downtown at the transportation booth at the airport. No reservations are necessary. Hours are 6:00 a.m. to midnight, leaving the airport every 10 and 40 minutes after each hour from the hotel. Cost: \$16.50 one way/ \$29.00 round trip per person.

Taxi Service: \$30.00 one way plus \$2.00 per each additional person. (Note: Taxi service within downtown Atlanta has an \$8.00 minimum.)

M.A.R.T.A. (Metro Atlanta Rapid Transit Authority):

\$1.75 per ride. Rail system runs approximately every 10 minutes. Hyatt Regency Atlanta is connected to Peachtree Center Train Station via Peachtree Center Mall, 20 minutes from the airport. (Airport pickup at baggage claim, TH Terminal). To get to the Hyatt, take M.A.R.T.A. to the Peachtree Center Station and exit Northeast towards Peachtree Center Mall.

Things To Do In Atlanta



Photo © 2009 Kevin C. Rose/Atlanta Photos.com



Photo © 2009 Kevin C. Rose/Atlanta Photos.com

Step right outside the Hyatt Regency Atlanta for a fascinating look at Atlanta's rich culture and history on world-famous Peachtree Street. Stroll to historic sites, cultural attractions, world-class shopping and fine dining. Enjoy easy access to downtown, entertainment and business centers; and an indoor connection to the Peachtree Center Station of the MARTA public rail system.

Plan a sightseeing tour from our centrally located Atlanta hotel near the Georgia Dome, Peachtree Center Mall, Georgia World Congress Center, AmericasMart, CNN Center, Fox Theater, Atlanta Civic Center, High Museum of Art, Turner Field and Philips Arena. Explore the New World of Coca-Cola or take in a music concert.

Nearby, discover an 18-hole Bobby Jones Golf Course—the perfect destination for golf enthusiasts.



Photo © 2009 Kevin C. Rose/Atlanta Photos.com

OTHER POINTS OF INTEREST

- Georgia Aquarium
- Zoo Atlanta
- Centennial Olympic Park
- Underground Atlanta
- High Museum of Art
- Martin Luther King Center
- Stone Mountain Park
- CNN Center
- The Margaret Mitchell House
- Philips Arena
- World of Coke
- Atlantic Station



Restoration Industry Association

Attendee Registration Form

RIA's 65th ANNUAL CONVENTION, March 23-27, 2010, Atlanta

RIA, 9810 Patuxent Woods Drive, Suite K, Columbia, MD 21046 • Phone: 443-878-1000; Fax: 443-878-1010

events@restorationindustry.org

Is this your first time attending an RIA Annual Convention? Yes No

ATTENDEE INFORMATION

Company Name _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Phone (including area code) _____ Fax _____

Attendee # 1 (Print name exactly as it is to appear on badge) _____ Title _____ RIA Certification(s) _____

Email _____

Attendee # 2 (Print name exactly as it is to appear on badge) _____ Title _____ RIA Certification(s) _____

Email _____

If you require special accommodations to participate fully, please attach a written description of your needs.

2-DAY CONVENTION REGISTRATION (March 25-26)

EARLY-BIRD (thru 2/26/10)

REGULAR (after 2/26/10)

	RIA MBR	Non-Mbr	RIA MBR	Non-Mbr	
First Attendee	\$595	\$795	\$695	\$995	\$ _____
Additional Attendees (from the same company)	\$495	\$695	\$595	\$895	\$ _____
Convention Subtotal					\$ _____

Your convention registration includes the Exhibition (Wed-Fri), Welcome Reception (Wed, 3/24), and all Educational Sessions and Meal Tickets (Thurs-Fri).

OPTIONAL EVENTS REGISTRATION

EARLY-BIRD (thru 2/26/10)

REGULAR (after 2/26/10)

	RIA MBR	Non-Mbr	RIA MBR	Non-Mbr	
Tuesday, March 23					
1. ANNUAL GOLF TOURNAMENT: (non-refundable flat fee per person) Handicap: ____ <input type="checkbox"/> Yes, please contact me for names of requested foursome/pairings.	\$250	\$250	\$250	\$250	\$ _____
2. Mold Refresher CEC Course (includes \$25 Certificate fee)	\$375	\$475	\$475	\$575	\$ _____
PRE-Convention Events: Wednesday, March 24					
1. RIA's Rug Tour of the World	\$150	\$250	\$200	\$300	\$ _____
2. Survival Spanish for Restoration Professionals	\$325	\$425	\$400	\$500	\$ _____
3. Creating Working Relationships w/Adjustors that Last	\$325	\$425	\$400	\$500	\$ _____
4. EPA Lead Renovators Workshop	\$375	\$475	\$475	\$575	\$ _____
POST-Convention Events: Saturday, March 27					
1. Creating Great Business Strategies to Make More Money	\$325	\$425	\$400	\$500	\$ _____
2. Translating Today's Technology into Business Dollars	\$325	\$425	\$400	\$500	\$ _____
(All pre-and post-convention workshops include breakfast and lunch.)					
Optional Events Subtotal					\$ _____

PAYMENT (Registration will be processed only with full payment.)

GRAND TOTAL (AMOUNT DUE) \$ _____

Check enclosed (U.S. Funds only), payable to RIA or Charge MC Visa AMEX Exp. Date _____

Account # _____ Security Code on CC _____

Name on Card _____

Signature _____

RIA Cancellation Policy for Convention Registrants

Cancellations must be made in writing to the RIA office (fax, mail or email). Phone calls will not be accepted. Cancellations received on or before February 26, 2010, will receive a full refund less a \$100 administrative fee. Cancellations received after February 26, 2010 will be refunded 50% of the registration fee. No refunds will be made after March 8, 2010. Substitutions from the same company are accepted. No-shows are not refundable.

I have read and understand RIA's Terms & Conditions of the convention cancellation policy.

4 Ways to Register

1. Web: www.restorationindustry.org
2. Phone: 443-878-1000
3. Fax: 443-878-1010
4. Mail: RIA,
9810 Patuxent Woods Drive, Suite K
Columbia, MD 21046-1151



It Pays to Belong!

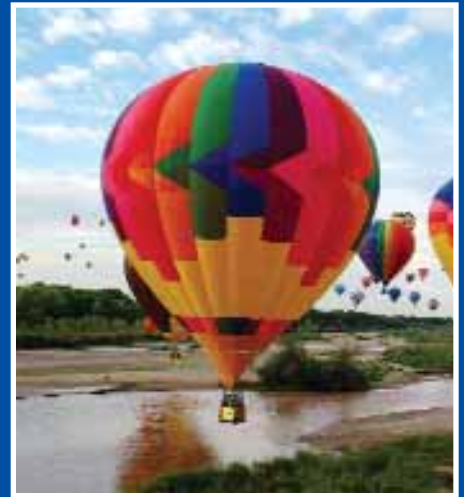
RIA members receive a discounted rate to attend the convention and exhibit in the exhibition hall. If you'd like more information on becoming an RIA member to receive these and other benefits, visit www.restorationindustry.org and click on the "Join Now" tab at the top of the page.



**Early
Registration
Deadline:
February 26, 2010**

www.restorationindustry.org

Mark Your Calendars for RIA's Upcoming Events



2010 Fall Conference
October 5-8, 2010
Hotel Albuquerque
at Old Town
Albuquerque, NM



**RIA 2011 Annual
Convention &
Exhibition**
March 7-11, 2011
The Broadmoor
Colorado Springs, CO