



IAQA WORKSHOP

ORLANDO FLORIDA CHAPTER

Friday, June 25, 2010 NOON – 4:30 p.m.
(Doors open at 11:30 a.m. for registration)

Location:

FACD

7500 SOUTHLAND BLVD ORLANDO FLORIDA

SEMINAR 1: CRITICAL STRATEGIES TO MARKET YOUR BUSINESS AND GAIN NEW CUSTOMERS IN THIS ECONOMY

SEMINAR 2: HURRICANE PREPAREDNESS: WHAT YOU NEED KNOW

ABOUT THE SEMINAR:

SEMINAR 1: The definition of insanity is to keep doing things in the same way, the same manner and expecting a different outcome. This seminar will discuss the “duh” factor of why this does not work and critical components of guerilla marketing.

SEMINAR 2: This will cover the Who, What, When, Where, and Why of hurricane preparedness and disaster planning.

EDUCATIONAL TOPIC: Our focus will be on providing solid continuing education, as usual. We will have Q&A, so you will have an opportunity to discuss your own ideas and learn from your peers. You won't want to miss this once in lifetime seminar with the very architects of the new standard!!! Register early.

FEATURED SPEAKERS

Speaker 1: Ken Bodwell is a business owner and marketing expert for many organizations. He has been teaching marketing and business development for ACCA and their members for several years. He delivers a streamlined and common sense approach utilizing creative ideas without the high expense. Attendees will learn best practices, different types of outlets for delivery of message, and strategies to gain more exposure.

Speaker 2: Bill York is president of WH York Consulting Inc. He is a State Certified Building Contractor with 50 years experience with commercial and single family home construction. He has over 14 years experience with hurricane mitigation measures and retrofit projects. He has worked with the University of Florida on several research projects for shutter testing and other damage reduction initiatives. Additionally, he worked with My Safe Florida Home Program in development and Inspector Training. During the Pilot Phase, Mr. York was responsible for the technical aspects of developing the inspection criteria, inspection checklist, inspector training program and resource manual.

Speaker 3: Keith Kotch has worked with Orange County Office of Emergency Management since January of 2007 as Communications Warning Coordinator. His background in public service extends over thirty years, as the Chief Firefighter of Lake Placid and Emergency Coordinator for Seminole County ARES/RACES. Today, Mr. Kotch ensures safety for the citizens of Orange County through proper notification in the event of a disaster threat.

REGISTRATION FEES:

IAQA Members - \$119, **Non-Members** - \$129, all "at the door"- \$149 **Fees include morning coffee, lunch, handouts and afternoon break. Limited Space is available.**

CANCELLATION POLICY: Total refunded if cancelled more than seven (7) business days prior to the event; \$50.00 cancellation fee if cancelled less than seven (7) business days prior to the event. **Cancellation requests must be received in writing either by fax or email.**

CONTINUING EDUCATION CREDITS: 4 AmIAQ Certification Renewal Credits
Certificates of Attendance will be distributed after the seminar.



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REGISTRATION FORM

(One Registration Form Per Person Please)

(Please print clearly in order that we may have your name spelled correctly for your name badge)

Name(s) _____

Company _____

Address _____

City, State, Zip _____ Phone _____

Fax _____ E-mail _____

METHOD OF PAYMENT

Check Enclosed (payable to: **IAQA ORL-Chapter**)

MONEY ORDER

CASHIER'S CHECK Chapter Director Marlene Linders Fax: (407) 562-1747 For seminar questions email

to: iaqa@phildersgroup.net Make Checks Payable to "IAQA ORL-Chapter" Attn: Marlene Linders 801 International

Parkway, 5th Floor Heathrow, FL 32746

PH: 407 562 1625