



**The Indoor Air Quality Association
Announces:
The Santa Fe Chapter Workshop on June 14, 2010**

New Ways to Market your IAQ Business in a Slow Economy

Speaker: Paul Cochrane

Paul Cochrane is the president and founder of Cochrane & Associates, LLC, a marketing and public relations firm dedicated to helping the environmental and indoor air quality industries. Prior to this, Mr. Cochrane was a vice president at Chromosomal Laboratories and Aerotech Laboratories. He was able to help grow Aerotech from 9 employees to over 330 in just 4 years to position the company for sale to a strategic European corporation. During his time at Aerotech Laboratories, Mr. Cochrane was also president of Biohazard Educational Productions. Biohazard Educational Productions was a documentary production company that specialized in producing films dealing with important IAQ issues. Mr. Cochrane has traveled to Canada, Japan, South Korea, Thailand, Honk Kong, and Singapore to meet with environmental professionals to explore the global consequences and responses to IAQ problems. Mr. Cochrane also founded the IAQ Video Network in early 2010. Mr. Cochrane is currently on the National Advisory Board for the ACAC and Marketing Committee for the IAQA.

Other Topic TBA

Speaker: Dan Stih, Healthy Living Spaces

**Monday, June 14th, 9:00 AM – 12:00 PM
(Lunch served at noon)**

Hosted by Service Master of Santa Fe: 1291 Clark Road, Santa Fe, NM 87507

Registration Fees (Lunch Included)

IAQA Members: \$75

Non Members: \$90

Everyone "at the door": \$125

REGISTRATION FORM

Name: _____

Email Address: _____

Organization: _____

Phone: _____ Fax: _____

Street Address: _____

City, State, Zip: _____

To register, print out this mail-in registration form and send with your check to:

IAQA Santa Fe Chapter
C/O Healthy Living Spaces
369 Montezuma Ave #169
Santa Fe, New Mexico 87501

PLEASE MAKE CHECKS PAYABLE TO: "IAQA Santa Fe Chapter"
Or call Service Master at (505) 473-7789

Questions? Email Dan Stih, IAQA Santa Fe Chapter Director at dan@healthylivingspaces.com