

Contribute to the success of the education program at the 2012 International Awards Market – Volunteer to be an Education Advocate



What does an Education Advocate do?

1. Introduce the seminar speaker. Your knowledge of the topic and/or the speaker's skills will make help make the seminar more interesting and relevant to your fellow ARA members.

- Approximately two weeks prior to the show you will receive a packet from ARA headquarters that will contain the speaker's bio and a simple "script" to introduce the speaker.

2. Provide basic information about the certification program to assist those who are earning credits toward their CRS and CRM accreditation. This is your opportunity to use your enthusiasm for the education program to energetically promote the seminars and recruit more people to become certification enrollees!

3. Help distribute and collect the Seminar Evaluation & CEU Reporting forms during the seminar.

4. Monitor the performance of the speaker so we can ensure we are providing the highest standards in education.

5. Feel proud that you have supported *your association*, the Awards and Recognition Association.

How do I volunteer? *It's simple!*

Look at the Seminar List for the upcoming ARA 2011 International Awards Market. Check off the sessions that interest you. Then submit completed form by faxing it to ARA headquarters.

Please respond by February 13, 2012.

Seminar List

*Required Information

Put ✓ next to available seminars you want to serve as an Education Advocate.

*Name/Co _____
 *Phone _____
 *Email _____

Tuesday, March 6

8-9:30 am	100 <i>Working with Family: Part 1</i> – Donna M. Gray, CRM, and David Gray, CRM
8-9:30 am	101 <i>Vector Artwork 101: Best Practices</i> – Randy Allen, CRS
8-9:30 am	102 <i>Search Engine Optimization for the Local Business</i> – Eddie Hill, CRS
8-11:30 am	001 <i>Getting Your Hands on Dye Sublimation!</i> – John K. Barker, Jr.
8-11:30 am	002 <i>CorelDRAW®: Techniques: Intermediate</i> – Pradhan Balter
10 – 11:30 am	103 <i>Rebranding Your Company: A Journey to Improve Your Customer's Experience</i> – Sam Varn, CRM
10 – 11:30 am	104 <i>Color Matching for Sublimation</i> – Shon Roti
10 – 11:30 am	105 <i>Producing Braille Signage</i> – Jimmy DuBose
10 am- 12 Noon	106 <i>Maximizing Your Laser Engraving Techniques: Part 1</i> – Mike Clarke
1- 2:30 pm	107 <i>Graphic Design Basics for the Awards Professional</i> – Greg Azorsky
1- 2:30 pm	108 <i>Rebranding Your Company: A Journey to Improve Your Customer's Experience</i> — Sam Varn, CRM
1- 2:30 pm	109 <i>Building your Laser Processing Business</i> — Dave Stevens
1 – 5 pm	003 <i>Advanced Masking in PHOTO-PAINT: From A to Z to ZZZ</i> – Pradhan Balter
1 – 5 pm	004 <i>Sandblasting Essentials - Getting Started in Sandblasting</i> – John McDaniel
3 – 5 pm	111 <i>Marketing Strategies for 2012 and Beyond</i> – Fran Carville, CRM
5 – 6:30 pm	112 <i>Solutions Clinic for Lasers</i> – Roy Brewer

Wednesday, March 7

8 – 9:30 am	200 <i>Working with Family: Part 2</i> – Donna M. Gray, CRM, and David Gray, CRM
8 – 9:30 am	201 <i>Solutions Clinic for Sublimation</i> – John Barker, Jr.
8 – 9:30 am	202 <i>Ink Jet Printing Directly On Rigid Materials</i> – Blair Allen
8 – 10 am	203 <i>Maximizing Your Laser Engraving Techniques: Part 2</i> – Mike Clarke
8 – 12:00 pm	005 <i>Hands-On Introduction to CorelDRAW® and Corel® PHOTO-PAINT™</i> – John and Judy McDaniel
10:30 am – 12:30 pm	204 <i>Getting the Most From Laser Engraving Photographs</i> – Allan Holben
1 – 2:30 pm	205 <i>Is Your Customer Service a 10? Go from "Good to Great"</i> – Jeanette Brewer-Richardson, CRS
1 – 2:30 pm	206 <i>How To Do More with Less: Streamlining Your Business with Business Software</i> – Niels Norby
1 – 2:30 pm	207 <i>Adding Bling to Your Laser Engraving Project</i> – Mike Fruciano
1 – 3 pm	208 <i>CorelDRAW® and Corel® PHOTO-PAINT™ for Print and Sublimation</i> – John McDaniel
1 – 4 pm	006 <i>Making Sense of Laser-Markable Metals</i> – Andy Marvin and Sam Wainer

Thursday, March 8

8 – 9:30 am	300 <i>Search Engine Optimization for the Local Business</i> – Eddie Hill, CRS
8 – 9:30 am	301 <i>Laser Engraving Ceramic and Glass</i> – Mike Fruciano
8 – 9:30 am	302 <i>How Much Does Your Key Cost?</i> – Dennis Wilkinson, CRM
8 – 10 am	303 <i>CorelDRAW® and Corel PHOTO-PAINT™ for Laser Engraving</i> – John McDaniel
10 am – Noon	304 <i>You Sold 'Em, Now Wow 'Em</i> – Sherry Grabill
10 – 11:30 am	305 <i>Landing Pages: Make Them Effective</i> – Rex Tubbs, CRM
10 – 11:30 am	306 <i>Trends! Trends! Trends! What You Need to Know to Survive and Stay Competitive in Business Today!</i> – Chuck Dahlgreen
10 – 11:30 am	307 <i>Should You Be Selling Promotional Products?</i> – Sheri and Kami Arnold