

**Calling all
ARA Education Advocates!**

**Your Support Would be
Appreciated at the
2010
International Awards Market
in Las Vegas**



What does an Education Advocate do?

- 1. Introduce the seminar speaker.** Your knowledge of the topic and/or the speaker's skills will 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 that enrollees in the certification program need to acquire CEU credit.
- 4. Monitor the performance of the speaker** so we can make sure we are maintaining the highest standards of 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 attached Seminar List for the upcoming ARA 2010 International Awards Market. Check off the sessions that interest you. (*Sessions already chosen are checked off on the attached schedule.*) Then fax back the Seminar List showing seminars you selected.

Please respond by January 15, 2010.

Thank you!

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847/ 375-6480
(if outside USA)



ARA 2010 International Awards Market

Seminar List

12/7/09

* *Required Information*

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

*Name/Co _____

*Email _____

Tuesday, February 23

	8-9:30 am	100 Increasing Your Laser Sales in a Slow Economy – Bernard
	8-9:30 am	101 Getting the Most from Your Rotary Engraver – Schwartz
✓	8-9:30 am	102 Power Marketing on a Shoestring Budget – Gray
	8-11:30 am	001 CorelDRAW Basics – Balter
	8-11:30 am	002 Hands-On Sublimation – Hall
	8-11:30 am	003 Hands-On Sandblast Essentials: Getting Started – McDaniel
	10 – 11:30 am	103 Business Growth Despite the Economy – Hill
	10 – 11:30 am	104 Decorating with Your Laser – Fruciano
	10 am – Noon	105 Optimize Your Time in CorelDRAW to Speed Up Production – Clarke
	1- 2:30 pm	106 Planning and Creating Your Web Site – Lenny
	1- 2:30 pm	107 The Laser Job Shop: Diversification for Profit – Fruciano
	1- 2:30 pm	108 Profitability, Cash Flow, and Growth Strategies in a Recession – Barone
	1 – 4:30 pm	004 CorelDRAW Intermediate – Balter
	1 – 4:30 pm	005 Hands-On Sandblast Essentials: Getting Started – McDaniel
✓	3 – 4:30 pm	110 Tips for Operating an Efficient Awards Shop – Schwartz
	3 – 4:30 pm	111 Strategies to Increase Traffic to Your Web Site – Tubbs
✓	3–5 pm	109 Growing Forward – Carville
	5 – 6:30 pm	112 Solutions Clinic for Lasers - Brewer

Wednesday, February 24

	8 - 9:30 am	200 Success Tactics for the Laser Entrepreneur – Bernard
	8 - 9:30 am	201 Social Media: What is It and How to Use It in Your Business – Hill
	8 - 9:30 am	202 Solutions Clinic for Sublimation – Onushco
	8 - 9:30 am	203 Profitability, Cash Flow, and Growth Strategies in a Recession – Barone
	8 - 10 am	006 Finding Magic in Your Team – Paradise & Orleans
✓	8 - 11:30 am	007 Corel PHOTO PAINT® Basics, Part I – Balter
	10:30 am – 12:30 pm	008 Finding Magic in Your Team – Paradise & Orleans
	1 – 2:30 pm	206 The ARA Advantage: The Rewards of Membership – Warren
	1 - 3 pm	205 Laser Engraving Hard Materials & Combining Laser Engraving with Sandblasting – McDaniel
	1 - 3 pm	010 Finding Magic in Your Team – Paradise & Orleans
✓	1 - 4:30 pm	009 Corel PHOTO-PAINT® Basics, Part II – Balter

Thursday, February 25

	8 - 9:30 am	300 Graphic Preparation Techniques for Laser & Rotary Engraving – Stanley
	8 - 9:30 am	302 Expand Your Business by Selling to the Government: How to Prepare the Quote – Balsler
	8 - 10 am	303 Advanced Lawsuit Protection & Tax Reduction Strategies – Mangelson
	8 - 11 am	301 Maximizing Your Laser Engraving Techniques – Clarke
	10 – 11:30 am	305 The ARA Sportsmanship Award Program: Winning More Business in Your Community – Stoga
	10 am – Noon	304 CorelDRAW: Learn the Secret to Working Smarter, Not Harder – Wambolt



FAX this page to 888-374-7257 or 847-375-6480 (if outside the USA)

2010 INTERNATIONAL AWARDS MARKET EDUCATION PROGRAM

Marketing/Sales = **M**, Technical = **T**, Business Operations = **B**, Special for-fee workshop = **£**

NOTE: this is preliminary information that ARA makes available for your convenience. Details of these seminars will be confirmed in the formal registration brochure, which will be mailed to ARA members and posted on the ARA website.

TUESDAY, FEBRUARY 23 – EDUCATION DAY (Exhibitor Set Up Day)						
8:00 – 9:30 am	(100) Increasing Your Laser Sales in a Slow Economy M – Bernard	(101) Getting the Most from Your Rotary Engraver T – Schwartz	(102) Power Marketing on a Shoestring Budget M – Gray	(001) CoreIDRAW Basics T £ – Balter 8 – 11:30 am	(002) Hands-On Sublimation T £ – Hall 8 – 11:30 am	(003) Hands-On Sandblast Essentials: Getting Started T £ – McDaniel 8 – 11:30 am
10:00 – 11:30	(103) Business Growth Despite the Economy M – Hill	(104) Decorating with Your Laser T – Fruciano	(105) Optimize Your Time in CoreIDRAW to Speed Up Production T – Clarke 10 am – Noon			
1:00-2:30 pm	(106) Planning and Creating Your Web Site B – Lenny	(107) The Laser Job Shop: Diversification for Profit M –Fruciano	(108) Profitability, Cash Flow, and Growth Strategies in a Recession B - Barone	(004) CoreIDRAW Intermediate T £ – Balter 1 – 4:30 pm		(005) Hands-On Sandblast Essentials Getting Started T £ – McDaniel <i>(REPEAT SESSION)</i> 1 – 4:30 pm
3:00-4:30	(109) Growing Forward B – Carville 3–5 pm (2 hr)	(110) Tips for Operating an Efficient Awards Shop T – Schwartz	(111) Strategies to Increase Traffic to Your Web Site M – Tubbs			
5.00 – 6:30		(112) Solutions Clinic for Lasers T – Brewer				

11/30/09

WEDNESDAY, FEBRUARY 24 (Exhibit hall hours: 10 am – 5 pm)							
8:00 – 9:30 am	(200) Success Tactics for the Laser Entrepreneur M – Bernard	(201) Social Media: What is It and How to Use it in Your Business M – Hill	(202) Solutions Clinic for Sublimation T – Onushco		(203) Profitability, Cash Flow, and Growth Strategies in a Recession B – Barone (REPEAT SESSION)	(006) Finding Magic in Your Team B \$ – Paradise/Orleans 8- 10 am (2 hr)	(007) Corel PHOTO-PAINT Basics – 1 T \$ – Balter 8 – 11:30 am
10:00 – 11:30	NO SEMINARS (except for workshops) DURING OPENING OF EXHIBIT HALL AT 10 AM					(008) Finding Magic in Your Team B \$ – Paradise/Orleans 10:30 am - 12:30 pm (2 hr) (REPEAT SESSION)	
1:00-2:30 pm	(205) Laser Engraving Hard Materials & Combining Laser Engraving with Sandblasting T – McDaniel 1–3 pm (2 hr)	(206) The ARA Advantage: The Rewards of Membership B – Warren				(010) Finding Magic in Your Team B \$ – Paradise/Orleans 1pm –3 pm (2 hr) (REPEAT SESSION)	(009) Corel PHOTO-PAINT Basics –2 T \$ – Balter 1 – 4:30 pm
3:00-4:30							
5:00-6:30	PRESIDENT’S RECEPTION IN RECEPTION AREA OF SHOW FLOOR						

11/30/09

THURSDAY, FEBRUARY 25 (Exhibit hall hours: 10 am – 5 pm)							
8:00 – 9:30 am	(300) Graphic Preparation Techniques for Laser & Rotary Engraving T – Stanley	(301) Maximizing Your Laser Engraving Techniques T - Clarke 8 – 11 am (3 hrs)	(302) Expand Your Business by Selling to the Government: How to Prepare the Quote M – Balser		(303) Advanced Lawsuit Protection & Tax Reduction Strategies B – Mangelson 8–10 am (2 hr)		(012) Hands-On Introduction to CorelDRAW & PHOTO-PAINT T \$ – McDaniel 8 am – Noon (4 hr)
10:00 – 11:30	(304) CorelDRAW: Learn the Secret to Working Smarter, Not Harder T – Wambolt 10 am – Noon (2 hr)		(305) The ARA Sportsmanship Award Program: Winning More Business in Your Community M –Stoga				
1:00 – 4:30 pm	NO SEMINARS in afternoon (except for workshop)						(013) Hands-On Introduction to CorelDRAW & PHOTO-PAINT T \$ – McDaniel 1 -5 pm (4 hr) (REPEAT SESSION)
6:30-10 pm	----- AWARDS GALA -----						
FRIDAY, FEBRUARY 26 (Exhibit hall hours: 10 am – 3 pm)							
8:00 –9:30 am	----- MEMBERS BREAKFAST -----						
	NO SEMINARS in morning or afternoon						