

ARA Business and Education Products

CoreDraw® Applied on CD ROM

These highly instructive tutorials were produced by Roy Brewer, CRM, a long-time user and teacher of CoreDRAW® products. Their easy-to-follow, step-by-step procedures will help you use CoreDRAW® more effectively in your business.

- CoreDraw® Applied: Basics and Layout
- CoreDraw® Applied: Scanning Solutions
- CoreDraw® Applied: Creating Logos From Scratch

Members \$29.95 (each) / Nonmembers \$59.95 (each)

All 3 Titles: Members \$69.95 / Nonmembers \$139.95



It's All Relative! Surviving and Thriving in a Family Business

By Donna M. Gray, CRM

Gray uses interviews with top business executives to explore what makes a family business, or any small business, successful. Discover the specific values, communication strategies, organization techniques, promotional methods, and customer service practices that really make a difference. Flesh-and-blood stories of real family businesses give you practical ideas for taking your business to the next level.

Members \$17.95 / Nonmembers \$19.95



ARA Student Medallion Program

The Student Medallion Program is a marketing tool that allows the awards retailer to work with local schools to develop a recognition program for those students who do not ordinarily receive awards. It includes a step-by-step guideline for bringing the Student Medallion Program to your community including: activity calendar, templates for letters, brochure, acknowledgment scrolls, and a CD to help in your presentation to school administration.

Member price \$14.95 (Not available to nonmembers)

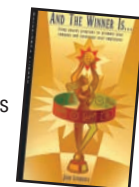


And the Winner Is...

By John Leverence

An awards-industry veteran with more than 20 years of experience, Leverence gives an "insider's" view on using existing awards programs to your advantage.

Members \$17.95 / Nonmembers \$19.95



How to Succeed as a Small Business Owner and Still Have a Life!

Bill Collier helps owners of small to mid-sized companies achieve business success. You will learn to

- Use your business as a tool to enhance your personal life
- Set ambitious personal and business goals—and achieve them
- Develop a real, working business plan.

Members \$14 / Nonmembers \$16



Marketing Tool Kit

Simple yet effective tools to develop and implement a marketing plan for your awards business!

Members \$49.95 / Nonmembers \$149.95

Business Operations Manual

Valuable forms and processes you can use to boost efficiency! Turn sales into profits with this proven operations guide!

Members \$49.95 / Nonmembers \$149.95

Awards Shop Design Manual

This comprehensive guide to store design can help you make the right impression and boost sales!

Members \$49.95 / Nonmembers \$149.95 (per publication)



CoreDRAW® Instruction Manuals by Retlab Graphics

These complete self-guided courses for CoreDRAW® and Corel PHOTO-PAINT® are the perfect tutorials for beginning and intermediate Corel users. Written by Pradhan Balter, a well-respected ARA speaker and certified Corel instructor, each book contains more than 200 pages of step-by-step instructions and is accompanied by a diskette with specialized tutorials.

- CoreDRAW® 10
- CoreDRAW® 12
- CoreDRAW® 11
- Corel PHOTO-PAINT® 8

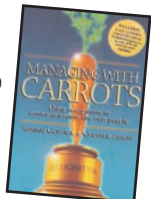
Special offer while supplies last \$20 each



Managing with Carrots

Corporate recognition consultants Gostick and Elton illustrate how to implement a strategic employee recognition program, and present case studies of how North America's finest companies create powerful recognition experiences.

Members \$10.95 / Nonmembers \$12.95



Never Quit!

The Ups and Downs of Running a Family Business

By Donna M. Gray, CRM

This powerful collection of examples, insights, and practical management strategies from award-winning Wisconsin entrepreneur Donna Gray will show you how to hang on when it's tough and how to handle it when you're at the top.

Members \$17.95 / Nonmembers \$19.95



ARASeminars 2 Go

Member \$29.95 (each) / Nonmembers \$59.95 (each)

101 Profitable Laser Engraving Projects

Roy Brewer, CRM (along with Epilog's Mike Dean), explains how you can profitably expand your laser operations by developing specialized markets keyed to your unique interests, your industry and community contacts, and your market area.



Getting Photos Ready for Laser Engraving

Experienced laser engraver Robert Hensley explains how to identify the best type of photographs for laser engraving; using CoreDRAW, Corel PHOTO-PAINT and other programs to prepare and process an image; editing the photograph using PhotoGrav; and laser settings for the best output.



Time-Management Tips for Retailers

Fran Carville, CRM, discusses the ways awards store owners can be more productive and organized in the workplace. Learn how to successfully use the principles of time management in your business.



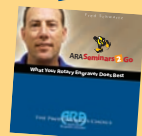
Showroom Design—Is That All Ya Got?

Roy Brewer, CRM, explains how to effectively use award families, quality blank space, shelving, background, lighting, and "story boards" to improve the quality of your awards displays.



What Your Rotary Engraver Does Best

Fred Schwartz takes you through the tools and procedures for engraving materials such as plastic, SST, acrylic, brass, aluminum, and special rotary engraving projects.



How to Sell Awards to Large Businesses

Gordon Grabill shares his many years of selling experience with tips about how to sell to the typical buyer-employee within larger businesses—and how to anticipate corporate expectations.



To obtain recordings of seminars given at recent ARA International Awards Markets go to www.AVEN.com

ARA Educational Products Order Form

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101 Profitable Laser Engraving Projects [2018-240]	\$29.95	\$59.95		
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And the Winner Is [2011-240]	\$17.95	\$19.95		
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CorelDraw® Applied: Creating Logos from Scratch [1001-256]	\$29.95	\$59.95		
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Student Medallion Program [1004-260]	\$14.95	N/A		

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