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Friday, 02/01/08

CE	Special Guest(s)	Join us in the NORMI Classroom or LISTEN ONLY at 605.772.3176 x 445334
7pm	Doug Hoffman, CEO	CMI Module 2 (a review of the CMI Class, slide-by-slide. First in a series)
8pm	Della White, Sr. Trnr.	NEW PRODUCT INTRODUCTION —How are you marketing your business?

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CMR	02/07-09 Baton Rouge, LA
CEE	03/29 Orlando, FL
CMA	06/06-07 Manchester, NH
CMI	SUCCESS 01/26 Johnson City, TN
	02/28 NORMI Cruise (Refreshing...)
	03/15 Tampa, FL
	04/12 Santa Fe, NM
	04/19 New Orleans, LA
	04/26 Philadelphia, PA
	05/10 Minneapolis/St. Paul, MN
	05/24 Cincinnati, OH
	06/04 Manchester, NH
	06/23 Kansas City, MO
QST	SUCCESS 01/14 Orlando, FL
	SUCCESS 01/25 Johnson City, TN
	03/15 Tampa, FL
	03/29 Orlando, FL
	04/12 Santa Fe, NM
	04/19 New Orleans, LA
	04/26 Philadelphia, PA
	05/10 Minneapolis/St. Paul, MN
	05/24 Cincinnati, OH
	06/04 Manchester, NH
	06/23 Kansas City, MO

activTek Success!

(last week in Johnson City, TN)

Nearly eighty people attended the activTek 1 Day commercial training in Johnson City, TN. NORMI was given an opportunity to teach all of the attendees the new QST IAQ Management Program and the response was overwhelming positive.



"This is incredible. It makes so much sense to develop a base-line with simply sampling and then allow that to lead you to the sale of equipment you know will make a difference," said one student. "This is a perfect fit."

NORMI has become a Value-Added Partner with activTek Environmental and this was the first class where the cost of the QST Class was actually included in the cost of the one day training. In March a 3 Day training is scheduled and the QST and CMI classes will be bundled into the cost of the commercial training. "We are strengthening our relationship with NORMI because we see the value of this training to our business owners," remarked Rick DeMarco of activTek. "We intend to become the best trained IAQ sales people in the world and NORMI will help us accomplish that goal." To date over 120 activTek business owners have been trained in either the ONLINE or ONSITE QST training program. Those numbers are just the beginning.

Della White, NORMI Board of Directors, also weighed in on her impressions by saying, "The information flowed throughout the day... coming from Rick DeMarco, Allen Johnston, Mel Scott, Dave Tupman and our own Doug Hoffman. Having a separate division from the Eco-Quest branded technologies will allow us, as commercially trained Indoor Air Quality business owners, to reach markets with ease that have, in the past, proven to be difficult. Knowing that we do not have to create a NEW market for what we are offering, but that we are simply meeting an

existing a huge need in the Indoor Air Quality industry, makes it easier to experience success.

Doug Hoffman said, "We believe the activTek training is vital to understanding good IAQ and those NORMI members who are interested in expanding their IAQ business should take a good hard look at what activTek has to offer. You simply can't be on the cutting edge of the IAQ industry unless you are utilizing cutting edge technologies. We have supported activTek in our warranty program and will continue to help them meet the goal of first class training in the areas of IAQ sampling and mold inspection and assessment."

activTek Environmental is now scheduling a 3-Day class in March and we encourage all NORMI Members to consider the value of adding this training to your repertoire. For more info on how to get involved, call 877.251.2296.

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