



[www.Join.NORMI.org](http://www.Join.NORMI.org)  
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 877.251.2296

Friday, 03/21/08

<b>CE</b>	<b>Special Guest(s)</b>	<b>Join Della White in the NORMI Talking Studio or LISTEN at 712.432.1470 x 445334</b>
7pm	Doug Hoffman, CEO	<b>Module 7—CMI Refresher Training</b>
8pm	Greg Douglas, CMI	<b>Marketing with the IAQ Management Program and <u>Certificates of Sanitization</u></b>

<input checked="" type="checkbox"/>	<a href="http://www.BestTrainingSchool.com">www.BestTrainingSchool.com</a>
CMR	7/16-18 New Orleans, LA <b>NEW!</b>
AAA	03/28-29 Greensboro, NC
AAA	05/01-02 Greensboro, NC <b>NEW!</b>
CMA	06/06-07 Manchester, NH
IAQ	<b>SUCCESS</b> 03/08 activTek 1-Day
IAQ	04/02-04 activTek Acct Mgr
CMI	<b>SUCCESS</b> 01/26 Johnson City, TN
	<b>SUCCESS</b> 03/12 Greeneville, TN
	04/05 Atlanta, GA
	04/12 Santa Fe, NM
	04/19 New Orleans, LA
	05/10 Minneapolis/St. Paul, MN
	05/22 Philadelphia, PA <b>NEW!</b>
	05/24 Cincinnati, OH
QST	<b>SUCCESS</b> 01/14 Orlando, FL
	<b>SUCCESS</b> 01/25 Johnson City, TN
	<b>SUCCESS</b> 03/08 Greeneville, TN
	04/12 Santa Fe, NM
	04/19 New Orleans, LA
	05/10 Minneapolis/St. Paul, MN
	05/22 Philadelphia, PA <b>NEW!</b>
	05/24 Cincinnati, OH
06/04 Manchester, NH	
06/23 Kansas City, MO	

“The Best Marketing Tool Ever...”

## Certificate of Sanitization

This month brings the anniversary of one of the most significant marketing tools NORMI has ever introduced. It has been an evolution in development but NOW, as will be discussed on Tuesday Night, the logistics are in place, the process has been simplified, and it is time for YOU to take a look had how this program could significantly change the power of your marketing.

The NORMI CoS should be on your NORMIPro.com website with an explanation of how YOU can offer this incredible confirmation to your customer. NORMI members who are utilizing this tool are making a difference in their success and their clients are more confident that the job they are receiving is in line with the training they received. How can this help you?

Six protocols have been established to give you a step-by-step project specification that is simple to follow. These protocols include:  
 1) Light Mold Removal, 2) Heavy Mold Removal, 3) Standard Residential/Commercial, 4) Under Construction, 5) Surface Protection, and 6) Air Purification. It doesn't matter what your training certification, there are multiple protocols that you are eligible to use. AND, each protocol is now automated for ease of processing so you will not experience delays in either applying for or receiving your CoS.

The information required for each protocol is reasonable and simple, the kind of information you would collect on your project anyway. You can now go ONLINE in the ACTIVE Member section at [www.NORMI.org](http://www.NORMI.org) and the process itself will guide you to the correct protocol, submit the appropriate form, take your payment, and send the information to the proper administrator so the CoS can be printed and mailed. It is THAT easy!

QUESTIONS: 1) Is there visible mold? NO 2) Are all surfaces clean and dry? YES 3) Is this new or existing construction? Existing 4) Are you treating the air, surfaces, or both? AIR Based on the information you have submitted, we recommend Protocol 6, Air Purification, and the cost will be \$25 for Residential, \$100 for Commercial up to 2000 square feet (treated area), and then .01 per square foot. It is THAT simple!



The CoS is worded to help YOU sell the NORMI Sanitization Protocol because it clearly states, “NO WARRANTY as to the possibility of new mold growth can be offered beyond the date of this certificate and it is recommended that the

NORMI Sanitization Protocol be instituted to prevent future mold growth.” Your customer will say, “WOW, how do I do that?” It really sells YOU to them!!

Come on Tuesday night to the Continuing Education training in the NORMI Talking Studio and learn how you can and should take advantage of this valuable marketing tool.

<input checked="" type="checkbox"/>	<a href="http://www.BestTrainingSchool.com">www.BestTrainingSchool.com</a>
CBA	Certified Biocide Applicator
QST	Qualified Sampling Technician
FRAP	First Responders Awareness
IAQ	IAQ Management Program
FLOOD	Telephone Flood Training
ACTIVE	Active Member Section Archives