

REGIONAL EDUCATION



MARBLE
INSTITUTE
of America



Invites You to Seminars to Help You Succeed Join Us in Mahwah, NJ • Sept. 6-7, 2006

**Low-Cost Professional One- and Two-Day Seminars in Your Area!
REGISTER BEFORE AUGUST 18, 2006 - SAVE \$50!**

Increase Your Share of the Residential Countertop Market for Natural Stone (Classroom Instruction)

If you are looking for quality education for your sales associates and shop employees, this seminar is your best starting point. This seminar covers every facet of stone sales, fabrication, installation, and effectively managing a stone business. Existing and start-up companies will want to make this seminar part of their continuing education program.

WHO SHOULD ATTEND

All Sales Associates (NKBA & Stone Industry) who want to boost their knowledge and skills needed to increase natural stone residential countertop sales. All Stone Fabricators & Installers looking for the perspective to produce superior products. Companies new to natural stone sales, fabrication, and/or installation. Others hungry for education about natural stone.

WHAT YOU WILL LEARN

How to market and sell natural stone to consumers: stone basics, selling basics, showroom basics and market basics. How to enhance your skills and perspective needed to produce superior products.

Lunch and Facility Tour Provided by



DAY ONE

A sales and showroom overview where you will receive the knowledge and skills needed in the showroom to boost your natural stone sales to residential customers. Anyone who interacts with the customer should attend this seminar. A networking reception caps off the first day.

DAY TWO

A fabrication and installation overview designed to enhance your skills and perspective needed to produce superior products while exceeding customer expectations. This seminar addresses key fabrication and installation issues that must be addressed in the sales documents (ranging from proposal documents to installation checklists) used in a successful stone company.

Education Seminar Location/Hotel

Holiday Inn Suffern

3 Executive Blvd. • Suffern, NY 10901

Phone: 845-357-4800

Fax: 845-918-1449

Visit www.marble-institute.com for complete agenda.

Marble Institute of America

28901 Clemens Rd. • Suite 100 • Cleveland, OH 44145

P: 440.250.9222 • F: 440.250.9223

www.marble-institute.com

**Alpha is proud to sponsor the MIA's
"Education on Location" seminars!**

Increase Your Share of the Residential Countertop Mkt (2006 MIA "Education on Location" Seminar Series)

Mahwah, NJ (Sept 6-7) • Dallas, TX (Dec 14-15)

Schedule

7:30 a.m. to 8:00 a.m. Registration
 8:00 a.m. to 5:00 p.m. Seminar
 4:45 p.m. to 5:30 p.m. MIA Bookstore Open

A Networking Reception will be held at the close of Day 1 at each site. A complete schedule is available online at www.marble-institute.com (click on 'MIA Education').

Registration includes these freebies:

- Five MIA Technical Modules (a \$84 Value):
- Speaker resources
- \$25 Discount Coupon for the MIA Bookstore
- Morning coffee, lunch, and networking reception.

Meeting Location & Host Hotel

Holiday Inn Suffern, Suffern, NY (just 10 minutes from Mahwah, NJ). Phone: 845-357-4800

Early Registration Discount Deadlines: A \$50 early registration discount is available (1 discount per company). Early Registration deadline dates are: Mahwah, NJ (August 18th) • Dallas, TX (Nov 24th)

Space is limited—Register Today!

Payment Information

Check (payable to: Marble Institute of America)
 Credit Card AmEx MC VISA

Card No. _____

Exp Date _____ Verification Code _____

If credit card billing address is different from company - list:

Street Address _____

Zip Code _____

MIA Member(s)

1st Person \$229 (1 day only) \$329 (Both Days) \$ _____

Add'l People \$179 (1 day only) \$279 (Both Days) \$ _____

Non-Member(s)

1st Person \$279 (1 day only) \$379 (Both Days) \$ _____

Add'l People \$229 (1 day only) \$329 (Both Days) \$ _____

Total Fees \$ _____ (see early registration discounts)

Meeting Registration:

(please copy this form for additional registrations)

Indicate workshop dates attending: Mahwah, NJ (Sept 6-7) ___ • Dallas, TX (Dec 14-15) ___

Name _____	Title _____	Day 1 only ___	Day 2 only ___	Both Days ___
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Name _____	Title _____	Day 1 only ___	Day 2 only ___	Both Days ___
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Name _____	Title _____	Day 1 only ___	Day 2 only ___	Both Days ___
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Company _____	Phone _____	Fax _____
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Address _____	City _____	State _____	Zip _____
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Email Address _____

Contact my firm about joining the MIA
 Date Received: _____ Alpha

MIA reserves the right to amend the program should circumstances warrant such action. In the event of course cancellation, MIA will notify you within 7 business days to the program date, and will refund seminar fees. Liability for course cancellation is specifically limited to the amount of registration fees and excludes any incidental or consequential damages. If you plan to register on-site, please check MIA's website www.marble-institute.com (click on MIA Education) the date prior to the seminar for any updates on this event. Individual seminar cancellations must be made in writing. Registration fees are non-refundable for cancellations received less than 7 business days prior to the seminar. Substitutions are welcome.

Registration by fax or mail: Marble Institute of America, 28901 Clemens Road, Suite 100,
 Cleveland, Ohio 44145 Phone: 440.250.9222

Fax 440.250.9223