



Agenda for TBU workshop Tampa – Friday, February 10

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7 a.m. — Registration, continental breakfast, “meet and greet”

8 a.m. — Opening session and remarks

8:10 a.m. — *Targeted Internet Marketing Techniques* by **Jeff Cross**, senior editor of *Cleanfax* magazine and creator of *Totally Booked UNIVERSITY*. What do successful disaster restoration companies do with their Facebook and Twitter accounts to get more clients? What does your website need to have in order to get more traffic and land you more restoration jobs? Come prepared to take home some fantastic ideas and concepts that you can implement immediately to increase your website presence and company profitability. A Q&A session follows this presentation.

10 a.m. — Break

10:15 a.m. — *Insider Secrets, Assignment of Insurance Benefits* by **Harvey Cohen**, attorney-at-law. Are you sick and tired of bidding a job, getting work authorization, doing all the work satisfactorily only to find out the insurance company decides to pay you less than agreed upon, or... even worse, to deny payment altogether? You will learn your rights as a restoration contractor and methods to collect every penny owed to your firm. A Q&A session follows this presentation.

12 p.m. — Lunch

1 p.m. — *Soft Selling Hardened Claims Adjusters* by **Peter Crosa**, licensed independent adjuster (AIC, RPA). This is where the rubber hits the road when it comes to disaster restoration work and the insurance companies. In this session, you will learn what you need to know about adjusters and the most important thing an adjuster needs to know about you. Where do you find adjusters who will use your services? How do you get their attention? Get ready to learn some techniques to get more insurance work. A Q&A session follows this presentation.

3 p.m. — Break

3:15 p.m. — *Restoration Industry Challenges* by **Harvey Cohen** and **Peter Crosa**, moderated by **Jeff Cross**. Be part of this opportunity to ask questions and get ideas from both the insurance industry and the legal industry when it comes to concerns your disaster restoration firm has. What are the largest hurdles you face? What would you like to see changed in the industry? Come prepared with questions you want to ask.

4:45 p.m. — Concluding remarks, and then go home and implement these ideas!