



Very special offer for CCINW members

Friday May 2 - Portland, OR

At The Benson Hotel, The Crystal Room

Courtesy of the Association of Rug Cleaning Specialists (ARCS)

ARCS will be holding their annual conference in Portland at the end of this month. The three-day event combines two days of rug plant tours with a day of educational seminars. The normal cost to attend all three days is \$800 for ARCS members, \$1,200 for non-members.

The CCINW has negotiated a **special pass, just for CCINW members**, for the third-day seminars on Friday May 2, 2014... AND at a very special rate: **For just \$200**, CCINW members will have access to the entire Friday course line-up, with the added bonus of being able to interact with top rug cleaners from around the world.

The line-up:

- Psychologist and anger management counselor **Gary Benton** will tell us how men and women process information, and how what you say can be interpreted differently than you intend. This promises to be a very helpful topic.
- Marketing specialist **Dan Buganto** will outline today's best practices for advertising in the internet age, with an emphasis on getting the highest possible return for your marketing dollars.
- Internationally known rug specialist **Peter Pap** will cover changes in value of Oriental rugs and current trends in the high end rug market.
- Medical insurance specialist **Sarah Friend** will cover the "Affordable Care Act" (Obamacare) and will answer questions about how to navigate the maze of program changes and coverages.
- **Gary Benton** will return to talk about how to resolve conflicts with contentious customers and give you the tools to turn potentially explosive situations into amicable agreements.
- **ARCS members** will finish the day with a discussion of some of the more vexing problems we have to deal with and workable solutions they've found to those problems.

This is the only time ARCS has ever allowed members of another association to get in on their event without paying the full rate. If you can block off one day in your schedule, we encourage you to take advantage of this offer.

If interested PLEASE CONTACT THE CCINW OFFICE AS SOON AS POSSIBLE to reserve a seat and get help with setting up carpooling.

877 692-2469

Check out rugcarespecialists.org for information on the entire event.