

# RON BLANK & ASSOCIATES, INC

Bridging The Gap Between  
Design Professionals  
and Product Manufacturers

**Building Product  
Specification Consulting**

**A+E Office Product  
Presentations**

**Continuing Education  
Course Development**

- » 24/7 Online Courses
- » Live Events
- » Live Webinars
- » Lunch + Learns

**Sustainability Consulting  
& Education**

**Guide Spec Writing**







## CONTENTS

- 03 Introduction To RBA
- 04 Architectural Specification Program
- 08 Continuing Education Program
- 10 Marketing Your CE Program
- 11 CE Academy - Live Events
- 12 GreenCE - Sustainability Consulting
- 14 Additional Services
- 15 RBA Services Snapshot



RON BLANK & ASSOCIATES, INC.

Since 1985, RBA has been working with innovative building product manufacturers to educate A+E professionals across the U.S. – bridging the gap between manufacturers and the design community. Through comprehensive marketing strategies, RBA programs increase the awareness, selection and specification of our clients' products. From specification consulting and spec writing to education development and advertising, let us connect you with the design community.

# The Architectural Specification Program

The RBA Architectural Specification Program (ASP) is the industry leading approach to getting your products specified on current and future projects. Your reps are busy solving field problems, calling on clients and putting together bids. RBA consultants focus exclusively on the specification of your products. Employing the latest technology, we present your product in a guided multi-media presentation, turning ordinary sales calls into specification success. By utilizing the recognized brand of Ron Blank & Associates, our team of consultants can introduce your products to those hard-to-reach firms and influential decision makers in every major U.S. market.


## Have a Question?

800-248-6364  
[programs@ronblank.com](mailto:programs@ronblank.com)

## Covering Major U.S. Markets







The ASP establishes meaningful dialogue with the design community and generates truly qualified leads to get your products specified.



## Specification & Brand Exposure

Trained and equipped with a thorough knowledge of your company and products, our specification consultants will present and promote your brand directly to design professionals across the country. You will receive daily and weekly RBA SpecReports™ with complete firm contact information, detailed project listings and lead requests such as 3-part guide specs. After more than 25 years of specialized spec calls, RBA has built long-standing relationships within the design community allowing us to open doors and generate qualified leads for you.

### QUALIFIED + TARGETED LEADS

- » Receive lead reports with complete firm contact information
- » Follow-up using RBA tools and resources
- » Become the go-to expert for your products' specification
- » Put your products in the top U.S. firms' master spec listings
- » Get specified on current & future projects

# The Architectural Specification Program



## A Guided Tour of Your Products

Introduce your products and expertise to the key decision makers with the RBA Specification Program. Presented by RBA Specification Consultants, each spec meeting consists of informative and strictly non-competitive presentations of a few select building products. These multimedia presentations are customized for you in an iPad® Application. Complete with the multi-directional Navigator™, this App is designed for conversation. Let us show you how the RBA SpecPro™ App opens doors to build your brand and get specified.

### CUSTOM APP PRESENTATION

- » Imagine all of your marketing materials and A+E tools in one easy App
- » Work with our experienced graphic designer and RBA spec consultants
- » Highlight product applications, attributes and benefits
- » Build brand value and product identification



# The Architectural Specification Program

## Training and Education

While RBA generates qualified leads for you, it is important to provide your team with the guidance they need to create success with these opportunities. With years of industry experience, our diverse and talented staff will train your team. From initial contact through specification, RBA provides your reps with the knowledge and resources they need for effective and efficient follow-up, the key to getting specified for years to come.

### PROVIDING YOUR TEAM WITH THE TOOLS THEY NEED

- » In-person and web-based training from industry leading consultants
- » Unify your reps in the delivery of your marketing message
- » Identify decision makers and communicate successfully with A+E professionals
- » Sample follow-up phone scripts and email templates
- » CSI guide specification review

## Getting Started with The ASP

### 1 Customize Your Spec Program

- » Choose cities from our extensive travel schedule
- » Collect existing marketing materials including images, info-graphics & video
- » Let us organize and outline the discussion points

### 2 Representative Training

- » Meet with an RBA rep for product training in person or live online
- » Learn how to best utilize your lead reports

### 3 Application Development

- » Client draft review
- » Final app development and publication
- » RBA reps take your new product app live in the field

### 4 Lead Generation & Reporting

- » Lead reports are organized and sent back to you after each city visit
- » Your trained team follows through to product specification

# Continuing Education Program

Establish your company as an industry leader with the RBA CE Program. Whether introducing new products or promoting existing courses more effectively, RBA has a complete CE management solution for you. Reach our A+E network of more than 100,000 members to highlight your products, generate new sales leads and build brand recognition.

Because all A+E professionals must maintain ongoing education requirements, CE is an effective way to diversify your marketing strategy. As an American Institute of Architects (AIA) education provider, RBA will handle all course reporting, maintenance and completion certificates. With two national AIA Awards for Excellence, let our experienced team do the work for you. Getting started is easy.



## Online Courses

Hosted on the Ron Blank website, this course format will reach an international audience.

- » Generates sales leads 24/7
- » Multimedia including video
- » Available online anytime



## Webinar Events

The online webinar format targets a live international audience without the need for travel.

- » Event based sales leads
- » Live and interactive
- » Present quarterly events

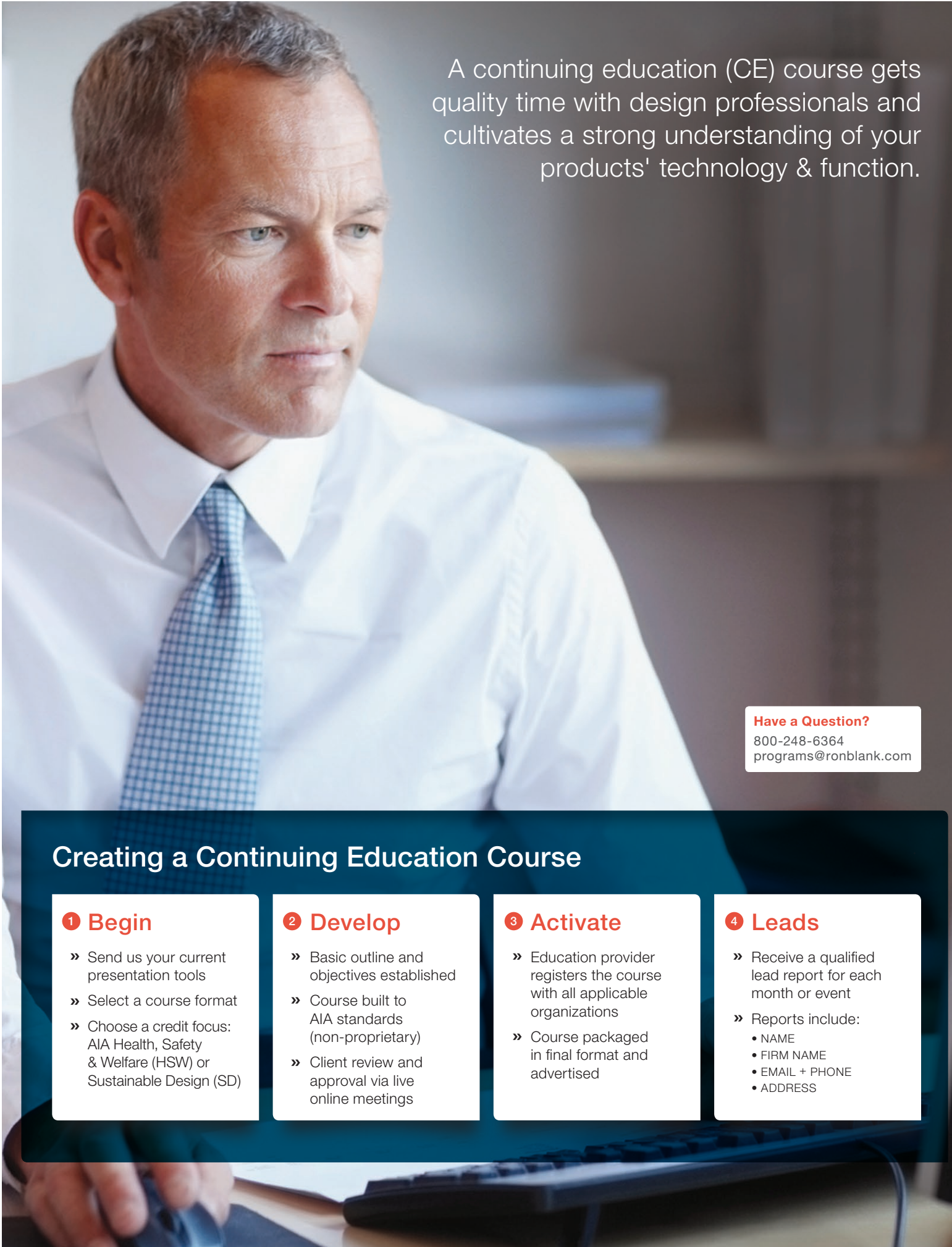


## Live Events

Present at architecture firms and live events across the country with this face-to-face format.

- » Monthly sales leads
- » Present at the CE Academy
- » Target firms and regions





A continuing education (CE) course gets quality time with design professionals and cultivates a strong understanding of your products' technology & function.

**Have a Question?**

800-248-6364  
programs@ronblank.com

## Creating a Continuing Education Course

### 1 Begin

- » Send us your current presentation tools
- » Select a course format
- » Choose a credit focus: AIA Health, Safety & Welfare (HSW) or Sustainable Design (SD)

### 2 Develop

- » Basic outline and objectives established
- » Course built to AIA standards (non-proprietary)
- » Client review and approval via live online meetings

### 3 Activate

- » Education provider registers the course with all applicable organizations
- » Course packaged in final format and advertised

### 4 Leads

- » Receive a qualified lead report for each month or event
- » Reports include:
  - NAME
  - FIRM NAME
  - EMAIL + PHONE
  - ADDRESS

# CE Academy

## LIVE CONTINUING EDUCATION EVENTS

An education event planning service, CE Academy, Inc. brings together leading building product manufacturers with AIA, CSI and USGBC chapters across the country. Participate in half and full-day continuing education events with your AIA registered CE course.

This unique forum provides the perfect opportunity to deliver your presentation to spec writers and architects from multiple firms in one location. Easily network to establish new relationships within the design community. CE Academy will plan all event logistics including venue, catering and advertising. Let us customize your event calendar or chose from a list of over 50 cities to get started.

### CE ACADEMY CITIES INCLUDE:

ANAHEIM, CA  
ATLANTA, GA  
AUSTIN, TX  
BOSTON, MA  
CHARLOTTE, NC  
CHICAGO, IL  
CINCINNATI, OH  
CLEVELAND, OH  
DALLAS, TX  
HOUSTON, TX  
KANSAS CITY, MO  
LITTLE ROCK, AR  
MIAMI, FL  
MINNEAPOLIS, MN  
NEW YORK, NY  
OKLAHOMA CITY, OK  
OMAHA, NE  
ORLANDO, FL  
PHILADELPHIA, PA  
PHOENIX, AZ  
PITTSBURGH, PA  
PORTLAND, OR  
RICHMOND, VA  
SALT LAKE CITY, UT  
SAN ANTONIO, TX  
SAN DIEGO, CA  
SAN FRANCISCO, CA  
SAN JOSE, CA  
WASHINGTON D.C.  
WINSTON-SALEM, NC



CE Academy





LEED® Exam Prep



Live Webinars



Online Courses



Movie Courses



Sustainable Consulting  
and Documentation

GreenCE, Inc. is an affiliate of RBA specializing in education on sustainable design and the LEED® Rating System. With sustainable products, the right tools are critical to getting specified in today's marketplace. Equipped with LEED product data sheets, conclusive marketing materials, white papers and LEED training, your reps will be prepared in this growing market to deliver your sustainable message knowledgeably.

Introduce your new products and expertise to an international audience of architects, engineers and contractors. Develop multi-media AIA+GBCI courses, movie courses and interactive live webinars with this award-winning team of LEED Professionals. GreenCE is your complete sustainable marketing solution.



# GREENCE

360-727-3528 | [info@greence.com](mailto:info@greence.com) | [www.GreenCE.com](http://www.GreenCE.com)

# Marketing Continuing Education Courses & Events

Over 100,000 design professionals look to RBA for continuing education and information on new building products. Choose the media best suited for your company from our customizable menu of options, and put our A+E network to work for you.



## RBA Updater

Our in-house print publication is customized for each market we visit. Hand delivered throughout the U.S., the Updater is always renewed with the latest on education and trade events. Highlight your new products and reach your target audience.

### DISTRIBUTION:

- » CE Academy Events
- » Major A+E Firms
- » Trade Shows

## Email Newsletters

Streamlined and informative, these e-newsletters promote a variety of Continuing Education opportunities. Reach a captive audience and introduce your latest CE offerings.

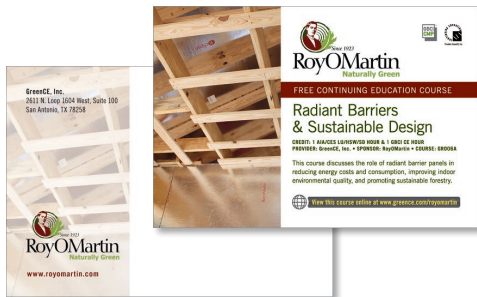
### DISTRIBUTION:

- » Ron Blank & Associates weekly e-newsletter
- » GreenCE twice monthly e-newsletter
- » Live CE Events twice monthly e-calendar



# Marketing Continuing Education Courses & Events

Over 100,000 design professionals look to RBA for continuing education and information on new building products. Choose the media best suited for your company from our customizable menu of options, and put our A+E network to work for you.



## Post Cards

Let us announce your new CE course to our diverse A+E audience. Our design department will customize your postcard. Simply provide your message and vision. Let us do the rest.

### DISTRIBUTION:

- » Available anytime
- » Third party professional mailing service
- » RBA member distribution list

## Websites

RonBlank.com and GreenCE.com are the resources architects turn to for the latest in A+E education. Whether promoting your course or accessing your new sales leads, our websites will become your go-to tool for connecting with the design community.

### ACCESS:

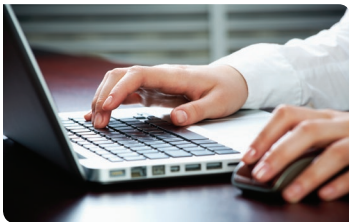
- » Online anytime CE courses
- » Listings by CSI division and by Sponsor
- » Client reports available 24/7

# Additional Services



## Specification Seminars

Interested in building relationships within the A+E industry? These free seminars are open to anyone, including building product manufacturers and trade organizations. For more than 25 years, this seminar has been met with outstanding reviews. Discover new strategies for getting your product specified and identify the tools you need during this one day event. Let RBA teach your team how to become a resource to the design community.



## Guide Specification Writing

If an A+E professional selects your product for specification, they will ask for a 3-part CSI guide spec. Be prepared with the documents you need. Let RBA update or write your guide specs so they can be seamlessly incorporated into any project or master specification listing. Working with a leader in the specification industry with more than 30 years of experience, we make it easy to develop the tools you need to get specified.



## Video Production Services

As a full service production and post-production house, this award-winning team has the experience needed to produce a film project from the planning stages to final edit. We specialize in company videos, product installations, case studies, movie CE courses and corporate training. You have a product that the world needs to hear about. Our creative team captures meaningful imagery to deliver a cohesive and insightful message for your company.



## Product Rep, Distributor, & Installer Training

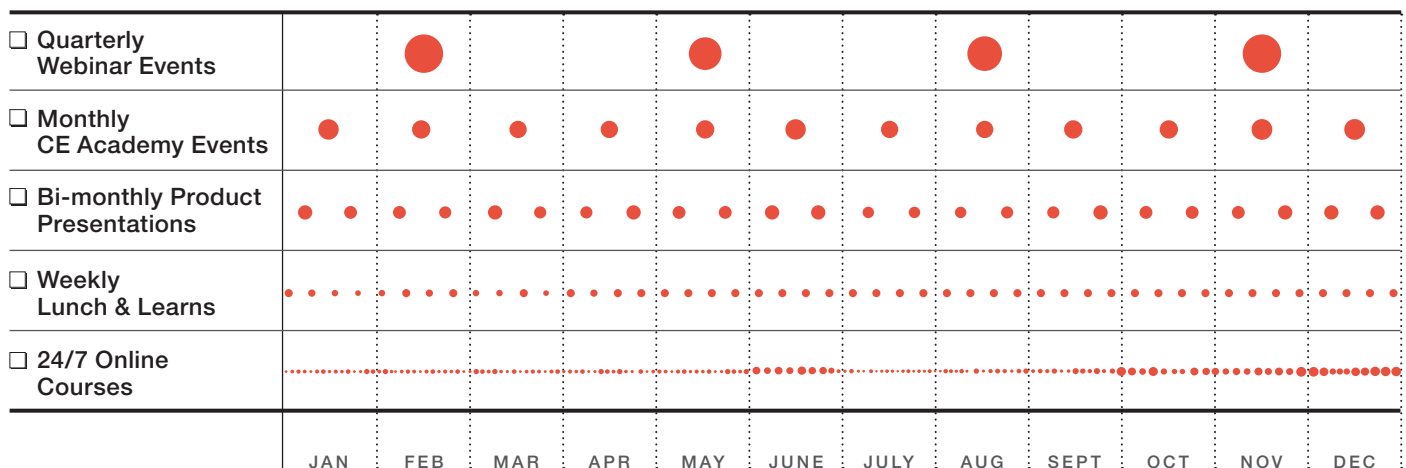
As an education business, we believe everyone on your team should understand your product and message. Let RBA create a unique product training portal for your company. Manage users, promote your products and build your brand through multiple platforms including iPad apps, PowerPoints and video. Whether you have existing training materials or need to develop new ones, RBA will work with you to create an engaging learning experience for your team.



**Have a Question?**  
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RON BLANK & ASSOCIATES, INC		Continuing Education Delivery Options				Architectural Specification Program
		<input type="checkbox"/> Online Course	<input type="checkbox"/> Webinar Event	<input type="checkbox"/> Lunch & Learn	<input type="checkbox"/> CE Academy Event	<input type="checkbox"/> Product Presentation
CE	AIA CE Credit Awarded	•	•	•	•	
	Proprietary Product Based					•
LEADS	Accrue Continuously	•				
	Event Based		•	•	•	•
AUDIENCE	International	•	•			
	Regional			•	•	•
	A/E Firms			•		•
INTERACTION	Online /At Your Own Pace	•				
	Live Online		•			
	Live Face-to-Face			•	•	•
MARKETING	Online Marketing	•	•	•	•	
	Print Collateral Marketing			•	•	•

Each platform offers a different type of lead accumulation. This graph shows the typical volume of leads across an optimum scheduling strategy utilizing our diverse delivery options.



# Bridging The Gap For More Than 30 Years



- ☐ **Building Product Specification Consulting**
- ☐ **A+E Office Product Presentations**
- ☐ **Continuing Education Course Development**
  - » 24/7 Online Courses
  - » Live Events
  - » Live Webinars
  - » Lunch + Learns
- ☐ **Sustainability Consulting & Education**
- ☐ **Guide Spec Writing**



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