

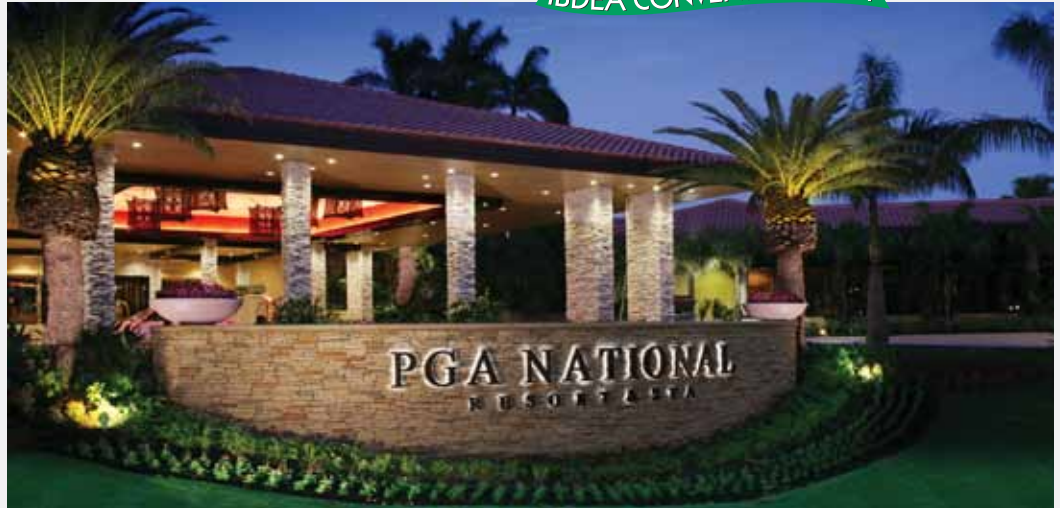


## FOCUS On The Green IBDEA CONVENTION 2011

2011 CONVENTION: MARCH 17-22



Pam Irish-Bronkie,  
Irish Carbonic Co.  
2011 Convention Chair



Marv Howard, Dean Marple, Lorie  
Christopher, and Laurie Irish-Jones  
at the drawing for prizes during the  
NRA Networking Event.

**THANKS!** Our NRA Networking Event was held in Chicago on Saturday, May 22, 2010, in conjunction with the NRA Show. Thank you **Dr Pepper Snapple Group**, and **Everpure/SHURflo** for sponsoring this event.

Mark your calendars now for our **August West Coast Networking Event** sponsored by **Automatic Bar Controls/Wunder-Bar**, **Everpure/SHURflo**, and **McCann's Engineering**. This year's event will be at the Los Angeles Convention Center on Saturday evening August 14 immediately at the end of the first day of exhibits at the Western Foodservice and Hospitality Expo.

My recent visit to the PGA National Resort and Spa confirms that the 2011 IBDEA Convention in Palm Beach, Florida will be a relaxing, informative event that you won't want to miss! The resort is filled with large picture windows that will make you feel like you are outdoors, even when you are inside. The many meeting and gathering areas that overlook the beautiful pool and lush green of five fabulous golf courses will make networking with other members a real pleasure. The PGA's world-class sports complex features tennis & racquetball courts and an exercise area with the most extensive array of work-out equipment I've ever seen. For those who prefer to be pampered, a visit to the Spa for massage therapy or a relaxing soak in the "Waters of the World" mineral pools will not disappoint. Rental bikes and even croquet courts are available for outdoor enthusiasts.

Of course, plans are already underway for a lineup of guest speakers, seminars and events that will provide tangible, relevant, cutting-edge information aimed at making our members more competitive in what continues to be a very challenging marketplace. Our product fair provides a great opportunity to meet with our associate members and view new products. IBDEA members are well known for their networking and willingness to trade ideas with one another. The PGA provides a great setting for the IBDEA family to share, learn and reconnect.

We're looking forward to seeing you there, so save the date and make your reservations early! We encourage you to bring the whole family. The PGA offers fun and entertainment for every age.



877-40-IBDEA (42332)

## SAVE THESE DATES...

**August 14, 2010**  
**NETWORKING EVENT**  
 During the Western Foodservice & Hospitality Expo, Los Angeles, CA



**September 13 - 14, 2010**  
**Advanced Equipment Troubleshooting School, Denver, CO**

**Fall 2010**  
**BOARD MEETING**  
 Las Vegas, NV



**November 4 - 6, 2010**  
**Beverage Dispensing Equipment School**  
 Hosted and facilitated by Brian Kint of Kint Beverage Concepts, Harrisburg, PA

**November 13, 2010**  
**OPEN FORUM & NETWORKING EVENT**  
 During the International Hotel/Motel Restaurant Show, New York, NY

**March 17, 2011**  
**BOARD MEETING, Palm Beach Gardens, FL**



**March 17 - 22, 2011**  
**2011 ANNUAL CONVENTION & PRODUCT FAIR**  
 PGA Resort & Spa, Palm Beach Gardens, FL

**March 20, 2011**  
**BOARD MEETING, Palm Beach Gardens, FL**



**Spring 2011**  
**Beverage Dispensing Equipment School**  
 Facilitated by Russ Prickett of Pricketts Distributing, Location TBA

**May 21, 2011**  
**NETWORKING EVENT**  
 During the National Restaurant Association Show, Chicago, IL

**May 22 2011 BOARD MEETING, Chicago, IL**

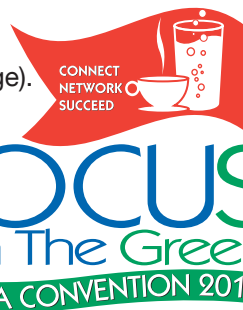
## Happy New Year!

**IBDEA's year began July 1.**

Our thanks for paying your dues promptly. As always, in order to ensure inclusion in our new directory, your dues must be current.

## IBDEA 2011 Convention Schedule

(Preliminary schedule. Times/activities subject to change).



### Thursday, March 17, 2011

8:00am - 1:00pm	Board Meeting
4:00pm - 7:30pm	Registration
6:00pm - 7:30pm	Welcoming Event

### Friday, March 18, 2011

7:45am - 8:15am	Breakfast
8:00am - 1:00pm	Registration
8:00am - 1:00pm	Product Fair Set Up
8:15am - 9:20am	Workshop 1
9:20am - 9:30am	Refreshment Break
9:30am - 11:00am	Spouse/Partner Acquaint & Reacquaint Coffee Time
9:30am - 10:40am	Workshop 2
10:40am - 10:50am	Refreshment Break
10:50am - 12:00pm	Workshop 3
12:00pm - 1:00pm	Lunch
1:00pm - 3:30pm	Product Fair
3:45pm - 5:45pm	Fun Event
7:15pm - 8:15pm	Opening Reception
8:15pm - 10:00pm	Opening Dinner
10:00pm - Midnight	Hospitality Suite

### Saturday, March 19, 2011

8:00am - 8:45am	Breakfast
8:45am - 9:30am	Opening General Session
9:45am - 11:00am	Keynote Speaker
11:00am - 1:00pm	Product Fair
1:00pm - 2:00pm	Awards Luncheon
2:15pm - 3:30pm	Open Forum 1 Member Discussion
3:30pm - 5:30pm	Product Fair
4:45pm	Refreshment Break In Product Fair
5:30pm	Drawing For Passport Prizes
6:00pm - 6:45pm	Associate Member Meeting
Evening Free	No Scheduled Events
9:00pm - 11:30pm	Hospitality Suite

### Sunday, March 20, 2011

7:45am - 8:15am	Breakfast
8:15am - 8:30am	General Meeting
8:30am - 12:00pm	Product Fair Tear Down
8:45am - 12:00pm	Workshop 4
10:00am - 11:15am	Spouse/Partner Event, Yoga Session at the Spa
10:15am	Refreshment Break
12:15pm - 1:15pm	Lunch
1:30pm - 2:30pm	Regular Member Meeting
2:45pm - 4:00pm	Open Forum 2 Member Discussion
4:00pm	Refreshment Break
4:15pm - 5:15pm	Board Meeting
7:00pm - 8:00pm	Cocktail Reception
8:00pm - 10:00pm	Closing Dinner, Entertainment, 50/50 Drawing
10:00pm - 11:30pm	Hospitality Suite

### Monday, March 21, 2011

8:00am - 2:00pm	Golf Event
9:00am - 12:00pm	Alternate Activity
Afternoon Free	No Scheduled Events

### Tuesday, March 22, 2011

Departures

# Welcome New Members!

## Associate Members

### Aspen Beverage Group - aspenbeverage.com

6814 Alamo Downs Parkway, San Antonio, TX 78238

Contact Chad McNair (chad@aspenbeverage.com) at 210-684-6363.

*Aspen excels at creating custom beverage solutions specializing in coffee and tea concentrates. We also roast whole bean coffee for sale in select markets. Today we offer an outstanding line up of Liquid Coffee, Iced Coffee, Coffee Extract, Whole Bean Coffee, Iced Tea and a variety of hot and cold beverage powders. The company began in 1993 as Granito Coffee Works and evolved into Aspen Beverage Group in 2006.*

### Evantage Industries Corporation - evantageindustries.com

815 Bridge Street West, Waterloo, Ontario, Canada N2V 2M7

Contact Richard Beckett (rbeckett@evantageind.com) at 226-220-6326.

*Evantage designs, develops and builds food & beverage process and monitoring equipment for use in restaurants and processing plants. Our main products are MicroCARB which provides consistent carbonation that can compensate for water temperature fluctuation, guaranteeing the quality of the beverage being served and a 30 to 40% reduction in the use of CO2 and CarboTRAK, a MicroCARB system with added sensors and communications capabilities that allows usage monitoring of CO2 and syrup/beverage flavorings. Evantage strips a problem down to its essence in order to come up with the most efficient solution.*

### Freepour Controls - freepour.com

348 Lake Shore Rd East, Mississauga, Ontario, Canada L5G 1 H5

Contact Chris Schell (chriss@freepour.com) at 905-271-9590.

*FreePour Controls Inc. is a leading developer of inventory control systems for the hospitality industry. The company has been in business since 1987, offering a complete line of bar inventory management products. Freepour Controls has a solution for draught beer and liquor products. Each solution has the same fundamental benefits – fast, easy, accurate, invisible to customers, and can be interfaced with your POS system. The FreePour solutions provide powerful and timely reports that make your bartenders accountable, thereby creating a deterrent to waste, spillage, over pouring, and theft. The result is increased bar profits that inevitably cover the cost of the systems.*

### Progeral Corporation - progeral.com.br

4767 New Broad Street, Orlando, FL 32814

Contact Mario Ivan Chaves (ivan.chaves@progeral.us) at 954-653-9773.

*In business for nearly 50 years, Progeral Corp sells hose clamps and engineering services regarding the application of clamps. The US location sells products manufacture by Progeral of Brazil. Our Ear Clamps are made of a steel band into which a closing element (ear) has been formed. By closing the ear, the clamp band will be pulled causing the clamp to tighten the hose. This type of clamp has applications in beverage systems.*

### Tone Products - toneproducts.com

2129 N. 15th Avenue, Melrose Park, IL 60160

Contact Will Evon (willevon@toneproducts.com) at 708-486-0284.

*Tone Products is a private label and branded beverage manufacturer. For 65 years, we have been manufacturing post mix soda syrups, juice concentrates, frozen uncarbonated syrup (slush), frozen carbonated beverages, and bar mixers. We are proud to be a third generation family business.*

## Regular Members

### Somerset Syrup & Concession

100 McGaw Drive

Edison, NJ 08837

Contact Bobby Seitz (royalpalm8@aol.com) at 732-225-0200.

# IBDEAU Thank You!

*To everyone who donated their time and expertise to help make our spring Beverage Dispensing Equipment School a success:*

- Russ Prickett, Pricketts Distributing
- Brian Kint, Kint Beverage Concepts
- Patricia Sanchez, SHURflo – Pentair Foodservice
- Mike Smith, SHURflo – Pentair Foodservice
- Bret Baker, Automatic Bar Controls/Wunder-Bar
- Bob Knight, Chart Inc. – MVE Beverage
- Ed Defraime, Coca-Cola North America
- Dick Suda, Everpure – Pentair Foodservice
- Bruce Hocking, Manitowoc Beverage Systems
- David Green, Micro Matic
- Joe Restivo, Perlick Corp.



*Installation day at the spring Beverage Dispensing Equipment School*

## CONGRATULATIONS!

*Pentair Foodservice recently announced the appointments of **Eddie Garmon** as Vice President of Business Development for Global Accounts and Asia Pacific Region, and **Darcy Simonis** as Director of North American Foodservice Sales.*

# Safety Training is an Important Part of Your Safety Program

Thank you Diane Brzezinski of Sentry Insurance for providing this article. Diane can be reached at [diane.brzezinski@sentry.com](mailto:diane.brzezinski@sentry.com).

A productive work environment requires that all employees know how to properly perform their assigned job, and do so safely and efficiently. Through safety training efforts, managers and supervisors can ensure that employees are knowledgeable about the equipment, tools and materials they work with, and how to protect themselves from any hazards.

When developing safety training practices, consider the following:

- Workers should be properly trained before they are authorized to perform a new job assignment
- Training should include proper methods to perform the job, hazards and control measures or safety precautions to protect themselves, and procedures to follow in the event of emergency situations
- Employees also need to know about health hazards such as exposure to chemicals or noise, and how to protect themselves from these exposures
- Training methods should incorporate means to ensure employees understand what they have been taught. For example, supervisors should observe employees performing the job to make sure they are doing as instructed
- Training should not be limited to new employees. Provide training to employees who were transferred to a new job or assigned new responsibilities
- Supervisors also require training. Train your supervisors to know about the hazards employees face, and how to carry out safety responsibilities in their assigned areas
- Safety training can often be combined with other training depending upon the complexity of the job and the types of hazards in your workplace

## Types of Safety Training

There are four major types of safety training methods:

**Instructor-led training:** this training is presented in a classroom setting and follows the pace set by the instructor.

**Self-paced training:** this is usually completed on an individual basis, by working through handout or instructional materials provided to the trainee.

**Computer-based training:** this is a version of self-based training in which the trainee is guided through the course by the computer. The computer provides the course content, guides learning activities and administers tests. This type of training can also record who took training, when it was taken, and testing durations and test scores.

**On-the-job training:** this type of training usually involves a supervisor or experienced employee providing instruction to the trainee at his or her work station.

## Documenting and Retaining Training Records

Good recordkeeping in connection with your safety program is sound business management. It's important to document any safety training efforts, including formal training sessions, safety meetings and similar activities. In some cases, training records are required to satisfy OSHA rules or meet insurance requirements. For example, the OSHA Hazard Communication and Lockout/Tagout rules require that employers train employees in each area. Training records can also support contested insurance or workers' compensation claims. Finally, training records provide an efficient review of safety program activities as you plan future improvements in your program.

Property and casualty coverages and safety services are underwritten, issued and/or administered by a member of the Sentry Insurance Group, Stevens Point, WI. For a complete listing of companies, visit [sentry.com](http://sentry.com). Policies, coverages, benefits and discounts are not available in all states. See policy for complete coverage details.

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### July Birthdays

Sarah Haddad	Master Draftsman	July 1
Len Bugajewski, Jr.	Leonard's Syrups	July 6
Mindy Damon	Damon Industries	July 7
Herbert Pincus	Carbonator Rental Service	July 11
Jim Tognazzini	Tognazzini Beverage Service	July 11
Clayton Daily	Foodservice Concepts	July 12
Tim Jones	Royale International	July 20
Diana Damon	Damon Industries	July 25
Mark DeMar	American Beverage Systems	July 26
Brian Burke	Polar Bear of New York	July 31
Celeste Dunkelberg	Bar Beverage Control	July 31
Charlie Nelson	McDantim, Inc.	July 31

### Anniversaries

Eric & Tiffany Gaylord	Manitowoc Beverage Systems	July 26
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### Business Anniversaries

Carbonic Systems	July 1995
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### August Birthdays

Laurie Irish-Jones	Irish Carbonic	August 1
Mike Peterson	Refreshments	August 12
Scott Beshar	Beverage Services Group	August 13
Sharon Easton	Federal Beverage Control of Colorado	August 16
James Fitzgerald	Al's Beverage Co.	August 24

### Anniversaries

James & Sonja Grassi	Lemon-X Corp.	August 11
Ralph & Marianne Bridy	Bridy Sales & Leasing Co.	August 17

### September Birthdays

Louis Klein	Joe Kirwan Co.	September 3
Eric Pincus	Carbonator Rental Service	September 4
Lee Pincus	Carbonator Rental Service	September 5
Doug Damon	Damon Industries	September 6
Ron Harris	Better Beverages	September 12
Josh Damon	Damon Industries	September 16
Brian Kint	Kint Beverage Concepts	September 21
Sonja Grassi	Lemon-X Corp.	September 24
Pete Faulkner	Desert Isle	September 26
Lucas Iskra	Leonard's Syrups	September 28
Joe Carle	Reliant Distribution	September 30

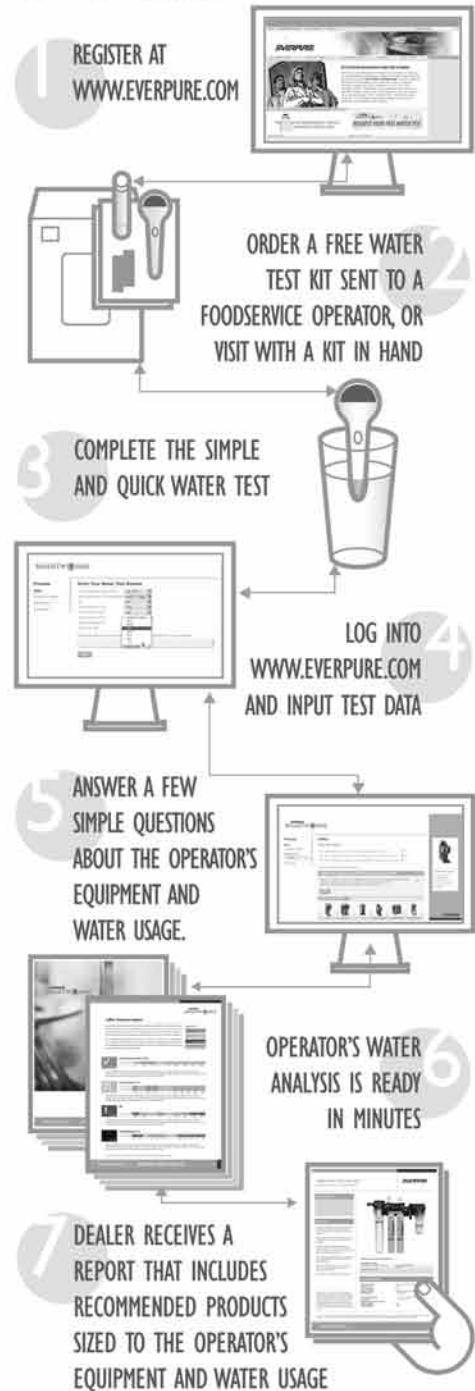
### Anniversaries

Gary & Mona Tugender	County Fountain Supplies	September 3
Brian & Carey Kint	Kint Beverage Concepts	September 5
Len & Jean Ann Bugajewski	Leonard's Syrups	September 6
Buddy & Charlotte Jason	Jason Enterprises	September 12
Joan & Chuck Salah	Manitowoc Beverage Systems	September 21

# SMARTWORKS

## ITS SMART TO KNOW WHAT'S IN THE WATER

SMARTWORKS is an exciting new program that provides everything you need to grow your water filter sales. Just follow these simple steps:



For more information about SMARTWORKS visit [www.everpure.com](http://www.everpure.com), contact your Everpure Master Distributor or send an email to [info@everpure.com](mailto:info@everpure.com).

**EVERPURE**

## Time to dig in your own back yard!

By Eddie Garmon of Everpure – Pentair Foodservice.  
Eddie is an IBDEA Board Member and Chairman of the Membership Committee, [eddie.garmon@pentair.com](mailto:eddie.garmon@pentair.com).

Between 1900 and 1925, Mr. Russell Conwell, founder and first President of Temple University in Philadelphia, PA spoke of mining for diamonds in your own backyard. He spoke of the treasure lying within arms reach which should be harvested.

His talk was so popular the he delivered it 6,000 times between 1900 and 1925. That's 240 times a year for 25 years – on average almost once per business day for 25 years. Talk about staying power!

"Acres of Diamonds" was first published in 1890 by the John Y. Huber Company of Philadelphia. Russell Conwell personally gave the speech over 6,000 times, traveling from city to city. With the proceeds of the speech, he would pay for his room, board and train fare, and then send the rest back to Temple University. These funds put nearly 2,000 students through college.

The central idea of the work is that one need not look elsewhere for opportunity, achievement, or fortune—the resources to achieve all good things are present in one's own community.

This theme is developed by an introductory anecdote, told to Conwell by an Arab guide, about a man who wanted to find diamonds so badly that he sold his property and went off in a futile search for them; the new owner of his home discovered that a rich diamond mine was located right there on the property. Conwell elaborates on the theme through examples of success, genius, service, or other virtues involving ordinary Americans contemporary to his audience: "dig in your own back-yard!"

I might suggest we as IBDEA members are sitting on our own acres of diamonds. Within each of our individual markets and business segments lay potential IBDEA membership candidates. No one knows where these bones are buried more than you.

Some say I do not want my competitors sitting next to me at convention, trade shows or the valued educational sessions. Baloney I say! An educated competitor is a far better competitor knowing the true cost of doing business.

### ***If not us – who..... and if not now – when?***

Now is the time to harvest the diamonds in our own back yards. Who do you compete with locally that is not yet a member of the IBDEA? You likely know them very well.

Now is the time to display leadership and sponsor them as the newest members to the association. Only you hold the key which opens the gates to the diamonds lying within!

***Good harvesting!***

# 10 Ten Social Media Mistakes – Do's and Don'ts

*Dave Nelsen presented a workshop on social networking at the 2010 convention.*

By Dave Nelsen

Social media and social networking are quickly becoming “de rigueur” for business. A recent study by the Chicago-based firm, Slack Barshinger, showed that small and medium businesses are getting “heavily involved with social media, with about half using blogs, wikis, Twitter or other social media channels for business purposes.” If your company and team are not yet engaged, it's time to jump in before your competitors beat you to the punch; and “punch” is an apropos term.

This is not your father's marketing. When participating in social media, here are ten basic rules for what to do and not do:

## **DON'T:**

- 1. Don't get started in social media if you have significant product weaknesses or customer support issues.** Engaging in social media makes good products more successful, and bad products... dead. But don't delay for long; address the issues and then jump in.
- 2. Don't use social media to overtly market or sell.** Instead educate, enlighten, inform, and entertain your audience. In so doing, you'll position yourself and your company as an expert in your field and benefit from the “media halo”.
- 3. Don't “set it and forget it.”** That makes you look worse than not showing up at all. Once started, sustain your participation and interaction.
- 4. Don't go negative.** Emphasize your strengths and advantages rather than claiming that a competitor has weaknesses.
- 5. Don't mix personal and business accounts/personas, etc.**
- 6. Don't expect to fully control the conversation.** Social media is not an advertisement, product brochure, newsletter, email blast, or one-way monologue; it's a conversation. Conversations are bi-directional and can have rough edges. Even if you don't want to participate, your customers and prospects are already talking. Join them.
- 7. Don't worry about some negativity.** Studies show that a little negativity increases credibility and empathy. Paraphrasing Abraham Lincoln: “You can't please all of the people all of the time.” Be responsive to the negative.
- 8. Don't feel the need to disclose everything.** Not everyone who likes sausage wants to see exactly how it's made. Be open and honest and use discretion.
- 9. Don't be a generalist.** With literally hundreds of millions of blogs + videos + podcasts to choose from, every individual can precisely tailor their consumption to their interests. Focus on one topic and do it well (the narrower the better).
- 10. Don't overwhelm your followers with too much information, or too frequently.** Everybody's got a busy life and nobody enjoys getting “Twitter-ria”. Focus on the highest value information and content.

## **DO:**

- 1. Do the up-front planning as you would for any important business initiative.** Define your target audience, detail how you intend to create value for them, and map out how you expect them to create value for you. Document your approach and objectives per medium (blog, Twitter, Facebook, etc.).
- 2. Do read and listen first.** In the beginning, listen and learn for a few weeks before responding. In general, spend twice as much time listening as responding.
- 3. Do display your Personality, and keep the content Interesting and Entertaining (the old radio adage “PIE”).** Remember that people buy from people; show your professional self.
- 4. Do be authentic.** Never before has a medium and its participants been more skilled at smelling a rat and turning against the perpetrator.
- 5. Do remember that social media is about two-way conversation (see “Don't try to control” above).** Conversation builds trust; trust leads to more sales.
- 6. Do favor timeless content over the time-sensitive** (note: this varies based on the medium and there are exceptions). We live in a time-shifted “TiVo” world and there's wonderful leverage in creating a blog post (for example) that will have value to new readers weeks, months, or even years from now.
- 7. Do remember that “push” is out; “pull” is in.** In today's information-rich world, people want to opt-in, choosing where they spend their time. Give them a reason to choose your content.
- 8. Do keep your eyes open.** Use Google Alerts, search.twitter.com, relevant LinkedIn Groups, Ning networks, and more to listen to the conversation about your company, your competitors, and the best practices in your industry.
- 9. Do exhibit the patience of Job.** As the party with more power (a business relative to a customer/prospect), attacking or being critical will frequently backfire and word will propagate quickly.
- 10. Do learn from your audience** (as they will learn from you) and rapidly evolve your products and services to meet their needs. They'll suggest valuable ideas you'd never think of.

In the next few years, social media will become “table stakes” for interacting with your customers, partners, suppliers, and even employees. By getting started today, your company can (to borrow a phrase from Charles Darwin) “adapt to a changing environment more quickly” than your competitors... to survive and even prosper. Now is the time; what are you waiting for?

*Dave Nelsen is a long-time entrepreneur and founder of CoManage Software, TalkShoe Podcasting, and Dialog Consulting. These days as he's planning his next start-up, he's also helping businesses adopt social media tools to improve marketing, sales, and customer loyalty. Find him at [www.get121.biz](http://www.get121.biz) (website), [www.get121.me](http://www.get121.me) (blog), or 412-779-2788.*

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NETWORK  
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# FOCUS

## On The Green

### IBDEA CONVENTION 2011

## Double The Savings!

Save \$100 on your first 2 registrants for the IBDEA Convention.

Our special rate with PGA National is \$189/night (includes resort fee and free in-room internet). To make reservations by phone, call **800-633-9150** and reference **IBDEA** to get this special rate. To book online, you can find the link in the Member's Only section of [ibdea.org](http://ibdea.org) or contact the IBDEA office to have the link emailed to you.

**Avis** is the rental car supplier for the 2011 Convention. The Avis Worldwide Discount (AWD) Number is **T313599**. Use this AWD number when calling Avis at **800-331-1600**. To book online, you can find the link in the Member's Only section of [ibdea.org](http://ibdea.org) or contact the IBDEA office to have the link emailed to you. The discount is effective March 10 – March 29, 2011. Parking is free at the facility.

Your registration includes: admission to Thursday Night Welcome, 3 Breakfasts & 3 Lunches, Opening & Closing Receptions and Dinners, Product Fair Exhibition, Workshops, Keynote Speaker, Golf\* & Alternate Activities\*, Hospitality Suite and Spouse/Partner Activities.

### PGA National Resort

400 Avenue of the Champions  
Palm Beach Gardens, FL 33418

Marv Howard, Executive Director  
3837 Naylors Lane, Baltimore, MD 21208  
877.40.IBDEA(42332) • 410 602-0616  
fax 410 486-6799

[ibdea@cornerstoneassoc.com](mailto:ibdea@cornerstoneassoc.com) • [www.ibdea.org](http://www.ibdea.org)

Registration fee includes admission to all food and beverage functions, product fair exhibition, workshops, business sessions, spouse/partner activities. Full refund if canceled in writing prior to 12/31/10. Cancellations received after 12/31/10 will be subject to a 50% penalty. No refunds will be made after 1/31/11.

\*\*Any combination of members, spouses, etc.

If your company joins IBDEA within 30 days of the convention, \$200 of your application fee will be applied to your membership dues.

\* Additional charges may apply.



Connect.  
Network.  
Succeed.

SPECIAL  
OFFER!



The 2011 Convention will be held at the beautiful PGA National Resort in Palm Beach Gardens, Florida!  
March 17 – 22, 2011

Company Name

Address

Attendee 1 Name

Attendee 1 Email Address

Attendee 2 Name

Attendee 2 Email Address

Attendee 3 Name

Attendee 3 Email Address

#### Registration Fees

IBDEA Member Representative  
SPECIAL-First Two Registrants\*\*  
Nonmember

Register by  
10/15/10  
**\$555/person**  
**\$845 total**  
**\$745/person**

#### Full Price

\$595/person  
\$945 total  
\$795/person

Number of Attendees

AMOUNT DUE \$

- Check Enclosed - make payable to IBDEA in US funds.  
 Pay By Credit Card  Visa  Mastercard

Cardholder's Name

Account #

Expiration Date

Signature

3837 Naylor's Lane  
Baltimore, MD 21208



## INSIDE THIS ISSUE:


- Convention Update
- Digging for Diamonds
- 10 Social Media Mistakes
- Safety Training
- And more!



**LOOK INSIDE FOR A SPECIAL OFFER ON THE 2011 IBDEA CONVENTION!**



**FOCUS**  
On The Green  
IBDEA CONVENTION 2011

 *Membership Referral Sweepstakes*

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email Address

I agree to set up contact with the person listed above.

\_\_\_\_\_  
Please print your name here

\_\_\_\_\_  
Sign here

*Reminder: If you turned in a Sweepstakes Referral Card @ convention, please follow up with your leads.*