



Heating and Air Conditioning Alliance of Indiana
January Membership Event
"Converting Random Stranger To Raving Fans"
Thursday, January 20, 2011
8:45 AM to 10:30 AM

Sponsored by: Koch Air & IPL



In this First Alliance Seminar of the New Year:
You will learn to use your website as the central part of a system delivering the right messages for the right people at the right time. Join us on Thursday, January 20, 2011 as we present "Converting Random Strangers To Raving Fans" with our special guest speaker Lorraine Ball!

About Lorraine:

An award winning marketing professional, Lorraine spent twenty years in corporate America, before coming to her senses. Frustrated by the resistance to change, indecision, and lack of entrepreneurial spirit as she climbed the corporate ladder, she gave up the fancy VP office, huge staff, and big budget. Today, you can find her, at Roundpeg, where she helps small businesses become big businesses.

Recognized as one of the [Most Influential Women in Indianapolis](#), Lorraine shares her expertise with business owners around the country. Her messages on marketing, public relations, social media and networking stem from her real world experiences helping small business owners.

Lorraine has a BA from Queens College, City University of NY and an MBA, from the University of Texas, at Dallas.

Past Reviews For Lorraine:

"Lorraine can talk marketing theory with the best of them. But she stands apart by her ability to put the theory into down and dirty practice, yeilding concrete, tangible results."

Matt Michele, President - The Service Roundtable

"Lorraine is a savvy, focused ball of fire with the ability to help any group succeed."

Tony Scelzo, Founder - Rainmakers

"The fundamentals Lorraine teaches are essential to the development of a solid and effective marketing plan."

David Kiser, District Sales Manager - Superior Distribution

Lorraine's facilitation skills brought a combination of structure and out-of-the box thinking to our process."

Carol Sewell, Vice President of Marketing - ADESA

NEW Location:

Indiana CPA Society
8250 Woodfield Crossing
Blvd., #100
Indianapolis, IN 46240

Time:

8:45 AM – Registration &
Breakfast
9:00 AM - Program

Cost:

**\$20.00 per person – member rate and
\$25.00 per person- non-member rate**
-INCLUDES
BREAKFAST-

Please fax back your registration form no later than Monday, January 17, 2011 to 317-573-0895

Please call the Heating and Air Conditioning Alliance of Indiana office if you have any questions:

1-866-880-7633 or
317-573-0277.

Heating and Air
Conditioning Alliance of
Indiana
3003 East 98th Street
Suite 161
Indianapolis, IN 46280



Registration Form
Heating and Air Conditioning Alliance of Indiana January Membership
Meeting with Guest Speaker Lorraine Ball

Converting Random Strangers To Raving Fans
Thursday, January 20, 2011

Indiana CPA Society
8250 Woodfield Crossing Blvd., #100
Indianapolis, IN 46240

8:45 AM – 10:30 AM

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Attending:

_____ / _____

_____ / _____

Total Number Attending: _____ X \$20.00/member or \$25.00/non-member = _____

Credit Card # _____ Expiration Date: _____

Name on Credit Card: _____ Signature: _____

Visa or MasterCard (*please circle one*)

You may also submit a check to the office.

Please fax this registration form ASAP to 317-573-0895.

The deadline for registration is Monday, January 17, 2011.

Questions??? Call Courtney Young at 317-573-0277 x101