



Green Remodelers have a backlog of work. (Find out why)

April 20, 2010
4:30 to 8:30 pm

Lawrence Technological University
University Technology Learning Ctr., Southfield

Otogawa-Anschel Design Build figured it out, and grew business 400%.

Michael Anschel, a remodeler, writer and national authority on green remodeling is coming to town to share the secrets of his success and help us understand how to engage clients in a dialogue on sustainability and value a green business. Forget that tree-hugger stereotype. This is about customers hiring pros they can trust to protect their health, save them money on energy and invest in quality products that last, and much more.

Anschel has taken green theory and turned it into a practical, systematic approach that they apply to each job, which has earned them a reputation and plenty of referral work! Take notes because you'll want to start applying some of his practices and procedures on your next job to build a customer base that values your company in a new way.

- ◆ Arrive at 4:30 pm to enjoy a strolling dinner and browse our Remodel Green Showcase
- ◆ Tour the LEED certified Taubman Center
- ◆ All remodeling pros are welcome!
- ◆ Not a NARI member? Special *New Membership Discount* this night only!

**Special thanks, to our sponsor,
Architectural Resource!**

Register now by going to www.NARISemich.org and clicking on Events. **Pre-registration is required.**
\$20 for NARI of SE MI members
\$35 for non-members

Upcoming Programs

May 11 @ 8:30 am - 5 pm
Certified Lead Training
ETC Training Ctr in Romulus

May 15 & 16
Tour of Remodeled Homes
Ann Arbor

May 18 @ 5-7 pm
Trends in Tile
Beaver Tile, Farmington Hills

June 16 @ 5-7 pm
Universal Design
MASCO headquarters, Taylor

June 17 @ 9-4 pm
Universal Design Certification
Prep Class
Farmington Hills Library



Michael Anschel

Owner of Otogawa-Anschel Design Build of Minneapolis, MN.
CEO of Verified Green, Inc.
Green blogger for Remodeling Magazine online and Service Magic Pro



Don't miss being a part of our Remodel Green Showcase, where you can demo your Green Services and Products!

For more info, contact Leslie Kusek at staff@NARISemich.org or 248.722.4178