



RON BLANK & ASSOCIATES, INC

SERVICES GUIDEBOOK

Building Product Presentations
Continuing Education Courses
Sustainability Documentation
Specification Consulting

CELEBRATING 38 YEARS IN
San Antonio, Texas



A NOTE FROM OUR FOUNDER

Welcome to our guidebook designed to showcase our product and service offerings tailored to manufacturers seeking to establish relationships with design professionals towards successful product specification! Years ago, I saw an industrywide need for better connections between building product representatives, specification writers and project decision-makers. Recognizing the need to bridge this gap, I founded RBA, Inc. to act as a liaison and create a forum for introductions across the building industries. Starting with our Architectural Specification Program, our resources have always been centered on the vision of transforming the building industries by spearheading programs that empower meaningful relationships and tangible leads. Embracing cutting-edge technology and emphasizing continuous education, it is our mission to empower you on your path towards achieving architectural specification success. This guidebook outlines how we can collaborate with you in accomplishing your products specification goals. Let's embark on a partnership to further your connections within the design professional community!

Ron Blank, CDT, CSI
President and Owner

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Programs and Services Overview

Manufacturers need market exposure, tangible leads, and opportunities to get their products specified. Design professionals need continuing education (CE) hours to maintain credentials, learn about new products, and connect with credible information sources. Ron Blank & Associates, Inc. (RBA) offers solutions with a comprehensive list of specification services and programs to bridge the gap between building product manufacturers and the design community.

What we have to offer

- + Architectural Specification Experts
- + LEED Documentation & HPDs
- + One-on-One Product Presentations
- + CE Course Development
- + Detailed Lead Reports
- + CE Webinar Moderation
- + Live Education Event Hosting
- + Design Community Influence

RBA has cultivated a deep understanding of how education and the marketing of building products intersect. With decades of knowledge and expertise in the building industries, we have developed effective programs and trusted tools to support the product specification process.

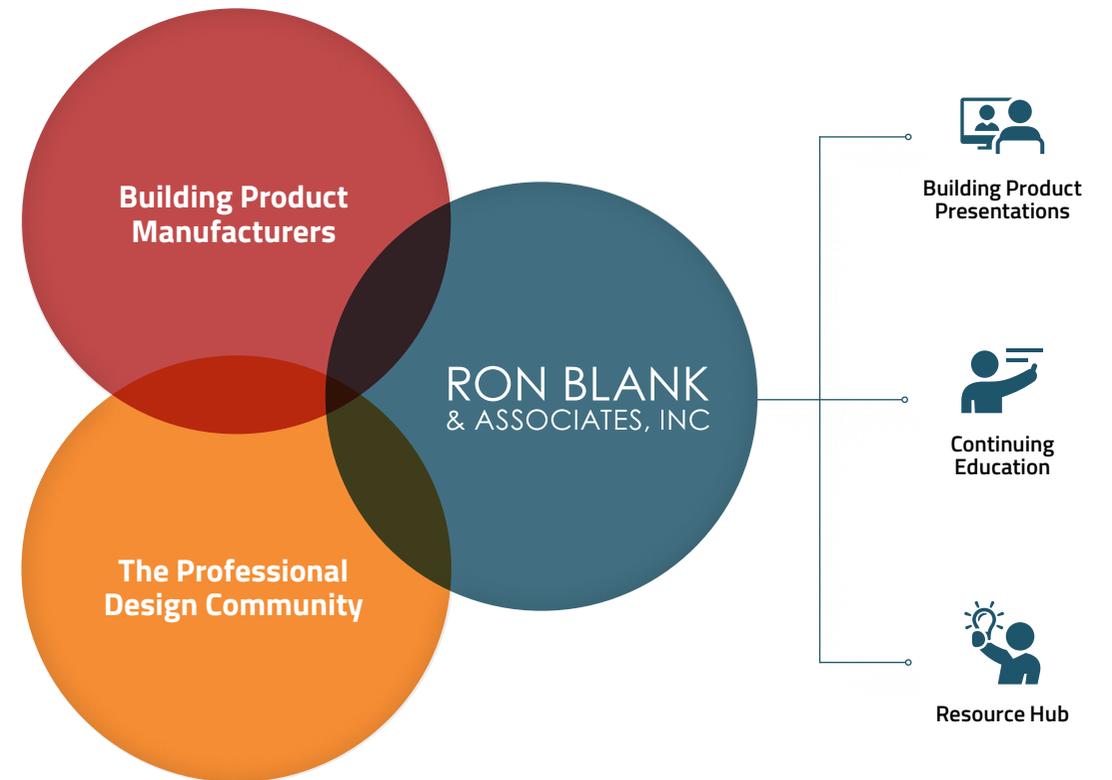
Signature Services

- + Building Product Presentations to Design Professionals
- + Education Course Development, Hosting, Reporting, Management, and Marketing

Resource Hub

- + Team Training Modules
- + Sustainability Documentation
- + Manufacturer Education Webinars & Events
- + Specification Resource Consulting
- + Lead Follow-up Guidance

Bridging the Gap Between Building Product Manufacturers and Design Professionals





One-on-One Building Product Presentations

Established in 1985, the Architectural Specification Program (ASP) is the cornerstone of our marketing services. This program provides building product presentations to active design professionals and specifiers. We arrange one-on-one online meetings between our representatives and select design professionals to showcase a curated collection of building products. The ASP is not bound by continuing education credit requirements or constraints.

To create a building product presentation, we follow these four development phases:

PHASE 1

Development Kickoff Meeting

- + Online meeting to begin the process
- + Review the ASP presentation format and navigation features
- + Identify and discuss the best marketing materials to be utilized

PHASE 2

Draft Review

- + A PDF of the presentation is shared for edits, corrections, and changes
- + Upload any additional content that may be required
- + Additional draft reviews as needed

PHASE 3

Product Training Meeting

- + Online meeting scheduled three weeks from the Kickoff meeting
- + Train our representatives about your company and products
- + Page turn of the ASP presentation with the full team

PHASE 4

Approval & Deployment

- + Final approval of presentation PDF
- + Complete presentation formatting with navigation features activated
- + Presentation is now ready to showcase in your chosen regions



The Building Product Presentation Road Map

 <p>1. Choose Regions</p> <p>Select between five and ten of our regions below to secure hundreds of meetings.</p>	 <p>2. Create Presentation</p> <p>Develop your presentation using our four design phases.</p>	 <p>3. Schedule Meetings</p> <p>We invite design professionals to choose a day and time to meet with us online.</p>
 <p>4. Present Products</p> <p>We showcase and discuss your products in five to ten minute screen-shared sessions.</p>	 <p>5. Collect Data</p> <p>We collect all information about the discussion, firm, and current or future projects.</p>	 <p>6. Weekly Reports</p> <p>After each presentation week, we send an Excel file and PDFs detailing the results.</p>



We visit each region three times per year in three-week blocks for a total of nine scheduled weeks per region.



Getting Specified through Education

Our continuing education program has a well-established history of servicing design professionals' ongoing education and credit hour needs. As the founding provider of online AIA continuing education, we are a trusted industry resource. Design professionals come to us to keep their credentials current, learn about products to specify, and to stay informed on advancements in building product technology.

How do Manufacturers Benefit from Education Courses?

- + **Increase Specification Opportunities:** By offering education courses, manufacturers demonstrate expertise within the building industry which establishes trust, cultivates credibility, and optimizes specification opportunities.
- + **Build Relationships with Decision-Makers:** Continuing education courses can provide a valuable opportunity for manufacturers to engage with the decision-makers, build rapport, answer questions, and develop relationships that can lead to product specification.
- + **Brand Awareness:** Design professionals are required to obtain continuing education hours to maintain their professional licenses. By providing courses to design professionals, manufacturers become the go-to product experts while also promoting their products.



Nearly all U.S. States and Canadian Provinces have CE requirements for design professionals to maintain their licenses to practice. All of the courses we create, meet those requirements.

CE Credit Issuers Most Often Sought After By Design Professionals

<p>The American Institute of Architect's CE hour is the primary learning unit for architects and accepted by state licensing boards.</p>		<p> USGBC approved courses fulfill CE requirements for LEED professionals and focus on sustainable topics.</p>
<p>Americans with Disabilities courses fulfill the mandatory requirements for states including CA and TX.</p>		<p> WELL approved courses fulfill requirements for WELL professionals and focus on human health and wellness in buildings.</p>
<p>American Institute of Building Design focuses on residential design standards and building codes.</p>		<p> The Registered Continuing Education Program allows Engineers to maintain Professional Development Hour requirements across multiple states.</p>
<p>American Society of Plumbing Engineers is the international organization for professionals skilled in the specification of plumbing systems.</p>		<p> IDCEC provides education and registry services to U.S. and Canadian interior design professionals under one platform.</p>
<p>Each Province of Canada has its own education authority. All of our courses list AAA, OAA, SAA, and select EPP credits for self reporting.</p>		<p> Landscape Architecture Continuing Education System maintains, and enforces standards for evaluating professional development of landscape architects.</p>



CE Course Formats, Explained

Like most people, design professionals like to learn in different ways. Diversify your audience reach by showcasing your products in multiple continuing education delivery formats. Regardless of the format used, all courses generate leads, develop relationships, and enhance brand awareness.



Online Courses

RBA's online learning format is asynchronous and available to design professionals on Ronblank.com and Greence.com. Our team develops narrated video courses from easily edited PowerPoint slide decks. We also produce documentary style video courses that feature case studies, interviews, and content filmed on-site.



Webinars

Reach an online audience, from the comfort of your home or office, with a live CE webinar. The lead reports include polling questions, survey responses, and live feedback. Webinars are listed and hosted through our websites and moderated by our team.

NATIONAL WEBINARS

Connect with a nationwide audience of design professionals with your own dedicated one-hour block of time.

MULTI-SESSION REGIONAL WEB SERIES

Choose from our regional events schedule to participate in virtual half-day events, with a curated group of course sponsors.



In-Person Learning Events

Live learning events offer the ability to present your course to large or small audiences. Whether it's an intimate lunch and learn or a full-day in person event, our live learning format helps establish a personal connection with the design community.

CLASSROOM EVENTS

Choose from our schedule of event locations to participate in full-day in-person events, with a curated group of course sponsors.

LUNCH & LEARNS

Use our online listing and/or management services for your own in-person or virtual Lunch & Learn events.

The Ron Blank & Associates, Inc. Family of Websites

RonBlank.com

- + Online course listing, landing pages, and hosting
- + Webinar listings, landing pages, and registration
- + Lunch & Learn requests
- + Credit reporting and lead generation

GreenCE.com

- + Adds sustainable design themes
- + Online course and webinar credits include: GBCI, LEED Specific, and WELL credits
- + Free LEED Exam Prep
- + Lunch & Learn requests

CEAcademyinc.com

- + Regional web series presentations
- + In-person classroom events
- + Event management
- + Attendee and credit reporting

infoSpecInc.com

- + CE lunch & learn management system
- + Attendance and credit reporting
- + Presenter scheduling and coordination
- + Attendee records and lead reports

ElixirEnvironmental.com

- + Health Product Declaration (HPD)
- + WELL Product documentation
- + Declare Label preparation
- + LEED documentation





Developing Your CE Course

Our CE development process is an effective, collaborative, and practical approach to produce the best education courses for our clients. During our four-phase process, we collaborate with your team to accomplish your product specification goals. As an established leader in continuing education, our goal is to deliver the most effective course to get your products specified.

PHASE 1

On boarding

- + Introduction of teams and products
- + Define target audience
- + Develop Learning Objectives
- + Source images, video and other media
- + Select CE Hour registration such as AIA, GBCI, IDCEC, or others

PHASE 2

Development

- + Research product data
- + Create course template and layout
- + Write speakers notes
- + Insert product images
- + Implement client revisions

PHASE 3

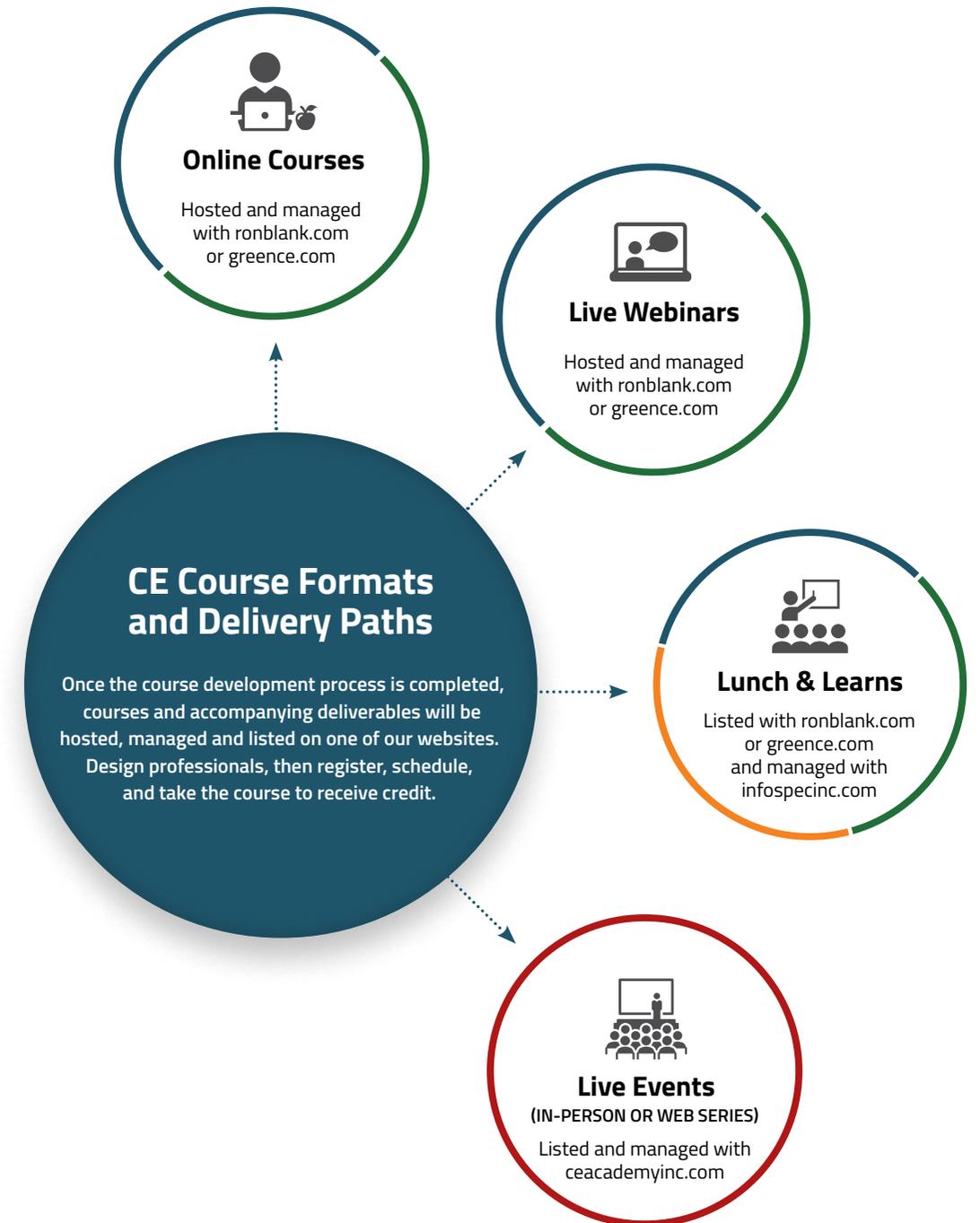
Course Submission

- + Final client approval
- + Create course deliverables
- + Submit course to AIA and other organizations
- + Develop course quiz if applicable

PHASE 4

Course Delivery

- + Release course in various formats
- + Market course via the websites, email newsletters, and social media
- + Send lead reports to course sponsor for follow-up





Resource Hub

In addition to Building Product Presentations and Continuing Education, Ron Blank & Associates offers additional resources to help you connect with design professionals. We can provide you with training modules for your team, guidance for sustainability initiatives, guide spec development, and other specification tools. No matter your needs, we have the experience and industry connections to find the best solutions.

Building Product Manufacturer Webinar Series

We host educational webinars for building product manufacturers that are looking to understand the specification process, effective communication with the design community, and stay up-to-date on industry trends.

Spec Shaman Summit Events

The Spec Shaman Summit is a twice yearly networking and education event for building product industry sales representatives, managers, marketing teams, and top executives. In addition to peers in your industry, you will meet and learn from top sales and marketing strategists, specification writers, architectural specification representatives, design professionals, and other experts in the building product specification industry.

Online Training Portal & Video Module Development

Our online training portal allows you to train reps, installers, and dealers using your product and policy training content. You can manage your own preferred, certified, or licensed dealer/installer program using this system. Keep your sales and rep teams up-to-date on product knowledge and track exactly who has viewed the content. Utilize our production team to create high quality video modules for your company branded training portal.

Specification Consulting

There are additional resources you need to consider to help get your products specified. We work with leading consultants to help develop tools such as 3-Part CSI Guide Specs, BIM Objects, and online product search tools. Consult with us to find the additional support you need to become a trusted manufacturer within the design community.



Sustainability Documentation

Building product manufacturers need transparency and LEED documentation to get their products specified. Products that are compliant with LEED, WELL, and the Living Building Challenge can be specified by major AEC firms. Elixir Environmental manages your project from beginning to end to make sure that you have the tools to get your products specified.



A Health Product Declaration (HPD) - HPD's provide a standardized way of reporting the material contents of building products, and the health effects associated with these materials. Perkins + Will, Smith Group JJR, HKS, and other AEC firms encourage building product manufacturers to provide HPDs to be considered for product specification. HPDs are becoming mandatory for many LEED, WELL, and other green building projects.



Declare Label - The Declare Label is a product transparency disclosure that identifies where a product comes from, what it's made of, and where it goes at the end of its life. Declare Labels contribute to the Living Building Challenge and LEED projects.



LEED Documentation - The USGBC doesn't certify or endorse products. However, LEED documentation can help you get your products specified by listing your product's contributions to the LEED rating systems. LEED documentation ensures product manufacturers have the tools to get specified on LEED projects.



WELL Documentation - WELL lists your building product's sustainability attributes. Design professionals need this information when selecting products for WELL projects. WELL is one of the fastest growing ratings systems in the country and offers many specification opportunities for manufacturers.

Design Professional Testimonials



You never know when a product introduction can become a valuable new opportunity on a job current or in the future. Ever since learning about Fiberon through Product Presentations, our company has started to specify Fiberon on multiple jobs to replace products which have been suffering long lead time issues. We only found out about it with your introduction. Thank you!

Andreas S., AIA - Architect
PARTICIPANT IN BUILDING PRODUCT MEETINGS



Thank you for the services you provide within the Continuing Education parameters that Architects are required to receive each year..your web site helps me and many others, who are licensed in multiple states, meet our different CEU qualifications. The cost of your program was too affordable to miss.

Kahne O'Banion, AIA, CSI, CDT - Architect
ONLINE & WEBINAR COURSE TAKER



These product presentations became a valued resource. I love speaking one-on-one with a knowledgeable specification consultant. This program furthers education by promoting product awareness and creating relationships with the reps. It's not a sales call but a professional education call. I look forward to each one.

Anonymous - Architect, NYC
PARTICIPANT IN BUILDING PRODUCT MEETINGS



Thanks for your resources; they are invaluable to me to maintain knowledge and licensure. The best source of CEU's out there in my opinion and easiest to access and utilize. Keep up the great work.

Jonathan David - Architect
ONLINE & WEBINAR COURSE TAKER



Ron Blank's one-on-one format is probably the most efficient way for me to learn about products directly related to my projects. It is casual and our time is spent discussing solutions directly related to my current and future projects.

Aaron G. Persen AIA, LEED AP BD+C - Architect
PARTICIPANT IN BUILDING PRODUCT MEETINGS



You guys did a magnificent job with the webinar.. It was not only interesting and informative, but also wonderfully put together. In spite of these tough economic times, the green movement is exhilarating and what a thrill it is to have creative designers share powerful solutions with all of us.

Steve Smith, AIA - Architect
ONLINE & WEBINAR COURSE TAKER

Build a Product Bundle for Maximum Exposure

Ron Blank & Associates' broad spectrum of programs offer building product manufacturers a multitude of ways to get in front of our audience of design professionals. We realize it can be overwhelming to decide what combination of services is the right approach. To help guide your decision-making process, we have included a few bundle examples that offer a variety of pathways for different approaches and budgets.

Please reach out to an account manager to discuss what combination is right for your building products.

BUNDLE EXAMPLE 1 Platinum Bundle

-  400 ASP Building Product Meetings

-  1 AIA HSW course in 4 formats:
 - + 1 One Online Video Course
 - + 1 Webinar Course with 5 dates
 - + 1 Lunch & Learn Course
 - + 12 CE Academy Events

BUNDLE EXAMPLE 2 Sustainable Bundle

-  300 ASP Building Product Meetings

-  1 GBCI LEED/AIA HSW in 2 formats:
 - + 1 Online Video Course
 - + Webinar course with 4 dates

-  Sustainable Documentation

BUNDLE EXAMPLE 3 Regional Bundle

-  1 AIA HSW course in 1 format:
 - + 20 CE Academy Events
 - + 1 Lunch & Learn Course

-  200 ASP Building Product Meetings

BUNDLE EXAMPLE 4 Full Tour Educators Bundle

-  1 AIA HSW course in 1 format:
 - + 1 Online video course

-  1 GBCI LEED / AIA HSW in 1 format:
 - + 1 Online video course

-  8 CE Academy Events

How Do I Get Started?

Building relationships is at the heart of the RBA family of services. We are a bridge between product manufacturers and design professionals. We facilitate conversations, enhance communication, and build lasting relationships. Start a conversation with our team today to begin your journey.

Reach out to an account manager to learn how we can take your brand recognition and specification game to the next level.

Account Managers

Ron Blank

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210-408-6766

Landon Boone

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210-600-1271

Lou Ann Medina

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210-447-1631

Christopher Massey

chris@ceacademyinc.com
210-600-1218

Basic Steps for Getting Started with RBA



1. Review

Review any existing courses and marketing content you have with an account manager to discuss the options described in this guide.



2. Identify

Identify the best combination of course types, credit types, presentations, and documentation that fit your needs and budget.



3. Develop

Collaborate with our content development specialist and follow our standard workflow as outlined on pages 6 & 12 of this guide.



4. Launch

Launch your courses, presentations, and/or documentation to begin building relationships with the design professional community.



The Ron Blank & Associates Team

Front: Tony Valenciano III, Ron Blank, Laura Elliott, Jeremiah Buttler, Landon Boone
Middle: Samuel Inman, Andres Nunez, Briann Dillard, Rachel Cardenas, Christopher Massey
Back: Errol Selden, Nathan Wilson, Megan Vipond, Giselle Perez



The Architects of Rock

TOP SECRET

Driven by playing and appreciating classic rock his entire life, Ron founded the Architects of Rock in 2015. Twice a year from across the country, the band gathers together for an infamous four-day jam session in the Texas Hill Country. The band is comprised of members of the RBA team, clients, and architects, who just enjoy getting away from it all to lay down some tracks, and revel in the comradery. **Do you play or sing? We're always looking to grow the band!**

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☎ 800-248-6364



Alamo Plaza shopping district
in downtown San Antonio, TX

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