



About Totally Booked University:

Totally Booked University is the brainchild of Cleanfax magazine editor Jeff Cross. TBU workshops are for the serious, aggressive and forward-thinking entrepreneur who *really* wants to find new customers and increase profitability. TBU's Restoration Marketing Workshop is for Restoration Professionals only! If restoration, remediation and damage repair is not one of your primary service sectors, please do not sign up for this workshop.

Strategic Alliance with Industry Consultant, Advisor and Activist:

Jeff has teamed up with long time cleaning and restoration industry veteran, trainer and the Restoration Industry Association's (RIA) Industry Advisor Pete Consigli to assemble a team of leading authorities in their areas of expertise. Jeff's and Pete's expert instructors will provide TBU workshop attendees "the edge" they need in today's competitive restoration marketplace to stay ahead of the pack! Restoration is a rapidly maturing sector of the larger cleaning and construction industries and only the most focused and committed companies will get a share of this multi-billion dollar market.

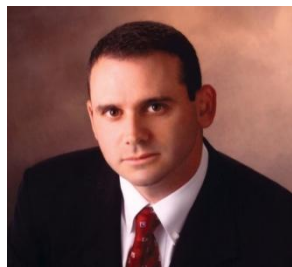


About Jeff Cross:

Jeff is TBU's director and administrator but also serves as an instructor on Internet and social media marketing techniques. Jeff loves both the cleaning and restoration industries and gets personal satisfaction in organizing an event that help people grow their business and be successful. Jeff's work as both the editor of *Cleanfax* and the director of TBU has dedicated him to a professional mission to responsibly use both venues to make a difference in the cleaning and restoration industries. Jeff, *Cleanfax* and TBU support the industry nonprofit associations.

Expert Instructors

Risk Management and Legal:



Harvey Cohen, Esq. Cohen Battisti, Attorneys at Law

www.TotallyBookedUniversity.com

This is the official technical, cleaning and marketing training website of Jeff Cross, senior editor of Cleanfax magazine.

Totally Booked University Instruction Team

About Harvey Cohen:

After graduating from Stetson University, Cohen was employed by the State Attorney's Office, and is licensed to practice in Federal and State court. His experience includes over 30 jury trials involving auto negligence, UIM insurance claims, drug possession, DUI, misdemeanors, grand theft, felony battery, and robbery with a firearm. Cohen frequently gives informative seminars and presentations at industry gatherings. These include: Contractor's Legal Rights, Assignment of Insurance Benefits, The Attorney Fee Shifting Statute, Contract Drafting and more.

Cohen has handled thousands of insurance claims, and is a professional member of the Restoration Industry Association (RIA). He is serving as a volunteer in an advisory role as a legal and risk management expert to the association's "Standardized Contracts and Forms" subcommittee to their Restoration Advisory Council.

Claims Adjusting and Insurance:



Peter Crosa, AIC, RPA Peter J. Crosa & Company

About Peter Crosa:

Mr. Crosa has been a licensed independent adjuster and private investigator for over 30 years handling large complex losses throughout the United States and Latin America. Since 2000 he has traveled the country conducting workshops and keynote speeches on the topic of marketing vendor services to adjusters and insurance companies.

Credentials:

- Associate in Claims, Insurance Institute of America
- Member, Society of Registered Professional Adjusters
- Past RVP, National Association of Independent Insurance Adjusters
- Fellow, International Institute of Adjusting Associations
- Advisory Board, American Bio-Recovery Association
- Advisory Board, Investigative Engineers Association
- Editorial Advisory Board, CleanFax Magazine
- Certified Insurance Instructor, States of Florida, Georgia, & Texas
- Risk Mgmt Committee, Claim Professionals Liability Insurance Co.
- Editor, Claim Professionals Liability Ins. Co. *Group Digest*
- Quoted in A.M. Best's Review and Claims Magazine
- Professional Member, National Speakers Association
- Member, Society for Corporate Compliance & Ethics
- President, Bon Secours Skilled Nursing Facility Family Council

www.TotallyBookedUniversity.com

*This is the official technical, cleaning and marketing training website of
Jeff Cross, senior editor of Cleanfax magazine.*

Totally Booked University Instruction Team

Published Books:

2012 Restoration Contractor's Guide to Insurance Repair
Soft Selling Hardened Claims Adjusters
Claims Marketing Tipz
An Adjuster Is What An Adjuster Does

Articles in:

Insurance & Financial Meetings Management Magazine, MPI New
England Meetings Magazine, Restoration & Remediation Magazine,
CleanFax Magazine, Cleaning & Restoration Magazine, Claims Magazine, A
ClaimsScene Newsletter, Compliance & Ethics Professional, Asheville Citizen-
Times

Course Facilitator

Marketing, Strategy and Restoration:



Pete Consigli, CR, WLS, RIA Industry Advisor

About Pete Consigli:

Pete Consigli is an RIA Certified Restorer (CR), Water Loss Specialist (WLS) and member of the Restoration Industry Association since 1977. Over the years, he has been an active volunteer and filled various association leadership roles. In 2007, Pete became RIA's Development Advisor and Facilitator. Pete is a past recipient of RIA's most prestigious honor for excellence in restoration and service to the industry when he was awarded the Martin L. King award in 2008.

Pete has played an integral role in the evolution of the WLS Certification Program. In 2004, he was appointed course facilitator for the WLS. An industry activist for more than three decades, his credentials include serving on the IICRC (now known as the Clean Trust) Board of Directors and its S500-94 and S500-99 Water Damage Restoration Standards Task Forces. He also served as a special reviewer for bias for the S500 3rd Edition (2006).

As an independent consultant, Pete specializes in training and consulting for the restoration, insurance and indoor air quality (IAQ) industries. In this role, his purpose is to "help restoration professionals and industry affiliates find their focus and achieve market leadership." As a practitioner of damage evaluation and emergency response, he has managed or consulted on numerous projects covering all aspects of mitigation, remediation and damage repair, including working extensively with the stakeholders and victims of the restoration and insurance claims process for residential, commercial and major single site or area-wide catastrophic losses.

www.TotallyBookedUniversity.com

*This is the official technical, cleaning and marketing training website of
Jeff Cross, senior editor of Cleanfax magazine.*