



ARM ICF Promotions

January – February, 2005

1. Signed a contract with the Builders Association of Minnesota's publication "Minnesota Builder" for placement of four ads in 2005
2. Signed a contract with the Builders Association of the Twin Cities' publication "Builders Digest" for placement of four ads in 2005
3. Ran an ad in the Central Minnesota Builders Association's Parade of Homes publication
4. Ran an ad in the Builders Association of the Twin Cities' Parade of Homes publication
5. Held two presentations for building officials
6. Published the January/February issue of the Building Concrete Homes Newsletter
7. Made application for a "Certified Mark" for the Concrete Home Specialist program with the United States Patent and Trademark Office
8. Had an article published in the Builders Journal
9. Press release on the BATC fall parade People's Choice Award winners
10. Brought seven ICF builders on board as Concrete Home Specialists
11. Pursued the idea of an ICF model home in Rochester, MN
12. Revised the Building Concrete Homes Newsletter template to match new advertising
13. Held a "Train the Trainer" seminar for ARM members interested in teaching the ARM ICF course that has been approved for State of Minnesota builder CEU's
14. Planned four presentations for the Energy Expo in Duluth
15. Answered over 20 information requests
16. Parade of Homes promotion
17. Press release appeared on ResidentialArchitect.com
18. Press release appeared on Forbes.com
19. Press release appeared on Yahoo Finance page
20. Press release appeared on BuildingOnline.com
21. Ad ran in Parade of Homes Magazine



ARM ICF Promotions

March 2005

1. Building Official presentation in Apple Valley for building officials south of the river
2. Concrete Home Specialist presentations at Iowa Ready Mixed Concrete Association's Annual Meeting in Des Moines
3. Teleconference with ARM ready mix producers to discuss promotional funding
4. Residential and commercial ICF presentations at the Energy Expo in Duluth
5. Presentation to 13 people at KKE Architects in Minneapolis
6. Met with ad agency to discuss focus group study and direct mail ideas for builders
7. Parade of Homes promotion
8. Ad ran in Parade of Homes Magazine
9. Answered 15 information requests
10. Provided support materials for Kids and Concrete workshop through the Central Minnesota Builders Association
11. Ran ad in the Central Minnesota Builders Association publication through the St. Cloud Times
12. Ran ad in the Minnesota Builder