

CICASHI NEWSLETTER

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Dear CICASHI Membership,

We made it back from ASHI's *Inspection World* in one piece, excited, and full of enthusiasm about the new "ASHI Experience." Chapter members who attended, besides myself, were Stan Kupish (Chapter Secretary/Treasurer, Decatur, IL), Dana Strumpher (Springfield, IL), Steve Swift (Forsyth, IL), and soon to be member, Kevan Zinn (Hudson, IL).



Left to Right: Steve, Dana, Stan, Kevan, and David.

All attending the conference felt it was exciting, very informative, and worth the investment. Steve, Dana, Kevan, and myself also brought our wives with us, and, they also seemed to have a great time while in Albuquerque. Not all was business, you should ask about our visiting "Old Town Albuquerque" or dinner at Mi Casita !!!

There were about 1,200 attendees at *Inspection World*. The *Professional Development Track* was very educational, with Advanced Technical, Commercial, Business, and Candidate tracks providing interesting topics vital to our

success as Home Inspectors. I personally wish I had been able to attend each and every one of them. I will bring my Conference Proceedings with me to the next meeting for you to review. Anyone wishing to order Audio Recordings/CD ROM copies may do so. The 30,000 sq.ft. exhibition hall was crammed full with over sixty product suppliers and service providers. The new equipment and ideas were mind-boggling. I urge everyone to begin planning now to attend next years *Inspection World* that will be held in Austin, Texas.

The "ASHI Experience" was unveiled Friday afternoon in a general session "town hall" meeting atmosphere. ASHI consultants, Gordon Rudow (Bonfire Communications), Tanya Land (Leading Solutions Group), Lisa Gungoll (Publicis Dialog), and Tom Hirschauer (Publicis Indianapolis), along with members of the ASHI's Board of Directors presented the big picture of the branding concept and development. As in all "town hall" meetings, individuals were allowed to ask questions and express concerns. Following the general session, individual breakout sessions were held to cover the details of the ASHI Experience "Tool Kit", leveraging the new ASHI website (kick-off date is Feb. 1st), and building sales with Advertising and Public Relations. To me, the "ASHI Experience" was the highlight of *Inspection World*.

See you at the February meeting. **"WE SPEAK HOUSE !!!"**

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