



# 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 brand 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!

Register now by going to [www.NARISemich.org](http://www.NARISemich.org) and clicking on Events.  
\$20 for NARI of SE MI members  
\$35 for non-members

Pre-registration is required.



Michael Anschel

Staff Writer for *Remodeling Magazine* and weekly columnist in the Remodeling e-newsletter.  
Owner of Otogawa-Anschel Design Build of Minneapolis, MN.



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](mailto:staff@NARISemich.org) or 248.722.4178

## 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