

2018 Rainbow International Technical Symposium Instructor Bio's

Bill Yeadon

started as owner/operator

in cleaning/restoration in 1975, Began training in 1986. Taught IICRC approved classes, CCT, CCMT, UFT, WRT, ASD, OCT **Jon-Don Training Director since 2002**, Marketing Instructor for Strategies for Success, Former CEO ISCT (SCRT) Specialized in working with carpet manufacturers. Approved Instructor for Carpet & Rug Institute. Taught IICRC classes for Shaw, Mohawk, Tandus (C&A) Has presented at over 40 Carpet Mills and Fiber producers. Speaker at Connections, RIA, CT and multiple association and franchise conventions. Rock & Roll critic for Jon-Don.



Wayne Lawrence General Manager - ESCA Blast Great

Lakes, LLC, graduated in 1989 with a BA degree from Central Michigan University. Since 1995 he has sold, serviced, and supported abrasive blasting equipment and supplies for a wide variety of industries. Wayne brings the experience, and know-how, from over 3000 real-world Jobsites into his teaching. His courses in restoration are recognized by the RIA and the IICRC based on their relevance, and content, and a very popular due to their "hands-on" format. His depth, and breadth of knowledge on abrasive blasting techniques, and their application to the restoration trade, is unsurpassed in the industry.



Kimberly Coday

joined the restoration industry in 2011 working for a local franchise, supporting the Colorado

market. She joined ERS in 2015 when they added a Corporate Sales Team. Initially working in the Central & Western regions to develop more business through brand exposure and recognition of ERS, Kimberly quickly transitioned to a **National Sales Manager**, supporting all ERS franchises from Coast to Coast. Her focus is to develop and implement national programs with insurance carriers. She exclusively supports the Rainbow partnership nationally as well! Since ERS joined their first Reunion in 2016, we have continued to build strong relationships amongst our franchisees by participating in local events as well as Reunion, Technical trainings and Round-Up and will do so again in 2018. She is a nationally accredited CE instructor for ERS and teach over many classes each year.



Paul Laurenzi is the **Vice-President of Sales and Marketing for Delmhorst Instrument Co.** Paul

spent his summers during high school and college at Delmhorst, then owned by his father. During that time, Paul worked at virtually every level of the business, from manufacturing and shipping to sales and customer service. Presently the Laurenzi family manages the company with a dedication to quality and service unmatched in the industry. Tom, John, and Paul Laurenzi represent the second generation of leadership at Delmhorst. As a company principle, his focus is Sales and Marketing. He continues to educate himself on the importance of properly using a moisture meter by attending trade shows, working directly with end users, and participating in industry-related courses and seminars that deal with all aspects of moisture-related problems.



Bill Gambacort is the **North American Product Manager for Rochester Midland Corporation** established in 1888. Bill has been responsible

for assisting in the development of the Canadian and United States Restoration marketplace introducing biological technology within this market for Rochester Midland. One of his goals is to improve the environment and the lives of those who choose to use RMC biological technology including renewable resource technology.

Ken Bezar ProKure1 Large Loss Specialist,

Northeast Territory Manager Ken Bezar founded ProKure along with his father, Bill, and Jason Lipsey. With more than eight years of experience with ProKure and chlorine dioxide ("C1O2"), Ken is primary to contractor support for Large Loss nationally. Ken has helped contractors successfully complete nearly 50,000,000 cubic feet of smoke and other deodorization projects over the last two years. He is heavily involved in planning and executing ProKure's national education and training programs and manages accounts in the Northeastern region. A former professional ice hockey player, Ken has a storied history as an entrepreneur dating back to a catering company he started in high school. In 1987, Ken launched a retail apparel business, which he sold for a profit. Two years later, he formed a financial services company with Primerica Financial Services, where he fostered the professional development of hundreds of successful sales agents licensed to sell securities, mortgages and insurance.

Tim Freet

ProKure1 National Real Estate Accounts, West Coast Territory Manager Since 2014, Tim has assisted and supported restoration contractors to complete a wider range of work more profitably, using the ProKure1 System. In 2015, Tim took the lead with ProKure1's institutional real estate clients; training their property management teams to use the ProKure1 System and coordinating with ProKure1's certified members to provide deodorization and disinfection for elevated level jobs. In addition, Tim is the primary group account manager for Rainbow International franchisees across the country. Tim came to ProKure1 with 11 years' experience in telecommunications, growing key customer relationships within the Tier 1 wireless space: AT&T, Verizon and T-Mobile. His expertise is communicating and training creative solutions to his to improve their top line revenue and gross profit. Prior to telecom, Tim was a Retail Shoe Buyer and Store Manager for Nordstrom. Tim exemplifies Nordstrom's legendary customer service in his desire to assist all his customers in making sure their needs are met and expectations exceeded.



Josh Frink- 4th generation wood floor contractor. 30 years working in the industry- 20 as a contractor and the last 10 working for **Basic Coatings**.

Instructor for the NFWA (national wood flooring association) and former chairman of the IICRC wood floor maintenance technician committee.