

# John Mallon- Radon Resume

- Owner Radon Detection and Control Company -33 years
- National Board Member American Association of Radon Scientists and Technologists
- 2 Term National Past Vice President of American Association of Radon Scientists and Technologists
- Chairman of the American National Standards Institute's Standard (ANSI) Development "Radon Mitigation in Multi Family Dwellings.
- Committee Member of the American National Standards Institute's (ANSI) Standard Development "Radon Mitigation in Multi Family Dwellings.
- Board Member or NRPP Multifamily & Large Building Mitigation Certificate Development Committee
- A Director of the American Radon Policy Coalition
- Board member National Environmental Health Association
- Multi-year Program Chairperson for the International Radon Symposium
- Liaison Member of the Conference of Radiation Control Program Directors
- Support Team Member for CANSAR.org and CRR

# Running a Successful Radon Business Panel

Marketing, Advertising, QA/QC, Bookkeeping

# RADON MITIGATION MARKETING / ADVERTISING CONCEPTS ARE:

- ASD CONSTRUCTION CONCEPT
- COMPLETED SYSTEM
- SELLING MODEL
- MARKETING CONCEPT
- SOCIETAL MARKETING CONCEPT

# ASD Construction Concept



# Completed System



# Selling Model



**RADON DETECTION AND CONTROL**

Local - 724-375-1700 | Toll Free - 1-877-797-6327

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### Homeowners, Buyers, & Sellers



Many families in our region are living in homes with unsafe levels of Radioactive Radon Gas. RDC is the oldest and Largest company in the region dedicated to eliminating the threat.

 More Info

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### Real Estate Professionals



Real estate professionals understand the ins and outs of selling properties, but they should also understand the dangers that are associated with homes with Radon.

 More Info



# Marketing Concept

Analyze the needs of customers and make decisions to satisfy those needs



# Societal Marketing Concept

A Company should make Marketing Decisions by considering Society's Long-term Interests.

JANUARY IS NATIONAL



**RADON**

ACTION MONTH

**Test Your Home. Protect Your Health.**