



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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## **NWRA Marketing Conference Pre-Registration Closes Next Week**

There are only ten days left to pre-register for the National Windshield Repair Association (NWRA) Marketing Conference. Save money and time by pre-registering today!

The 2009 NWRA Marketing Conference will again take place at the Mandalay Bay Conference Center in Las Vegas, November 5-6.

The NWRA has prepared another strong line-up of educational seminars for attendees, as well as access to additional auto glass events taking place in the same venue as part of Auto Glass Week™.

The conference kicks off at 8 a.m. on Friday, November 6, with the official event opening and welcome. The conference will then continue with a seminar explaining both the necessity and the opportunity of being a part of a broader environmental glass organization entitled, *"Furthering the Green Initiative: Introducing the Global Glass Conservation Alliance."*

The association will also present informative sessions on marketing tips and tools attendees may use in order to better brand their business and attract new customers by utilizing various marketing outlets, including television advertising, as presented by Gerald "Dr. Chip" Zwart of Clearview Windshields Inc., as well as marketing through the internet and through the use of social media platforms, as presented by Scott Orth of Scott Orth Inc. The educational seminars will conclude with a session devoted to windshield repair technical tips, led by Rich Campfield of Ultra BOND Inc.

The day will conclude with the NWRA certification program overview and the administration of the NWRA examination, led by Korey Gobin of Delta Kits Inc. NWRA certification practical assessment administrators (PAA) will also be onsite. Certification candidates will have the ability to take both the written test (fee applies) and to perform a repair in front of a PAA during the conference in order to satisfy the requirements of the NWRA certification program—leave Vegas as an NWRA-certified technician!

Moreover, as an official sponsor of the Walt Gorman Memorial Windshield Repair Olympics (WRO), the NWRA encourages all involved in windshield repair to bear

witness to this prestigious industry event. The Repair Olympics will take place beginning at 10 a.m. on Thursday, November 5. NWRA conference attendees will have complimentary access to the WRO, so come support your fellow techs in this renowned industry competition!

To register, visit <http://www.nwraassociation.org/conference2009.php>. Pre-registration ends at October 16, 2009, at 5 p.m. EST.

The NWRA is a not-for-profit trade association organized in 1994 to promote the legitimacy of the windshield repair industry. The NWRA provides a forum for the exchange of ideas between its members and provides the public, industry and government with a reliable source of information regarding windshield repair. The NWRA also organizes, at a grass-roots level, campaigns to influence the governmental agencies responsible for establishing regulations for the windshield repair industry.

The NWRA is a part of the Global Glass Conservation Alliance (GGCA). The GGCA is a not-for-profit organization dedicated to reducing the energy impact of glass upon the earth. The GGCA promotes the repair, restoration, reuse and recycling of all types of architectural and automotive glass and the development of technology that helps conserve and reduce the energy impact of glass upon the earth.

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