



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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NWRA Annual Conference Just Eight Weeks Away

SEMINAR SCHEDULE INCLUDES INTRODUCTION TO GREEN INITIATIVE

With the National Windshield Repair Association (NWRA) Annual Conference just two months away, the seminar program has been finalized and includes an introduction to the association's green initiative. Prospective attendees can visit <http://www.nwrassn.org> for a complete seminar schedule.

The seminar, "NWRA Green Initiative: Windshield Repair – Fixing Your Glass the Green Way," is scheduled to start at 9 a.m. on Friday, November 2. Led by Dave Casey, president of SuperGlass Windshield Repair, and Mike Boyle, president of GlasWeld, the seminar will explain to association members how, in a world where cities are banning plastic bags and bottled water, most consumers do not know that laminated glass cannot be recycled. The repair industry is doing its part to preserve our planet for decades by repairing damaged windshields instead of sending them to landfills.

The seminar also will serve as the official launch of the NWRA's initiative to educate consumers about the benefits of windshield repair. The association will present marketing tools that members may acquire to assist them with branding their business and the industry as environmentally friendly. All attendees will receive a copy of the green marketing program tools, complete with ad slicks, brochures and more.

The NWRA Annual Conference will take place at the Mandalay Bay Conference Center in Las Vegas on November 2 during what is fast becoming the industry's most important event—Auto Glass Week™ in Las Vegas.

Events start on Thursday, November 1, with the Walt Gorman Memorial Windshield Repair Olympics, which will return to the NACE show floor for the second year in a row. Admission to both the Olympics and the NACE Show is included free to NWRA Conference registrants. The conference itself kicks off at 8 a.m. on Friday, November 2, with the official event opening and welcome.

To register, visit <http://www.nwrassn.org>. Discounted registration runs through October 12, 2007. Full price onsite registration will also be available.

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Affordable hotels rooms are still available.

The NWRA has secured discount pricing for those attending the Annual Conference at the Plaza Hotel & Casino. An 11-minute taxi ride from the Mandalay Bay Convention Center, the Plaza provides the best of Las Vegas for less. Call 800/634-6575 to reserve your room.

Attendees may also stay at any of the NACE Show hotels. These hotels are closer to the Mandalay Bay Convention Center but are also more expensive. Call 800/221-3531 or visit <http://www.naceexpo.com> to reserve these rooms. When reserving a room in the NACE Show housing block attendees must mention the NACE Show to receive the discounted rate.

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.

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