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FOR IMMEDIATE RELEASE

## **ASRW 2010 Attendee Registration Opens, Featuring Robust Educational Program**

*Dallas/June 11, 2010* — As the industry's trusted resource for quality education, the 2010 educational program at the International Autobody Congress & Exposition (NACE) and the Congress of Automotive Repair & Service (CARS) will feature more than 80 educational sessions, divided among three tracks: Management, Technical and Women's Professional Development. Many of the management sessions are accredited by the Automotive Management Institute (AMI), while the technical sessions are focused on today's most relevant technical topics. Additional add-on education will be presented by I-CAR, Property Casualty Insurers Association of America (PCI), and the National Institute for Automotive Service Excellence (ASE). These industry events, sponsored by the Automotive Service Association (ASA), are co-located at the Mandalay Bay Convention Center in Las Vegas, Nev., starting Sunday, Oct. 10, during the third annual Automotive Service & Repair Week (ASRW).

Online attendee registration opened today, and attendees can now register for the expo and all educational sessions. Attendees can register at early-bird prices between now and Aug. 17.

Having created the 2010 program, Bill Haas, ASA's vice president of education and training, said, "Today automotive professionals need relevant and timely information on topics to address the business challenges they deal with on a daily basis. Our goal in developing this year's sessions was to have subject matter experts provide true 'take-away' value so attendees can put what they learn at ASRW to work immediately upon returning to their collision repair or automotive service shops."

The NACE and CARS conference program delves into issues that are dealt with by both the mechanical and collision segments on a daily, weekly and annual basis, and is designed to meet their educational needs. Sessions will be offered in both 90-minute and 3-hour timeslots. Tracks are specific to NACE and CARS with emphasis on either management or technical topics, but all ASRW registered attendees have access to any session they wish to attend.

Management sessions are expected to be the most sought-after education for both collision and mechanical professionals. Session highlights in the management track include Advanced Production Management, taught by Bernie Blickenstaff; The Human Side of Lean Management, taught by Kathi Hanley; Recruiting and Retaining Quality People, led by Richard Flint; The Best Pay Programs on Earth, led by Bob Cooper; and What Women Want, with Jody DeVere.

Detailed technical instruction will be offered, including the following course offerings: Vehicle Security Systems, led by George Lesniak; Green Bullets: Hybrid Vehicle Service (Parts 1 and 2), taught by John Forro; Body Control Systems Diagnostics with ACDelco; and Electronic Transmission Diagnostic Strategies, led by Chris Chesney.

### **About the Events**

ASRW currently features the International Autobody Congress & Exposition (NACE), sponsored by the Automotive Service Association (ASA), the only event of its kind designed for the collision repair professional; the Congress of Automotive Repair & Service (CARS), also sponsored by ASA, the premier event for automotive service professionals; as well as Auto Glass Week, dedicated to the automotive glass professional.

Many new show features and industry forums are currently in development for ASRW 2010. Online registration is now open and will offer various package options starting at \$210, and Expo registration available for just \$15, until the August 17 early cut-off.

NACE – the world's collision repair event – represents the only B2B event of its kind specifically designed for collision repair industry professionals from around the globe. NACE features a comprehensive educational Conference and Exposition with hundreds of diverse exhibiting companies displaying the latest equipment, products, services and technology available to today's collision repair industry. [www.NACEexpo.com](http://www.NACEexpo.com)

CARS – the premier event for automotive service professionals – features a high-quality education lineup led by industry leaders, along with an exhibitor showcase of automotive service and repair related equipment, products and services. [www.CARSevent.com](http://www.CARSevent.com)

Auto Glass Week – an event dedicated to delivering quality education and exhibits intent on advancing automotive

glass service and repair professionals.

For additional information, contact Hanley Wood Exhibitions at P.O. Box 612128, Dallas, Texas 75261-2128 or call (888) 529-1641 or (972) 536-6444.

**About the Sponsor**

The Automotive Service Association (ASA) is the sponsor of ASRW and two of its shows, NACE and CARS. ASA is the largest international not-for-profit trade association of its kind dedicated to and governed by independent automotive service and repair professionals. ASA advances professionalism and excellence in the automotive industry through education, legislative representation and member services. Its international membership base includes numerous affiliate, state and chapter groups from all segments of the industry. For additional information about ASA, go to [www.ASAshop.org](http://www.ASAshop.org). ASRW, NACE and CARS are produced by Hanley Wood Exhibitions.