



NEWS RELEASE

IMMEDIATE RELEASE

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NATIONAL DEMOLITION ASSOCIATION ANNOUNCES LINE-UP OF SPEAKERS, SESSIONS, ACTIVITIES FOR ITS MARCH 20-23 ANNUAL CONVENTION

Gen. (Ret.) Daniel Christman, international affairs expert with the U.S. Chamber of Commerce and former superintendent of West Point, will inspire attendees to lead in times of crisis. Other sessions address disaster communications, 'green' marketing, safety, and planning for economic recovery. Social events in Las Vegas include a Beatles-themed extravaganza, a golf tournament, and a grand banquet.



DOYLESTOWN, PA, JANUARY 4, 2010 – Lt. General (Ret.) Daniel Christman is slated as the keynote speaker at the 37th Annual National Demolition Association Convention March 20-23 at The Mirage in Las Vegas. The convention is the largest exposition of demolition equipment and services in the world. The theme of his presentation on Monday March 22 will be “Leadership in Times of Crisis.”

A career military officer, Christman currently represents the U.S. Chamber of Commerce before foreign business leaders and government officials and provides strategic leadership on international issues affecting the business community. Before joining the Chamber, he served as president and executive director of the Kimsey Foundation, where he helped launch a program on political reform in China in coordination with the Carnegie Endowment for International Peace.

His curriculum vitae includes a five-year appointment as superintendent of the United States Military Academy at West Point and two years as assistant to the chairman of the Joint Chiefs of Staff, during which he advised Secretary of State Warren Christopher. He is a frequent contributor to CNN and appears on ABC, FOX, MSNBC, CNBC and C-SPAN.

The NDA Convention begins on Saturday March 20 with the Annual Golf Tournament at Silverstone Golf Club. On Sunday, registration of delegates begins, followed by the grand opening of the exhibit hall at the Mirage Event Center. The evening ends with the Opening Night Cocktail Reception in the Grand Ballroom.

Following Gen. Christman's presentation on March 22, the first speaker of the convention, Bob Mellinger of Attanium Corp., will give valuable advice on improving crisis communications and decision-making skills in his talk "The Disaster Experience: QuickFire." That evening, all delegates are invited to the '60s-style Beatles "Love" Extravaganza theme party in the Grand Ballroom.

On Tuesday, educational breakout sessions begin with "Survive to Thrive: Making the Transition: Coping with the Downturn and Planning for Recovery," presented by Greg Hoyle of Hoyle & Associates. Hoyle will provide tips on topics like managing cash flow and marketing. Mike Casbon with EMR Inc. will speak on "Safety and Your Bottom Line," addressing the subject of how well-planned and executed safety programs can become profit centers. The third session is entitled "Green Marketing and LEED: Is There Money in it for You?" presented by John Lloyd of Lloyd's Construction Services and Jason Haus of Dem-Con Companies. The program will explain the benefits and pitfalls of establishing a capital-intensive recycling program and developing a LEED (Leadership in Energy and Environmental Design)-based marketing plan that really works.

Tuesday evening ends with the Annual Banquet of the National Demolition Association in the Grand Ballroom.

Delegate and exhibitor registration can take place online at www.demolitionassociation.com. Additional information can also be obtained by calling 800-541-2412. The deadline for pre-registration is March 4.

The National Demolition Association is a non-profit trade organization representing more than 1,100 U.S. and Canadian companies and many international firms that are involved in the demolition process. Membership includes demolition contractors, general contractors, civil engineering firms, and recycling, landfill, and salvage operations. The association's efforts help members stay abreast of environmental, regulatory and safety matters, keep regulators informed about issues facing the industry, increase public and industry awareness, and provide members with networking opportunities and information on the latest technical advances in equipment and services. The website is www.demolitionassociation.com.

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CAPTION:

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