



## NEWS RELEASE

IMMEDIATE RELEASE

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### **IMPROVING THE BOTTOM LINE FOCUS OF NATIONAL DEMOLITION ASSOCIATION CONVENTION SESSIONS**

***Attendees at the National Demolition Association Annual Convention may see an improvement to their bottom line, thanks to the pivotal business-building sessions at the March 20-23 event at The Mirage in Las Vegas. Time still remains to register and there is limited exhibit space available. More information is available at [www.demolitionassociation.com](http://www.demolitionassociation.com).***



DOYLESTOWN, PA, FEBRUARY 18, 2010 – Attendees at the National Demolition Association Annual Convention March 20-23 at The Mirage in Las Vegas may see an improvement to their bottom line after capitalizing on the educational sessions that are offered during the three-day event, according to the Association’s Executive Director Michael R. Taylor, CAE. “This year’s topics are incredibly relevant to businesses looking for ways to not only survive but thrive in the current economy,” he said.

Session topics include “Coping with the Downturn and Planning for Recovery;” “Safety and Your Bottom Line;” and “Green Marketing and LEED: Is there Money in it for You?” “We have another talk about how to develop superior decision-making skills in disaster situations, which can help any business handle potential liability issues during a crisis,” Taylor said. “Each session was planned to bring value to the attendees’ convention experience by giving them solid tools to use when navigating the business environment.”

The Convention opens with a tone-setting and inspiring keynote address by Lt. General (Ret.) Daniel Christman, a career military officer and currently an expert in domestic and foreign business, who will speak on “Leadership in Times of Crisis.”

As with every National Demolition Association convention, the agenda also includes numerous opportunities to network and relax, including the Opening Night Cocktail Reception, the ‘60s-style Beatles “LOVE” theme party, and the Annual Banquet at the conclusion of the event.

For information on limited exhibit space remaining or registering as an attendee at the Convention, go to [www.demolitionassociation.com](http://www.demolitionassociation.com) for a link to full registration details or call 800-541-2412.

The National Demolition Association is a non-profit trade organization representing approximately 1,000 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](http://www.demolitionassociation.com).

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***Editors: Contact Elva Clements at 610-520-6140 Ext. 203 for the NDA logo.***