

IMMEDIATE RELEASE

CONTACT: Elva Legere Clements
610-520-6140, Ext. 203
elva@alvare.com
www.alvare.com

LESSONS FROM HARLEY-DAVIDSON REBOUND TO MOTIVATE DEMOLITION CONVENTION VISITORS

As keynote speaker at the National Demolition Association Convention, former Harley-Davidson executive Clyde Fessler will tell how he helped turn around the fortunes of America's only remaining manufacturer of motorcycles, making it one of the most admired brands in the world. The four-day event, March 5-8 at The Mirage in Las Vegas, features a wide variety of educational and business-building sessions, entertainment, and networking opportunities.



DOYLESTOWN, PA, JANUARY 14 – Clyde Fessler, retired executive with Harley-Davidson Motor Company, is slated as keynote speaker at the 38th Annual National Demolition Association Convention March 5-8 at The Mirage in Las Vegas. He will tell the “Harley-Davidson Turnaround Story,” in which the last remaining American motorcycle manufacturer – facing heavy foreign competition – was able to recapture the highly competitive market while creating one of the most admired brands in the world.

“We chose Clyde as our keynote speaker because he has beaten the odds in a highly competitive marketplace,” said Michael R. Taylor CAE, Executive Director of the National Demolition Association. “We know he can help inspire our convention attendees to do the same thing in their industries.”

A true motorcycle enthusiast and owner of six Harley-Davidsons, Fessler is a dynamic motivational speaker who demonstrates how he combined products, people, and processes to build a brand, exceed customer expectations, define goals and objectives, and create a passion for the company at both a corporate management and employee level.

The educational breakout sessions at the convention – the largest exposition of demolition equipment and services in the world – begin with “Identifying Refrigerated Appliances,” presented by Adam Dykstra, co-founder of Rapid Recovery, a leading refrigerant

recovery service provider, and “Regulatory Issues in Refrigerant Recovery,” by Evelyn Swain of the U.S. EPA who will discuss the proper handling of refrigerants.

Nathan Brainard, vice president of Insurance Office of America, will present a session entitled “Insurance *Matters*,” on policy issues which significantly impact the demolition and recycling industries, while Jay L. Jacobs of CMS Energy will address the topic of the importance of Personal Protective Equipment at the job site in his session “You’ve Got to be Putting Me On!” Ray Passeno, current president of the National Demolition Association, along with Ed Ayers of OnClick Inc. will present a tour of the many resources available on the NDA website entitled “NDA Website: *The Source for All Things Demolition*.”

On March 8, the convention will offer a repeat of all sessions, as well as an industry round table “NDA: Current and Future Challenges Facing the Demolition Industry” moderated by Mark Shaurette, PhD., assistant professor at Purdue University and co-author of the groundbreaking book [*Demolition: Practices, Technology and Management*](#).

During the convention, the exhibit hall at The Mirage Event Center will be open from Sunday March 6 through Tuesday March 8. Other highlights of this year’s NDA Convention with the theme “The Magic is Back” are the Annual Golf Tournament at Paiute Gold Resort on March 5, the Opening Night Cocktail Reception on March 6, buffet breakfasts on March 7 and 8, “The Magic is Back” theme party/magic show featured magicians Kevin James, Jason Byrne, and Mac King on March 7. The final day of the convention, March 8, ends with the Annual Banquet.

[Delegate and exhibitor registration forms](#) are available online at the NDA website www.demolitionassociation.com. Additional questions can be sent to info@demolitionassociation.com or directed to 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.

#

CAPTION:

Clyde Fessler, who played a key role in turning around the fortunes of Harley-Davidson Motor Co., is the keynote speaker at National Demolition Association Convention March 5-8 in Las Vegas.

For photo of Mr. Fessler, contact elva@alvare.com.