

February 5 - 7, 2008 • Mandalay Bay Convention Center • Las Vegas, Nevada

FOR IMMEDIATE RELEASE

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Pictures available upon request

FENCETECH'08 AND DECKTECH'08 WILL INNOVATE, EDUCATE, MOTIVATE

Beating the competition will be easier than ever for those who attend the upcoming side-by-side FENCETECH'08 and DECKTECH'08 trade shows at the Mandalay Bay Resort and Convention Center in Las Vegas February 5 – 7.

“With over 450 exhibitors, more educational seminars than ever before, and three high powered motivational sessions, our attendees will leave with the business and product knowledge they need to improve their bottom lines,” revealed Kent Bailey, president of the American Fence Association, the organization that hosts FENCETECH and DECKTECH annually.

From innovative new fence, deck, railing, and security products to daily demonstrations on the show floor, attendees will discover fresh techniques, materials, and product lines to enhance their sales and installation efforts.

This year's shows also offer more than 25 seminars on a wide variety of topics. FENCETECH and DECKTECH Show Chair Steven Bius, CFP, explained, “We've created an educational program that meets the needs of all attendees.”

FENCETECH seminar topics include “Principles of Exceptional Selling,” “Immigration Reforms,” “PVC Issues & Answers,” a mock trial about automated vehicular gates, and much more, while DECKTECH topics include “How to Dress Up Wood Decks,” “Designing Decks,” “Tapping into the Deck Business,” and more.

“We have some very special motivational seminars by renowned speakers Tony Alessandra, Kevin Carroll, and Mike Abrashoff. These speakers will help audiences rediscover their passion and show them how to fire up their staffs when they return home,” Bius said.

FENCETECH'08 AND DECKTECH'08

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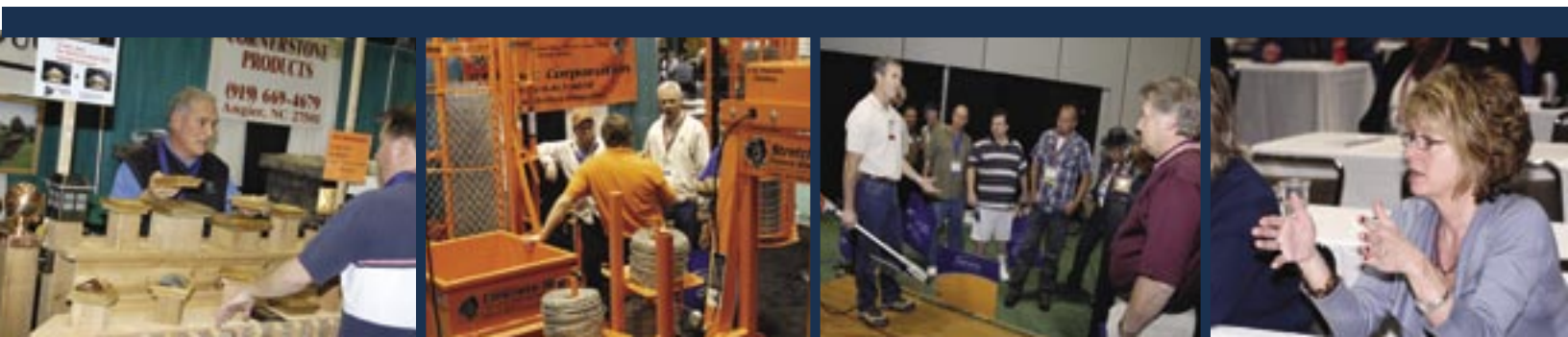
Alessandra will reveal how to increase customer and employee loyalty by building value, while Kevin Carroll, formerly of Nike, will share how to improve sales and communication by generating excitement. At the Chapter Breakfast, Abrashoff, a former U.S. Navy Commander, will provide valuable leadership tips based on his GrassRoots Leadership principle that empowers everyone to share the responsibility of achieving excellence.

In addition to an increase in the number of educational seminars offered this year, attendees will purchase seminars individually, instead of as a package, so they only pay for the seminars they attend.

Finally, FENCETECH'08 and DECKTECH'08 will be held in a convenient, new location this year – the Mandalay Bay Resort and Convention Center. Located right on the famed Las Vegas Strip, the new venue is within steps of luxurious hotels, fine dining, exciting gaming, world class golfing, and dazzling entertainment options.

For more information on FENCETECH'08 and DECKTECH'08, visit www.FENCETECH.com or call (800) 822-4342.

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FENCETECH'08

The 46th Annual AFA Convention & Trade Exhibition

FEBRUARY 5 - 7, 2008
MANDALAY BAY
CONVENTION CENTER
LAS VEGAS, NEVADA



FACT SHEET

What: FENCETECH'08, the 46th annual convention and trade exhibition of the American Fence Association, will once again be held side-by-side with DECKTECH'08 this coming February. Featuring over 110,000 sq. ft. of innovative fence, deck, railing and perimeter security products in booth displays and live demonstrations, these two shows expect more than 6,000 attendees to take advantage of over 450 exhibitors!

When: February 5 – 7, 2008

Where: Mandalay Bay Convention Center in Las Vegas, Nevada

Why: FENCETECH'08 is the industry's premiere marketplace showcasing the latest products, applications, and techniques, while DECKTECH'08 focuses on the deck and railing side of the industry. Attendees have access to more industry-specific seminars than ever to help them save time, cut costs or get the edge on the competition. Plus dynamic speakers will discuss how to change the bottom line, improve sales, and work more efficiently.

Contact Information for Public:

For more information about FENCETECH'08,
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or visit www.FENCETECH.com.

Contact Information for Press:

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FENCETECH'08

The 46th Annual AFA Convention & Trade Exhibition

February 5 – 7, 2008 • Mandalay Bay Convention Center • Las Vegas, NV



Keynote: D. Michael Abrashoff, former Navy Commander and creator of GrassRoots Leadership, empowers you to share the responsibility to achieve excellence.



Nike's former "Katalyst" Kevin Carroll teaches you how to make your business exciting, improving sales and communication.



Tony Alessandra's Platinum Rule is a MUST attend for every salesperson and business owner. Increase your customer and employee loyalty by building value.



INNOVATION

450+ Exhibiting Companies – don't miss out on the ACTION!

EDUCATION

More Seminars Than Ever Before – save time, cut costs or get the edge on the competition!

MOTIVATION

3 High-Powered Speakers – change the way you think!

DECKTECH'08

The Annual Exhibition of the Deck & Railing Industry

Plan now to attend the world's largest fence, deck and railing exhibition – FENCETECH'08, held side-by-side with DECKTECH, at their new Vegas site – Mandalay Bay Convention Center! Experience two great shows in one great event!



**TWO SHOWS!
ONE GREAT EVENT!**



MANDALAY BAY

2008 SHOW SCHEDULE

NEW VEGAS SITE!

TUESDAY, FEBRUARY 5, 2008

Education Seminars 7:15 am – 8:45 am
 VFDRMA “PVC Issues & Answers” 7:15 am – 8:45 am
 Annual Industry Update
 & Awards Breakfast..... 9:00 am – 10:45 am
 Exhibits Open 11:00 am – 5:00 pm
 FENCETECH & DECKTECH Live Demos

Education Seminars 1:30 pm – 3:00 pm

WEDNESDAY, FEBRUARY 6, 2008

Education Seminars 7:15 am – 8:45 am
 CFDA “Composite Bright” 7:15 am – 8:45 am
 VFDRMA Annual Meeting..... 7:30 am – 9:00 am
 Chapter Breakfast w/ keynote,
 D. Michael Abrashoff,
 Naval Commander
 of the *U.S.S. Benfold* 9:00 am – 10:45 am
 Exhibits Open 11:00 am – 5:00 pm
 FENCETECH & DECKTECH Live Demos

AFA Chapter Start-up Meeting..... 1:00 pm – 2:00 pm
 Education Seminars 1:30 pm – 3:00 pm
 Field Training School Reception..... 4:30 pm – 5:30 pm
 CFDA Annual Meeting 5:00 pm – 7:30 pm

THURSDAY, FEBRUARY 7, 2008

Education Seminars 8:00 am – 9:30 am
 Tricks of the Trade Session..... 8:00 am – 9:30 am
 CFP Exam..... 9:00 am – 1:00 pm
 Exhibits Open 9:00 am – 1:00 pm
 FENCETECH & DECKTECH Live Demos

Live Demos on Show Floor!

FENCETECH – David Clark, CFP, and the Field Training School School instructors will present tools and techniques for the fence industry every day.

DECKTECH – Premier Deck & Dock professionals will construct deck and railing installations throughout the 3-day show, demonstrating the advantages of new materials and techniques.

In 2008, **Mandalay Bay Convention Center** will be home to FENCETECH'08 and DECKTECH'08 – a great new location on The Strip in Las Vegas, just steps from entertainment for the whole family, including energetic stage shows, luxurious hotels, fine dining and world class gaming.

On Deck Seminars in 2008!

Deck and railing professionals will get more for their money from these industry-specific sessions at DECKTECH'08!

Tapping into the Deck Business:

Rosie Romero, host of Arizona's #1 home improvement show, teaches contractors how to improve the bottom line in the deck business – from tool belt to business plan!

Dressing Up Wood Decks: *Put the finishing touches on decks with the right accessories, fasteners and enhancements.*

Designing Decks: *Get tips on designing decks, sunrooms, porches and gazebos as profit-producers that add valuable living space.*

Increasing Deck Sales: *Learn to up-sell and increase sales by boosting the aesthetic appearance of decks.*



More Topics Than Ever Before!


Three dynamic speakers are teaming up at FENCETECH'08 and DECKTECH'08 to change the way fence professionals think about business, industry and life in general. And that's just part of FENCETECH's high powered education program that includes more topics than ever before! Industry-specific seminars are divided into several tracks: Everything About Fence; Business Management; and Deck & Railing.

NEW in 2008!
In an effort to improve the seminar program and assist our speakers, the Full Convention Package and the Education Only Package have been eliminated. For 2008, each seminar must be purchased individually.

2008 Seminar Schedule

TUESDAY, FEBRUARY 5

7:15 AM - 8:45 AM 1:30 PM - 3:00 PM

BUSINESS	The Only Three Things That Matter in Your Organization	Understanding Personality Dimensions – Part 2
	Understanding Personality Dimensions – Part 1	
FENCING	VFDRMA "PVC Issues & Answers"	The Five "Es" of Powder Coating
	Using CAD as a Management & Sales Tool	
	Athletic Facilities: Opportunities Beyond the Outfield Fence	
ANNUAL EVENTS	9:00 AM – 10:45 AM ANNUAL INDUSTRY UPDATE AFA Leadership	
DECK	Tapping into the Deck Business	Deck Contractors Roundtable
SPECIAL	The Platinum Rule Tony Alessandra 	

WEDNESDAY, FEBRUARY 6

7:15 AM - 8:45 AM 1:30 PM - 3:00 PM

Estimating & Bidding	Immigration Reforms – How They Affect Your Business
Principles of Exceptional Selling	Negotiating
CFDA "Composite Bright"	Understanding & Profiting from the New ASTM Fence Specs
Online Technology	
Physical Security at the Perimeter	
9:00 AM – 10:45 AM AFA CHAPTER BREAKFAST Keynote: Mike Abrashoff 	
How to Dress Up Wood Decks	Designing Decks
Bringing Fun and Passion to Your Work ... And Life Kevin Carroll 	

THURSDAY, FEBRUARY 7

8:00 AM - 9:30 AM

Show Me The Money!! Understanding & Using Financial Information to Manage Your Business
Tricks of the Trade – FREE Session
Powder Coating for the Fence Industry
Women in Fencing
Online Technology – The Contractor's Take
Mock Trial – Automated Vehicular Gate Incident
Methods and Products to Increase Deck Sales