

ASRW/NACE/CARS PRESS CONTACT:

Pamela Miller
888-529-1641 / 972-536-6318
www.NACEexpo.com

FOR IMMEDIATE RELEASE:

November 8, 2008

ASRW
AUTOMOTIVE SERVICE & REPAIR WEEK



Cam Marston Engages Audience with Interactive Insight at ASRW 2008 General Session

Las Vegas, NV— Cam Marston's interactive teaching style and understanding of generational divisions and differences in the workplace engaged an attentive audience during his address at the Friday General Session of the Automotive Service & Repair Week (ASRW) on November 7 in the South Pacific Ballroom of the Mandalay Bay Convention Center. The general session was sponsored by Akzo Nobel.

"Cam Marston's presentation provided the audience with excellent, relevant information they can immediately take home and implement in their shops," said Tim Loden, Director of Marketing for Akzo Nobel. "It was insightful, timely and Marston knows this topic inside and out. Akzo Nobel was thrilled to sponsor such an invaluable presentation."

Since 1996, Cam Marston has been revealing the effects of generational bias in the workforce and in doing so has created a strong following of clients whom repeatedly bring him back to reach further and deeper within their organizations. His message of understanding and respect resonates at all levels. Clients such as GE, American Express, and the US Army have engaged Marston to inform both management and staff about the importance generational views have on sales, hiring, retention and overall performance – the core issues companies of all industries tackle on a daily basis.

With a keen focus on how generational biases play out, Marston shares his personal experience, research findings and proven strategies for successfully navigating multi-generational relations in the workplace. His powerful message of generational context promotes understanding and motivates leaders to adapt their management styles to meet the needs of the rising generations in the workforce – while staying true to their own values.

Both NACE and CARS, the 2008 ASRW co-located events were held November 5-8, at the Mandalay Bay Convention Center in Las Vegas, Nevada, USA. The educational Conference took place November 5-8 (Wednesday-Saturday), and the Exposition ran from November 6-8 (Thursday-Saturday).

ASRW 2009, featuring NACE and CARS as co-located events, will again take place at the Mandalay Bay Convention Center from November 4-7, 2009 in Las Vegas, Nevada, USA. The educational Conference will run Nov. 4-7 (Wednesday-Saturday), and the Exposition will be open Nov. 5-7 (Thursday-Saturday). ASRW events also take place during the Automotive Aftermarket Industry Week (AAIW), taking place that same week in Las Vegas.

NACE -- the world's collision repair event – annually attracts collision repair industry professionals from around the globe and features a comprehensive educational Conference and Exposition of leading manufacturers and companies representing the latest in collision repair equipment, products, services and technologies. To exhibit at NACE 2009, call toll-free 888.529.1641 (ext. 6316) or 972.536.6316. For more NACE information, visit the NACE website at www.NACEexpo.com.

CARS -- the premier event for automotive service professionals – annually attracts automotive service and repair industry professionals and features a comprehensive educational Conference and Exposition of exhibiting companies representing the latest products, equipment, services and technologies available to the automotive service and repair market. To exhibit at CARS 2009, call toll-free 866.704.8069 (ext. 6399) or 972.536.6399. For more CARS information, visit the CARS website at www.CARSevent.com.

The Automotive Service Association is the sponsor of ASRW, 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.ASAsShop.org. ASRW, NACE and CARS are produced by Hanley Wood Exhibitions (HWE). For additional information, contact HWE at P.O. Box 612128, Dallas, Texas 75261-2128 or call toll-free 888.529.1641 or 972.536.6444.

-30-