



FOR IMMEDIATE RELEASE

September 4, 2008

FOR MORE INFORMATION

Patrick Smith 540/720-7484

**INTERNET MARKETING SEMINAR KEY PART OF
NWRA ANNUAL CONFERENCE**

Internet marketing is set to be a key aspect of the 2008 National Windshield Repair Association (NWRA) Annual Conference. The event will be held November 6-7 at the Mandalay Bay Convention Center in Las Vegas and is co-located with the International Autobody Congress and Exposition ([NACE](#)). The conference will contain two days of educational events, repair competitions, certification testing and a reception at Mandalay Bay Convention Center.

NWRA conference attendees will be presented with an in-depth 90-minute presentation on Internet marketing. Scott Orth of GTS has been invited to present attendees with an educational seminar on what is needed to run a productive auto glass website and how to get one up and running.

“It is a well-known fact that most consumers run an Internet search for local glass service providers before they visit their phone books,” says Orth. “Today, if you do not have a website, then you are losing money.”

The 2008 NWRA Annual Conference is the association’s most ambitious conference ever. NWRA will present its “Green” Paper and Green Glass Initiative to attendees and the auto glass industry as a whole. The conference will contain informational sessions on Internet marketing and several industry panels designed to discuss important repair issues. The conference will also allow qualified attendees to become NWRA certified repair technicians for no additional cost.

Also included in the conference’s registration fee is NWRA repair certification and training, admission to the NACE Expo; the [Auto Glass Technician Olympics](#); and the [Walt Gorman Memorial Windshield Repair Olympics](#).

[CLICK HERE](#) for the full seminar program and to register for the 2008 NWRA Annual Conference. NWRA members may pre-register for \$150; non-members will be charged \$350. Pre-registration closes October 17.

NWRA supplier members will be offering 50-percent-off coupons for all conference attendees until October 17, 2008. Contact your [NWRA supplier](#) member today for more details.

[CLICK HERE](#) for more information regarding the NWRA.

##