



## For immediate release

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### **2010 INTERNATIONAL ROOFING EXPO'S POWER PANEL TO ADDRESS STRATEGIES AND SOLUTIONS FOR RECOVERING FROM A TOUGH ECONOMY**

DALLAS – October 15, 2009 – Discussing strategies and solutions for recovering from a tough economy, the 2010 International Roofing Expo® will present a Power Panel on Monday, February 22, 2010, featuring the industry's leading roofing contractors of all sizes and specialties.

Held at 9:45 am - 10:45 am, immediately prior to the opening of the show, the Power Panel will take place in the La Nouvelle Orleans Ballroom at the Morial Convention Center.

"The Power Panel is just one example of the International Roofing Expo's commitment to offering valuable learning opportunities to help attendees sustain and grow their businesses," said Donna Bellantone, Director of the Expo. "Attendees will really enjoy this fast-paced, interactive session featuring real solutions for tackling tough issues facing roofing contractors."

Moderator Tom Swartz, Owner of J. J. Swartz Co., will lead the panel as they discuss the state of the roofing industry in today's tough economy, selling emerging roofing technologies, economic trends, issues facing the roofing industry, future growth, hurdles to overcome, sales and marketing strategies, and more.

The distinguished group of experts making up the panel includes:

- **Rob Kornahrens**, Founder & CEO, Advanced Roofing
- **Jamie McAdam**, President, F.J. Dahill, Co. Inc.
- **Alex Hernandez**, Vice President, Clark Roofing
- **Lisa Sprick**, President, Sprick Roofing
- **Nelson Braddy**, General Partner, King of Texas Roofing Company, LP

"This select group of contractors have great insight to the issues facing the industry. This will be a very informative and interesting discussion," said Bill Good, Executive Vice President of NRCA, the show's official sponsor. "I encourage all of our members to register for this great panel discussion."

To stimulate the discussion and get 'real' questions answered, participants will have the opportunity to submit questions while registering to attend the show, as well as during the discussion.

In addition to the Power Panel, the Expo will include an educational conference featuring an array of 43 sessions addressing a myriad of up-to-date industry issues with eight tracks designed especially for contractors, owners, CEOs, general managers, building owners, facility managers, foremen, superintendents, architects, engineers, consultants, estimators, salesmen, manufacturers and suppliers.

The Power Panel is included free of charge in all registration packages. Registration is required and can be completed online at [www.TheRoofingExpo.com](http://www.TheRoofingExpo.com). The Power Panel is sponsored by *Professional Roofing*, the official publication of NRCA, located in booth # 2827.

The 2010 International Roofing Expo will be held February 22-24, in the D&E Halls at the Morial Convention Center in New Orleans, Louisiana USA. To register for the show, visit [www.TheRoofingExpo.com](http://www.TheRoofingExpo.com), or contact Show Management at [Info@TheRoofingExpo.com](mailto:Info@TheRoofingExpo.com), 972.536.6415 or 800.684.5761 for more information.

### **About the International Roofing Expo**

The International Roofing Expo is the must-attend event for commercial and residential roofing professionals to stay abreast of market directions, trends and cutting-edge technology. Formerly owned by NRCA, the show was sold to Hanley Wood Exhibitions in May 2004. The official show sponsor is NRCA; the official show publication is *Roofing Contractor*, and the official residential publication is *Replacement Contractor*.

### **About Hanley Wood**

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions [Dallas] conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

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