



INTER-INDUSTRY CONFERENCE
ON AUTO COLLISION REPAIR

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Gold Class Workshop to Address Consumer Awareness and Future of Program

(Rolling Meadows, IL) The Gold Class Professionals Workshop, to be held at the I-CAR International Annual Meeting in Lake Buena Vista, FL on July 31 from 8:30 a.m. to 11 a.m., will address I-CAR's efforts to increase consumer awareness and future possibilities for the Gold Class program.

The workshop will kick off with an update of the program qualifications and the projects I-CAR is involved in to increase consumer knowledge of I-CAR, the Gold Class designation, and the benefits of training.

William Gusler from Collision Services, Inc. in Apopka, FL will then give the audience tips that really work to effectively market their business and gain consumer awareness from a business owner perspective.

The workshop will then conclude with a presentation on the future possibilities of collision repair training and how it might affect the Gold Class Professionals program.

"Surveys have indicated Gold Class business owners want more consumer awareness," said Dave Heckeler, I-CAR Director of Marketing and Field Operations. "I believe that we have made real progress with the Gold Class program this year. In our workshop, we will discuss many of the current accomplishments and the future opportunities that may increase the exposure of the Gold Class program."

To register for the I-CAR[®] International Annual Meeting, please call I-CAR Customer Service at 1-800-ICAR-USA (1-800-422-7872) in the U.S. and 1-800-565-ICAR (1-800-565-4227) in Canada.

All attendees of the I-CAR International Annual Meeting are welcome to attend the Gold Class Professionals[™] workshop to learn more about the program and to network with other Gold Class business owners and Industry professionals.

I-CAR, founded in 1979, is an international, not-for-profit, training organization dedicated to improving the quality, safety, and efficiency of auto collision repair for the ultimate benefit of consumers.

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