



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Fiona Maguire-O'Shea
fmaguireoshea@gmail.com
617-285-7522

METALCON Features Keynote Speaker & Special Events Lineup

Newton, Mass., Sept. 16, 2014--The metal construction industry's largest international event for metal construction products, technologies and solutions announces its keynote speaker and lineup of events for its 24th annual METALCON tradeshow and conference taking place in Denver from Oct. 1-3 at the Colorado Convention Center.

Topping the list is keynote speaker Steven S. Little, a much sought after expert on the subject of long-term business growth and future opportunities. He will inspire METALCON attendees and exhibitors in his opening day session on Oct. 1.

"We're excited to have Steve as our keynoter," said Claire Kilcoyne, METALCON Show Director. "This year we're targeting top management in our conference program, so he's exactly what we want for this audience. He's lively, experienced and down-to-earth. He'll fit right in with our exhibitors and be a great inspiration to attendees."

Often described as real-world and highly credible, Little's personable approach engages the audience and invigorates them to act on their business goals. He has the experience to back up his discussions as a past president of three fast-growth companies. Both FAME, Inc. and Erb Industries, Inc. achieved profitable growth rates of over 500% during his tenure.

On Thursday, Gene Marks, a well-known columnist, author and small business owner, highlights the program with two information-packed presentations: "Sales and Marketing Technologies That Will Improve Your Business" and "Top Trends That Affect Your Business Opportunities and Growth." Marks writes daily for *The New York Times* and weekly for *Forbes*, *The Huffington Post*, *INC Magazine*, *Fox Business*, *Entrepreneur.com* and *Philadelphia Magazine*. He also heads The Marks Group PC, a technology and consulting firm.

(more)



Many conference presenters are from the Denver region as well, including Rob Haddock, president of the Metal Roof Advisory Group offering “Understanding Metal Roofing Parts I and II;” and Paul Collyer, president of Panelmet Consulting, LLC, sharing his expertise on “Improving Sales by Understanding Body Language.” Several key people from the Denver office of FMI Corporation offer high-level business topics including “Developing Business Leadership;” “Using a Strategic Plan to Keep Business on Course;” and, “Overcoming the Growing Workforce Shortage.”

A series of special programs sponsored by various industry associations also are offered during this three-day event, including: a series on roll forming, a session on how to improve sales of residential metal roofing, a program about copper installation techniques in architecture, and STUD University, a 2-day, hands-on workshop on steel framing.

New this year is more interactive opportunities and face-time with industry experts through a series of daily sessions called Learning Zones featuring topics focused on technical applications and solutions. This lineup of bite-sized instruction is specifically created to help attendees use their time more efficiently and offer more learning opportunities in the exhibit hall.

Learning Zone topics focus on technical challenges such as using protective films on metal roofs, flashing details, snow retention systems, software and systems for steel framing, truss component technology, utility applications on standing seam roofs, and matching tools and applications. Learning Zones are strategically placed in the exhibit hall to allow visitors to capture as many sessions as possible.

More action in the METALCON exhibit hall includes interactive demos in Solar Bay Live, a special area dedicated to products and techniques related to the benefits of using metal roofing with solar installations and demos of field techniques.

A lively, new feature this year is the Metal Construction Association’s (MCA) Championship Games including four different competitions on Wednesday and Thursday. Sponsoring manufacturers are donating products and time to these interactive programs, drawing volunteers from the audience to compete against each other as individuals or in teams for prizes of cash or product. The games are designed to demonstrate that with the right techniques, tools and products, metal roofing can be easily and accurately installed.

(more)



METALCON draws designers, builders, developers, contractors, fabricators and suppliers from more than 50 countries each year. New visitors to the show can experience more learning opportunities by talking with industry experts from the 275 exhibiting companies exhibiting the latest products and technology, while sharing their knowledge with attendees.

The METALCON conference program includes 90-minute classroom sessions focused on developing business opportunities. This lineup presents a team of experts covering what CEOs, presidents and managers need to know to move their companies forward.

“Throughout the years, METALCON has offered new features, ideas and products with a consistent quality unmatched by other industry events,” said Kilcoyne. “This year’s tradeshow and conference offers the excitement of being in Denver for the first time, an innovative education format that combines classroom and interactive exhibit hall sessions, and a fantastic lineup of new exhibitors and products.”

About METALCON

METALCON is the largest international event in the metal construction industry for metal construction products, technologies and solutions. Since launching in 1991, METALCON has remained the only annual tradeshow and conference devoted entirely to the application of metal in industrial, institutional, light commercial and residential projects. Unique in both its service and show management to this vibrant industry, METALCON consistently provides new features highlighting the latest products, technologies, and trends. Its success is based on three key methods of education: exhibits, an extensive conference program and interactive, live demos.

METALCON is sponsored by the Metal Construction Association and produced by PSMJ Resources Inc., the world’s leading authority, publisher and consultant on the effective management of architecture, engineering and construction firms based out of Newton, Mass. For more information, visit www.metalcon.com or call [800-537-7765](tel:800-537-7765).

###