



For Immediate Release

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WIN-DOOR SHOW ANNOUNCES FULL ROSTER OF GUEST SPEAKERS

Toronto ... Win-Door North America, scheduled for **November 16 to 18, 2010** at the **Metro Toronto Convention Centre**, published its full line-up of guest speakers today. The show's **headliner, Bob Langdon**, who has become an audience favourite, will be back with two powerful presentations - ***Maximizing Profitability in a Recovering Economy*** and ***Strategic Planning for Your Business***. As the recovery takes hold in the market, stiff competition, changing interest rates and cautious consumers all have an affect on the bottom line. Langdon, a CPA and author, will deliver solid information aimed at helping attendees to design and implement strategies that will not only allow them to differentiate themselves in today's highly competitive market, but improve profitability as well. Both presentations are free with admission badge and will take place November 17 in the **Education Pavilion**, located on the show floor. Check the show web site for details.

Three other well-known industry personalities will appear at the show to bring attendees important news and updates on technical programs, standards and guidelines affecting the industry. **Jeff Baker, CWDMA Technical Consultant** kicks things off November 17 at 9:00 a.m. - prior to show opening - to deliver updates on new code requirements, NAFS testing requirements for doors, and upcoming changes in the building code and NAFS that window manufacturers will need to meet to achieve compliance with the new building code.

The morning of November 18 brings **Steve Hopwood, Natural Resources Canada ENERGY STAR Account Manager**. He will cover what's new in the upcoming October 2010 specification, present tips on how to label for ENERGY STAR, discuss some of the do's and don'ts on submitting model information and take a look into the future to outline possible changes for the future.

Later that same day, **Miles Murphy, CSA Standards Product Manager** will cover the development of the first Canadian program to certify installers of windows, doors

and skylights nationally. Known as the **F.I.T Personnel Certification Program**, the initiative has been developed to support the need for quality installations that meet industry standards and best practices, while promoting energy efficiency and consumer confidence.

F.I.T. is developed by CSA with the support of Natural Resources Canada (NRCan) and the Canadian Windows and Doors Manufacturing Association (CWDMA). Having designed the scope, requirements and certification market, the program is currently focusing on defining the job practice domain as a foundation for competency measurement and certification. The certification program is expected to be launched early in 2011.

Rounding out the full roster is a Power Hour breakfast presentation from a leading Canadian economist who will provide a forecast of what industry members and the Canadian economy can expect over the next twelve months.

With a line-up oriented to business profitability, the economic outlook and plenty of useful information on standards and certification programs, the show is living up to its intended theme for 2010 – One Show. The Entire Industry. Serious Business.

A full schedule of activities, along with a list of exhibiting companies, hotel information for attendees and show hours are published online at www.windowshow.com

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