



DEALERS FORUM

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FOR IMMEDIATE RELEASE:

What's Working Now? Window and Door Dealers Share Business Strategies at GlassBuild America 2014

August 13, 2014 – Jim Lett of A.B.E. Doors and Windows and Mason Harper of Nu-Vu Glass will lead an interactive breakout session at the 2014 Dealers Forum, Sept. 10, on successful business strategies currently employed by window and door dealers. Designed as a roundtable discussion, the session will provide attendees the opportunity to share their approaches to website development, advertising, showroom design, succession planning and more.

The session, "What's Working Now?" will be part of the day-long Dealers Forum held in conjunction with GlassBuild America: The Glass, Window & Door Expo at the Las Vegas Convention Center. Sponsored by the Window & Door Dealers Alliance, the forum specifically targets the business and networking needs of retailers in the fenestration industry. Registration to the event includes free admission to all three days of the GlassBuild America trade show, where attendees will have access to the latest fenestration products and services available, as well as industry-related Express Learning sessions on the show floor.

More information on how to register for the Dealers Forum is available at www.wddalliance.org.

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ABOUT WDDA:

The mission of the Window & Door Dealers Alliance, www.wddalliance.org, is to represent the interests of retail, wholesale, and installing dealers of new and replacement windows, doors, skylights and related building products. The WDDA is the only national business organization advancing the interests of independent window and door dealers. The alliance's annual Dealers Forum covers current issues, real world strategies and best practices to propel window and door businesses forward.