

• **FOR IMMEDIATE RELEASE**

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For Details Contact:
Anna Levitsky
Surface Finishing Academy
Phone (704) 995-2263
info@surfacefinishingacademy.com

NEWS RELEASE

Southern Metal Finishing Announces Keynote Speaker

FOR IMMEDIATE RELEASE: The International Surface Finishing Academy is proud to announce the Keynote Speaker for the 2008 Southern Metal Finishing Conference, September 14-16 in Charleston, SC. We are excited to invite John Flatley, Executive Director of the National Association for Surface Finishing (www.nasf.org), to speak at this year's Keynote Luncheon. The NASF is a national association whose mission is to promote the advancement of the North American surface finishing industry globally. NASF represents platers, suppliers, managers, owners, technicians, researchers, academics and students involved in the surface finishing industry. In addition, the NASF has a charitable organization, the AESF Foundation, whose focus is on technical education programs to advance the science and technology of surface finishing.

John is also the Managing Principal of Association Management Strategies (AMS), a full-service association management company located in Washington, DC. AMS provides management expertise and administrative services to industry associations, coalitions, professional societies, trade shows and other special events.

During his presentation, John will discuss priority issues impacting the metal finishing industry and the role the NASF is taking to address them. He will also discuss the value and advantages that belonging to a trade association can provide for individual finishers.

For more information, please contact:

Anna Levitsky

Phone: (704) 995-2263

E-mail: anna@surfacefinishingacademy.com

www.surfacefinishingacademy.com/conference.php