

FOR IMMEDIATE RELEASE

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NEWS RELEASE

Southern Metal Finishing Announces Keynote Speaker

FOR IMMEDIATE RELEASE: Rutherfordton, NC The International Surface Finishing Academy (SFA) is pleased to announce that the Keynote Speaker for the 6th Annual Southern Metal Finishing Conference will be Jon Allen, Sr. Vice President of RamQuest, who will speak on *"Galvanizing customer relationships in a challenging marketplace"*.

The presentation will be an overview and discussion on the methods to build strong relationships through open communication, strategic service reviews, innovative business processes and leveraging new technologies. His presentation will no doubt prove to be a thought provoking discussion on new ways to think about your existing customer relationships, and how innovation can help solidify winning partnerships for your company, especially in strange new market conditions. Learn how to move beyond the traditional customer-vendor relationship model and become a strategic partner in business with your customers.

Mr. Allen has traveled around the world teaching business owners and decision makers how to make the most of new and existing customer relationships. Currently serving as the Senior Vice President of RamQuest Software, Inc. of Dallas, TX, in the past he has shared his expertise with such companies as Microsoft, HP, Oracle , Sprint and Nortel Networks where he lead teams to help these companies transition to new ways of doing business.

The Southern Metal Finishing Conference has been held annually since 2003, and has gained a following of dedicated metal finishing professionals of all kinds, from all over the United States and abroad. The conference combines two days of educational workshops and technical sessions, with a supplier tabletop exposition, and some very unique networking opportunities to socialize - in a very charming and historic atmosphere.
