FOR IMMEDIATE RELEASE

September 1, 2010

For Details Please Contact:
Paul Fisher, Director
Surface Finishing Academy
Phone (828) 429-2618
paul@surfacefinishingacademy.com

NEWS RELEASE

Tonya Vyhlidal of Lincoln Industries will deliver Keynote for 2010 Southern Metal Finishing Conference

FOR IMMEDIATE RELEASE: Rutherfordton, NC The International Surface Finishing Academy (SFA) is pleased to announce a last minute addition for the 7th Annual Southern Metal Finishing Conference will be Tonya Vyhlidal of Lincoln Industries who will speak on *"How Lincoln Industry achieved a 500% return on investment through their Health and Wellness program"*.

Tonya's presentation will show how a plating company took well-being and made it a key company focus. While most companies focus only on the core business components in their strategy development, Lincoln Industries a company of true entrepreneurship took wellness and made it a company belief statement, core concept, and business strategy. Tonya will show how the organization's wellness program has transformed its people and its bottom line.

As Wellness, Safety, and Life Enhancement Director for Lincoln Industries, Tonya Vyhlidal is responsible for the occupational health, safety, benefits, and health promotion programs for a workforce of over 400 people. The programs have yielded a 500% return on investment, and the company routinely saves well in excess of $1 million per year. Lincoln Industries has reduced overall lifestyle associated medical claims, workers compensation claims and modification rates, and has health insurance costs per person at as much as 50% below the U.S. average.

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.