

The logo for AFA FENCETECH '07 features a stylized blue cube icon to the left of the text. The text "AFA" is in a smaller font above "FENCETECH'07", which is in a large, bold, sans-serif font. Below this, the subtitle "The 45th Annual AFA Convention & Trade Exhibition" is written in a smaller, blue font.

AFA FENCETECH'07
The 45th Annual AFA Convention & Trade Exhibition

January 31 - February 2, 2007

Orange County Convention Center

Orlando, Florida

FOR IMMEDIATE RELEASE

For More Information, Contact:

Christina Rosell, O'Neill Communications

christina@oneillcommunications.com

770-578-9765

Pictures available upon request



**FENCETECH AND DECKTECH TOGETHER
FOR STRONGER PRODUCT LINE UP**

FENCETECH, one of Trade Show Week's Fastest 50 growing trade shows in North America, is growing again. Recognizing a lateral expansion in the fence industry, the show is offering the expected 6,000 attendees over 110,000 sq. ft. of innovative fence, deck, railing and security products from 400 exhibitors in 2007.

In its 45th year, FENCETECH'07, the annual convention and trade exhibition by the American Fence Association, will be side-by-side with AFA's DECKTECH'07 trade show in Orlando, FL, January 31 through February 2. FENCETECH/DECKTECH'07 will feature new techniques and 28 categories of products including vinyl and composites, accessories such as post caps and hardware, gate and access control. Deck installers will also compete in a live demonstration on the show floor to construct the best deck and railing projects using the newest materials.

"AFA's expansion into the deck industry has been natural as many of our members are experts in deck and railing as well as residential and commercial fence and perimeter security," said Phillip Doyle, AFA president. "I know they'll find the expanded seminar program a huge help to their businesses as well."

The trade show combo will offer industry-specific and motivational seminars on five tracks, helpful to senior level management, installers, and sales staff, including: business management, deck and railing, sales and marketing, perimeter security, and a general track featuring classes on improving customer and employee loyalty. Some courses on other tracks include "Increasing Profits," "Online Estimating," "Federal & Security Markets," and "PVC Deck & Railing 101."

"Every year, we continue making the show a business-building experience for contractors and manufacturers in the ever-expanding fence, deck, and perimeter security industry," said Chuck Simanek, trade show director.

Perhaps some of the best strategies attendees will learn will come from legendary football coach Lou Holtz, the keynote speaker during the AFA Chapter Breakfast. The man that took a struggling Notre Dame team to the national championship will coach attendees on how to apply his winning plays to the business world.

As fence and deck professionals gain valuable business advice and discover new technology and products from over 400 exhibitors, show attendees can enter to win a new truck from Midway Ford. Only 500 tickets will be sold for \$100 each. (More information and official rules available by calling Gail Brooks at 1-800-822-4342.)

FENCETECH/DECKTECH'07 is making one of the most entertaining cities on earth its headquarters this year. Orlando offers attendees and their families exhilarating rollercoaster rides, beloved cartoon characters, sea animals and an inside look at the movies at theme parks including Walt Disney World's Magic Kingdom®, MGM Studios®, Epcot®, Universal Studios®, Islands of Adventure® and SeaWorld®. Visitors can balance all of the excitement with a sunny golf game on some of Florida's most beautiful courses or fine dining in one of the many world-class restaurants.

FENCETECH/DECKTECH'07 will be held at the Orange County Convention Center in Orlando, FL from January 31 to February 2. Attendees who register before December 29 will receive special discounts.

For more information about FENCETECH/DECKTECH'07, call (800) 822-4342 or visit www.FENCETECH.com.

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FENCETECH'07

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DECKTECH'07

The Annual Exhibition of the Deck & Railing Industry

FACT SHEET

What: FENCETECH'07, the 45th annual convention and trade exhibition by the American Fence Association, will be side-by-side with AFA's DECKTECH'07 trade show this year. The joint shows will feature over 110,000 sq. ft. of innovative fence, deck, railing and perimeter security products in booth displays and live demonstrations. With over 6,000 attendees expected, FENCETECH was recently honored as one of Trade Show Week's Fastest 50 growing shows in North America.

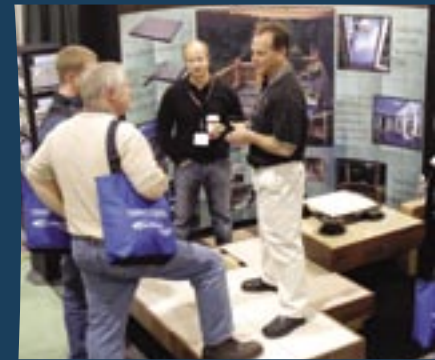
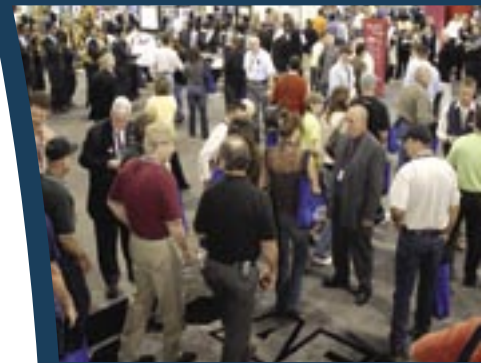
When: January 31 - February 2, 2007

Where: Orange County Convention Center in Orlando, Florida

Why: FENCETECH/DECKTECH'07 is the industry's premiere marketplace showcasing the latest products, applications, and techniques. Plus, attendees have access to industry-specific seminars on how to improve sales and marketing, business practices that work, and how to boost well being for employees and business owners in the industry.

For Information:

For more information about FENCETECH/DECKTECH'07, call (800) 822-4342 or visit www.FENCETECH.com.





FENCETECH'07

The 45th Annual AFA Convention & Trade Exhibition

**TWO SHOWS
IN ONE EVENT!**



DECKTECH'07

The Annual Exhibition of the Deck & Railing Industry

EXPERIENCE new technology

ACQUIRE improved business tools

LEARN new approaches
to familiar problems



HIGH-POWERED GENERAL SESSIONS

**Magnetic Service:
Secrets for Creating
Passionately Devoted
Customers**

Speaker: *Chip Bell*



**Rediscovering Play:
Bringing Fun and
Passion to Your
Work . . . And Life**

Speaker: *Kevin Carroll*

The World's Largest Fence, Deck, and Railing Show

More than 6,000 fence, deck, and railing professionals will attend the industry's premier marketplace and educational opportunity – FENCETECH/DECKTECH'07 in lively Orlando, FL! Attendees will discover the newest products and techniques, taking advantage of a variety of industry-specific seminars.

**The Platinum
Rule: Relationship
Strategies for
Building Customer
and Employee Loyalty**

Speaker: *Tony Alessandra*



www.FENCETECH.com

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**FENCETECH/
DECKTECH'07
SCHEDULE OF EVENTS**

Keynote Speaker
Legendary
Football Coach
& ESPN Analyst
LOU HOLTZ



WINNING WAYS

Former coach of the University of Notre Dame football team, Lou Holtz reaches beyond touchdown tales to apply his winning plays to the realms of business and personal achievement. The author of the best-selling *Winning Every Day: A Game Plan for Success* and *The Fight Spirit: A Championship Season at Notre Dame*, Holtz will share principles with attendees to help them assess their strengths, work as a team, and embrace the values that make a good organization great! Currently he brings his experience to ESPN as an analyst for the network's college football coverage.

Wednesday, January 31, 2007

Registration Open	6:30 am - 5:00 pm
Education Seminars	7:15 am - 8:45 am
VFDRMA Industry Update	7:15 am - 8:45 am
Annual Industry Update & Awards Breakfast	9:00 am - 10:45 am
Exhibits Open	11:00 am - 5:00 pm
Education Seminars	1:30 pm - 3:00 pm

Thursday, February 1, 2007

Registration Open	6:30 am - 5:00 pm
Education Seminars	7:15 am - 8:45 am
CFDA Industry Update	7:15 am - 8:45 am
VFDRMA Annual Meeting	7:30 am - 8:45 am
Chapter Breakfast with Lou Holtz	9:00 am - 9:30 am
Exhibits Open	11:00 am - 5:00 pm
Education Seminars	1:30 pm - 3:00 pm
AFA Chapter Start-up Meeting	1:00 pm - 2:00 pm
Field Training School Reception	4:30 pm - 5:30 pm
CFDA Annual Meeting	5:00 pm - 7:30 pm

Friday, February 2, 2007

Registration Open	7:30 am - 1:00 pm
Education Seminars	8:00 am - 9:30 am
CFP Exam	9:00 am - 1:00 pm
Exhibits Open	9:00 am - 1:00 pm
Tricks of the Trade Session	10:00 am - 12 noon
Equipment Demos	1:30 pm - 3:00 pm

EDUCATION SEMINARS

