



FOR IMMEDIATE RELEASE
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International Autobody Marketing Group Hosts 3rd Annual Industry Conference

Conference, golf tournament, and vendor appreciation dinner met with success.

Phoenix, Ariz. --- May 24, 2010 --- International Autobody Marketing Group (IAMG), a leading corporation in the PBE industry, hosted its 3rd Annual Industry Conference in Phoenix, Arizona, Monday, May 3 through Friday, May 7, 2010.



(International Autobody Marketing Group)

to discuss business dealings and resolve issues at length in a private setting. It was a method celebrated by all in attendance. Don Stariha of Titan said, "This is my first year here and it's been fantastic. It's nice to hear from all the members representing Titan and overall has been very positive. What a great networking event." Wess Holder of AB&E also noted, "The conference is *very* informative. We enjoy the format in that the days go by fast but we get a lot accomplished. It gives us a chance to talk to each vendor and settle issues."

Enjoying its largest turnout to date, the conference was met with much success. An assortment of vendors and customers came together over the course of five days for face-to-face discussions and the chance to network with others in their field. To maximize efficiency, vendors were split into two groups. The first arrived Monday and stayed through Wednesday, while the second group arrived Wednesday and stayed through Friday.

Consisting of daily, rotating one-on-one meetings of various lengths, vendors and members were given the unique opportunity

The meetings were broken up mid-week with the annual Desert Classic Golf Tournament and Vendor Appreciation Dinner. Offering an opportunity for the two groups of vendors to convene and socialize with distributors in more casual atmosphere, these events encouraged camaraderie between individuals otherwise considered competitors. Even on what was the hottest day yet in 2010, spirits were high as the teams headed from the course to the awards banquet. During dinner, attendees enjoyed a hilarious "history" of the IAMG group from Chairman Bill McGuirk, and a motivational talk from guest speaker Steve Sax, former professional baseball player. Thanking vendors for their sponsorships, IAMG President Lloyd Fields subsequently handed out several trophies to the winners of the golf tournament.

Notably the most anticipated moment of the week, Fields wrapped up the evening by honoring the year's most celebrated vendors. Expressing appreciation to the entire group and deeming everyone worthy of the prestigious awards, Fields went on to personally acknowledge two individuals. Bill Peltier with A&H Finishing Products was named Person of the Year for serving on several committees, and for his support and dedication. Steve Fussy and SEM Products were then honored as Vendor of the Year. Chosen for a

variety of reasons, Fields praised SEM Products for their performance, level of support, close working relationships with IAMG components, on-time shipments, and participation and contribution to the Autobody Source flyer. Accepting the awards with humble thanks, Bill Peltier and Steve Fussy were further congratulated by their peers and colleagues. Vice president of operations, Erika Brower, was also honored with great admiration for 10 years of valuable service and dedication to IAMG.



(From left to right: Bill Peltier, Person of the Year, with IAMG President Lloyd Fields; Vendor of the Year, SEM Products with IAMG President Lloyd Fields; Vice President of Operations Erika Brower)

After an entertaining golf tournament, inspiring vendor appreciation dinner and valuable meetings, all in attendance deemed IAMG's Industry Conference a rousing success. Larry Snodgrass, national sales manager for US Chemical, summed up the week's events by saying, "It was positive for us, the opportunities as a manufacturer are nothing but the highest. It's been very, very positive." IAMG is thrilled about the success of the event, and looks forward to continuing the tradition next year.

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The International Autobody Marketing Group (IAMG) is a leading, full-service corporation based in Scottsdale, Arizona. Delivering strategic solutions and high-quality products to the automotive aftermarket, IAMG has been helping the PBE industry communicate and network since 1992.