

**NEWS RELEASE**

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**Express Learning Topics and Schedule Announced for GlassBuild America**

The National Glass Association (NGA) and the Window & Door Dealers Alliance (WDDA) are pleased to announce the Express Learning topics for its upcoming GlassBuild America: The Glass Window & Door Expo being held October 19-21 in Las Vegas.

**Express Learning Topics and Schedule**

*All events take place on the tradeshow floor in the Express Learning Theatre, booth # 314.*

**WEDNESDAY, OCTOBER 19**

11:00 am

**Get Your Products Market Ready**

*Presented by Intertek*

Product testing and certification are inherently tied to the building commissioning process. Learn the ins and outs of the testing and certification process, from what is required, to how to prepare, to how to use certification to get your products to market, and ultimately, into buildings.

- FOR FABRICATORS; WINDOW AND DOOR MANUFACTURERS; MANUFACTURERS

11:30 am

**Expand Your Color Palette with New Vinyl Window Options**

*Presented by VEKA*

New vinyl color options are changing today's home and building exteriors. Learn about the latest color technologies, custom-color and color-matching possibilities, as well as the feasibility of darker colors in regards to energy transfer in residential and commercial vinyl windows.

- FOR WINDOW AND DOOR MANUFACTURERS

1:30 pm

**Five Simple Steps to Identifying a Quality IG**

*Presented by GED*

Learn to spot the key characteristics of a high quality IG unit, in a way that everybody in your facility can understand.

- FOR FABRICATORS

2:00 pm

### **Window Safety is Everyone's Responsibility**

*Presented by American Architectural Manufacturers Association*

Falls from a window can result in serious injury or death, especially for children. Learn what you can do as a manufacturer or dealer to spread awareness about this important safety issue.

- FOR WINDOW AND DOOR MANUFACTURERS

2:30 pm

### **Bird-Friendly Glass and Your Bottom Line**

*Presented by Arnold Glas and Ornilux*

The market for bird-friendly glass has reached a tipping point here in the U.S., with LEED and other regulatory bodies advocating its use. Learn how and where the market is growing, and why incorporating this glass in your product line can differentiate your company as an innovator and solutions provider.

- FOR FABRICATORS

3:00 pm

### **Cybersecurity on the Manufacturing Floor**

*Presented by The Rovisys Co.; Sponsored by Glass Magazine*

If you are like most manufacturers, you are probably grappling with an increasing growth of smart devices on your manufacturing floor. This emerging connectivity comes with unseen danger – the threat of cyber-attack to extort money, steal customer information, or disrupt production. This session focuses on helping you understand the cyber vulnerability that is associated with your dynamic manufacturing IT environment and discusses what you can do to mitigate the risks.

- FOR FABRICATORS; WINDOW AND DOOR MANUFACTURERS; MANUFACTURERS

3:30 pm

### **The Internet (Glazing) of Things**

*Presented by Glass Association of North America*

- FOR CONTRACT GLAZIERS; MANUFACTURERS

## **THURSDAY, OCTOBER 20**

10:30 am

### **IG Fabrication for the Next Generation**

*Presented by Insulating Glass Manufacturers Alliance*

As experienced plant personnel reach retirement age, they take with them a wealth of industry knowledge. This IGMA-sponsored session relies on adult education principles developed for Gen X, Gen Y and Millennials to ensure that this expertise gets passed onto the next generation of IG fabrication personnel.

- FOR FABRICATORS

11:00 am

### **Warranties as Contracts**

*Presented by The Gary Law Group; Sponsored by Glass Magazine*

Warranties are more than marketing tools; they are legal contracts that tie companies to their products or work into the future. In this session, learn about the long-term legal obligations of product and project warranties and how they affect everyone from contract glaziers to fabricators to product manufacturers.

- FOR CONTRACT GLAZIERS; FABRICATORS; WINDOW AND DOOR MANUFACTURERS; MANUFACTURERS

11:30 am

### **Window Walls vs. Unitized Curtain Walls: An Evolution**

*Presented by Kawneer Co.*

Since 2000, window wall applications have gained momentum in the mid-rise multifamily and commercial markets. Learn about distinct market opportunities on the horizon for window walls and unitized curtain walls as urban and near-urban cityscapes continue to command modern architectural trends.

➤ FOR CONTRACT GLAZIERS

1:15 pm

### **Better, Faster, Safer Shower Installations**

*Presented by Mr. Shower Door; Sponsored by NGA*

Rapid-fire tips and techniques for solving shower enclosure issues, from working with new builders to speeding up installation times to reducing reorders. Hear from Mr. Shower Door's Tom Whitaker how to get the job done better, faster and safer.

➤ FOR FULL SERVICE GLASS COMPANIES

1:45 pm

### **HGTV and Me**

*Presented by Anderson Glass; Sponsored by NGA*

A regular on the HGTV show "Fixer Upper," learn from Dustin Anderson about his television experience, how it fits into his overall marketing plan, and what other marketing strategies he has found to be successful.

➤ FOR FULL SERVICE GLASS COMPANIES; WINDOW AND DOOR DEALERS

2:15 pm

### **To Employ or Contract?**

*Presented by WindowJim; Sponsored by WDDA*

The construction industry as a whole largely subcontracts installers, especially on projects requiring several trades. But what about window and door dealers: Is it best to contract or employ installers?

➤ FOR WINDOW AND DOOR DEALERS

2:45 pm

### **Three Keys to Increase Lead Conversion...Tenfold!**

*Presented by MarketSharp*

Ok, you've generated some leads, but you still have to convert that "spark of interest" to a "raging fire of desire" to proceed to the next step in your sales process. Often, this requires processes and skills that many companies overlook. In this session, discover some staggering statistics and how-to strategies to maximize your lead conversions and increase sales.

➤ FOR WINDOW AND DOOR DEALERS

In addition to [Express Learning](#), GlassBuild America also features the [11th annual Glazing Executives Forum](#), the [2nd annual Window & Door Dealer Days](#) and [The Dream Showroom](#). More than [400 exhibiting companies](#) are expected to showcase their most innovative glass and fenestration products and services.

Advance registration rates are in effect until September 30, with NGA and WDDA members receiving special member rates. Rates increase on October 1. Registration information is available at <http://www.glassbuildamerica.com/register.html>.

#### ABOUT GLASSBUILD AMERICA

Now in its 14<sup>th</sup> year, GlassBuild America: The Glass, Window & Door Expo is the gathering place for the entire glass, window and door industries. Presented by the National Glass Association and the Window & Door Dealers Alliance along with show co-sponsors, the American Architectural Manufacturers Association, the Glass Association of North America and the Insulating Glass Manufacturers Alliance, and in conjunction with industry's leading publications – Glass Magazine and Window & Door – GlassBuild America is a comprehensive and united event. For more information, visit [www.GlassBuildAmerica.com](http://www.GlassBuildAmerica.com).

**In 2016, GlassBuild America is being held in October because of a date change by our marketing partner show, glasstec in Dusseldorf, Germany. glasstec, the largest glass industry trade fair in the world, was bumped out of its usual October timeframe into the September timeframe by an even larger plastics industry trade fair. This meant GlassBuild America had no choice but to shift to October for our 2016 event.**

#### ABOUT NGA and WDDA

Founded in 1948, the National Glass Association (NGA), [www.glass.org](http://www.glass.org), is the largest trade association serving the architectural glass and metals industry, and represents the interests of glazing contractors, glass retailers, glass fabricators, primary glass manufacturers and architects. Its sister organization, the Window & Door Dealers Alliance (WDDA), [www.wddalliance.org](http://www.wddalliance.org), represents the interests of retail, wholesale and installing dealers of new and replacement windows, doors, skylights and related building products. The NGA\WDDA provides education and training programs and services for its member companies and keeps them informed through the Glass Magazine and Window & Door family of print and electronic publications. The NGA\WDDA also produces the industry's largest annual trade show in the Americas, GlassBuild America, and hosts the Glazing Executives Forum and Window & Door Dealer Days, bringing together thousands of industry professionals to help them build more profitable businesses.