



PRESS RELEASE

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Colin Gold of Gold Level Hospitality Added to HDAW 2018 Speaker Line-up

Las Vegas, NV -November 30, 2017 - Organizers of the 2018 Heavy Duty Aftermarket Week, held Jan. 22-25 in Las Vegas, Nev., announce the addition of Colin Gold, the founder of Gold Level Hospitality, a consulting company focused on empowering teams within organizations to create experiences far beyond customer's expectations, to the conference's education lineup. Gold will be contributing to the Aftermarket Briefings portion of the Tuesday education sessions.

Aftermarket Briefings will bring targeted and experienced speakers from three companies to discuss the three "P's" of this year's conference theme: People, Partners and Profit. Each speaker will have fifteen minutes to discuss how people, partners, and profit influence the markets they provide services to and how it relates to the independent aftermarket distributors' businesses. Attendees will be able to ask the presenters questions via text messaging toward the end of the morning session. Additional presenters during the segment include Thomas Nestor, founder of Leadership Today, and Jim Pancero, author of "You Can Always Sell More: How to Improve Your Sales Force."

Gold will focus on the "people" theme of HDAW 2018, illustrating how companies can create positive work environments by valuing their internal teams and ensuring they are an important part of the customer's experiential process. Heavy duty distributors that develop and implement plans to improve customer experiences with employee involvement can provide financial gains to businesses.

Colin Gold has over thirty years' experience in the hospitality industry and is the owner of Gold Level Hospitality. After graduating from the University of Massachusetts with a Bachelor of Science in Hotel, Restaurant and Travel Administration, Colin spent the early years of his career working with Hyatt Hotels gaining valuable work experience and climbing the corporate ladder. He was quickly promoted, and lived in eight different cities and was General Manager of four Luxury Hotel and Resorts.

Colin now shares his passion and expertise with other industries including; residential and commercial property management, automotive, hospitality, and retail.

Please visit www.hdaw.org for a schedule of events, education programs and registration information.

The 13th annual Heavy Duty Aftermarket Week will be held on Jan. 22-25, 2018, at The Mirage in Las Vegas. HDAW is the largest North American gathering of the independent heavy-duty aftermarket industry. More than 2,500 executives and managers from the U.S., Canada and six other countries - including distributors, suppliers, service providers, educators and industry media - attended the 2017 conference in Las Vegas.

HDAW is a business-to-business, executive conference presented by a joint operating committee of industry leaders from 14 distinguished industry associations: American Council of Frame and Alignment Specialists (ACOFAS), Association of Diesel Specialists (ADS), Auto Care Association/ HDDA, Automotive Electric Association (AEA), Commercial Vehicle Solutions Network (CVSN), HDA-Truck Pride, Heavy Duty Manufacturers Association (HDMA), Heavy Duty Aftermarket Canada (HDAC), APRA's Heavy Duty Remanufacturing Group (HDRG), International Truck Parts Association (ITPA), Overseas Automotive Council (OAC), Power Heavy Duty, Service Specialists Association (SSA), and VIPAR Heavy Duty.

For more information, go to www.hdaw.org, or contact W.T. Glasgow, conference management, at 708.226.1300.