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**AUTOMOTIVE SERVICE PROFESSIONALS RECEPTION
SCHEDULED FOR NOV. 4 IN LAS VEGAS**
iATN® AND ASA TO CO-HOST EVENT

Brea, CA — The International Automotive Technicians' Network (iATN) and the Automotive Service Association (ASA) will jointly sponsor the third annual Service Professionals Industry Reception on Nov. 4 from 6 p.m. – 9:30 p.m. in the Sunset Ballroom of the Flamingo Las Vegas. The event will be an opportunity for service professionals to network and to visit 50-plus exhibitors that will be on hand to showcase new products, services and technologies.

The reception will take place during the AAPEX and SEMA shows, which will run Nov. 2-5, and will officially launch ASA's Congress of Automotive Repair and Service (CARS), to be held Nov. 4-6.

There is no cost to attend the reception and advance registration is not required. Attendees, however, must be iATN or ASA members and have either an AAPEX or CARS badge to access the event.

“Three years ago we combined the iATN and the ASA receptions to form the Service Professionals Industry Reception. This jointly sponsored reception now brings together more service professionals than any other single event during Industry Week. It provides the perfect opportunity to meet with others in the service industry, and a chance for iATN members, who

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mainly communicate online, to put a face with a name,” said Brent Black, iATN founder and president.

Bill Haas, AAM, ASA’s vice president, service repair markets, said, “CARS caters to the automotive service professional. Working with iATN to provide essential networking opportunities such as the Service Professionals Industry Reception is not only rewarding, but also serves several segments of the industry. This opportunity will be beneficial for technicians, shop owners, managers and company vendors alike.”

More information about the reception is available at:

<http://members.iatn.net/meetings/vegas04/> or www.CARSONline.org.

For additional information about iATN, visit www.iatn.net. For additional information about ASA, go to www.asashop.org.

The iATN Mission: To promote the continued growth, success and image of the professional automotive technician by providing a forum for the exchange of knowledge and the promotion of education, professionalism and integrity.

The ASA Mission: To advance the professionalism and excellence in the automotive repair industry through education, representation and member services.

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