

NEWS RELEASE

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Marcus Sheridan, The Sales Lion, Announced as WDDA's Window & Door Dealer Days Keynote Speaker

This year's [Window & Door Dealer Days](#) event at GlassBuild America will feature keynote speaker Marcus Sheridan, also known as The Sales Lion. Dubbed a "web marketing guru" by the New York Times, Sheridan's story of how he used content marketing to take his pool installation company from the brink of bankruptcy to a multi-million-dollar market leader is the subject of multiple books and publications. One of Inc. Magazine's 25 Top Social Media Speakers, Sheridan will provide Dealer Days attendees with actionable ideas to grow their own businesses.



Marcus Sheridan

"We're excited to have Marcus Sheridan as our keynote speaker this year," said Jenni Chase, WDDA's content director. "His revolutionary strategies and thinking-outside-the-box approach to grow his pool installation company will resonate with our window and door dealers. Attendees will walk away from his presentation feeling empowered with knowledge and passion to take back to their own businesses."

Designed for owners and top management of retail window and door businesses, WDDA's Window & Door Dealer Days returns to GlassBuild America, October 19-20 in Las Vegas, with more focus on peer-to-peer networking, the latest fenestration products in The Dream Showroom, and new opportunities to learn about best business practices and current market conditions.

Registration opens May 9 on www.glassbuildamerica.com with discounted early-bird registration prices in effect until May 31, and WDDA members receiving special member rates.

ABOUT GLASSBUILD AMERICA

Now in its 14th 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.

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 WDDA

A sister organization of the National Glass Association (NGA), the Window & Door Dealers Alliance (WDDA), www.wddalliance.org, represents the interests of retail, wholesale and installing dealers of new and replacement windows, doors, skylights and related building products. Together, NGA and WDDA provide 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. NGA and WDDA also produce 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.