



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### CIECA announces Implementation Conference 2.0

**Northbrook, IL** – The Collision Industry Electronic Commerce Association (CIECA) announced today that it will host its annual Implementation Conference on September 21-22, 2010 in Northbrook, IL.

“Implementation Conference 2.0 is the culmination of CIECA’s Implementation Forum Series for 2010 which consists of 3 CIECAst webinars held in January, April, and July. The conference is a unique assembly of those actively implementing or planning to implement CIECA standards. The conference is a hands-on standards implementation event with separate tracks for business and technical implementers,” said Fred Iantorno, CIECA’s Executive Director.

“We know the importance of your bottom line. That’s why we are continuing our budget conscious 2009 pricing in 2010,” said Michael Lloyd, California Casualty, CIECA Board Chairman. Early Bird registration ends August 6, 2010.

The CIECA Education Committee developed the idea of an Implementation Forum Series after the success of its inaugural conference held in October 2009. “We believe this to be an important step in the evolution of our association and its ability to help facilitate our mission,” Co-Chair Kathy Goddard, Safelite Solutions said. “Our desire is to have this be an annual event that ultimately benefits all six of CIECA’s industry segments,” she added.

Implementation Conference 2.0 is scheduled to run from September 21-22, 2010, in Northbrook, IL.

Visit [www.CIECAImplementationConference.com](http://www.CIECAImplementationConference.com) for more information.

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**About CIECA:** CIECA (Collision Industry Electronic Commerce Association) develops collision industry Information Technology standards and provides implementation guides for electronic commerce. CIECA is composed of members of the automobile collision repair industry; repairers, insurers, vehicle manufacturers, parts and material suppliers, information and software providers, general service providers and related segments and industries. CIECA's goals are to deliver benefits to all participants through reduced development and support costs, lower cost of implementation, reduced barrier to entry and faster development times. To learn more about CIECA, visit [www.cieca.com](http://www.cieca.com) or call 847-498-6945.