 **For Immediate Release**

**Contact Janet Chaney**

**Jchaney.cavecreek@gmail.com**

The Midwest Auto Body Trade Show is back for 2020 and will be an industry extravaganza, February 27th 28th and 29th at the Holiday Inn in Des Moines. I-CAR has teamed up with the Midwest and is bringing 6 ‘live’ classes to this show. The Midwest Auto Body Trade Show 2020, sponsored by the Iowa Collision Repair Association **–“The Gloves Are Off”**

 “In the current challenging climate of transition in our industry,”recognizes Dick Merron, Iowa Collision Repair Association Trade Show Chairman, “we are excited about the training I-CAR will bring to this event.” “We have to get trained and be better and what we do-Period!” ***“The Gloves Are Off”***

Dave Robinette, I-CAR Principal, Business Development Northwest Region, is focused on training for our industry and has this say about the upcoming Iowa event, ”Knowledge is your greatest competitive advantage. Customers and our businesses depend on our industry to be skilled and informed. We need to know not only how to repair vehicles properly, but also to effectively document and communicate correct repairs to everyone involved,” concluding with this message, “ The collision repair world continues to change at a dramatic pace. “ “Please join us for this great training event at the Midwest Auto Body Trade Show.”

I-CAR brings \* 2015 Ford F-150 Structural Repair Training Course\*Coordinating the Repair Process\*Capturing Quality Photos\*The Art and Science of Estimator Interactions\*Understanding Cycle Time.

The Midwest Education programs bring a ‘look into the future with “The Future of DRP -Is Their One? A SEMA Presentation by Pete Tagliapietra, NuGen IT. Cyber Security-Are You Protected. Mark Claypool, Optima Automotive. Get Paid For What You Do – Ron Reichen, Precision Body and Paint, Oregon, Past Chairman of the Society of Collision Repair Specialist and an OE Repair Recommended Procedures Panel.

The Iowa Collision Repair Association has a strong legislative history and ICRA Lobbyist Scott Weiser will address the current legislative efforts and how we are represented at the State Capital.

Welcome Reception is Friday night on the Trade Show floor.Over 50 vendors will bring new ideas, new technology and new information to this show. Product demonstrations will take place on the show floor. Door Prizes will be given throughout the day. “We recognize how important the vendor/suppliers are to our industry.” says Janet Chaney Executive Director of the Iowa Collision Repair Association, “ they are our lifeblood and keep us going at the frantic pace we need to move.” The Midwest Auto Body Trade Show gives owners, technicians and vendors a place to meet and explore the future.

The Time For Change Is Now!!! If shops don’t continue training and be the best at what they do- It May Be Too Late. The Midwest Auto Body Trade Show is an event you don’t want to miss.

Meet, network learn and engage!!! That is what this Industry event is all about.

**The Gloves Are Off**

For Schedule and to sign up for show go to [www.iowacra.com](http://www.iowacra.com) – Midwest Auto Body Trade Show

To Sign up for I-CAR Classes go to. www-i-car.com

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