

**FOR IMMEDIATE RELEASE:**

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**Lee Corso Headlines Association's Kick-Off Breakfast**

MOUNT DORA, Fla., February 17, 2010 — The Florida Building Material Association (FBMA) announces famed ESPN analyst, Lee Corso, as its convention keynote speaker. Corso will kick-off convention festivities on Thursday, September 23, 2010. Knowledgeable, witty and entertaining, Corso delivers a motivational and empowering program that encourages attendees to apply football skills and techniques to everyday business applications. Charismatic and successful, both on and off the football field, Corso inspires attendees to employ teamwork, dedication and perseverance during difficult economic times to ensure success in all business endeavors.

FBMA's annual convention and trade show, the MAIN Event and Gulf Atlantic Building Products Expo, will be held September 22 – 24, 2010 at Walt Disney World's Dolphin Convention Center in Lake Buena Vista, Florida.

To obtain exhibit booth space or to secure a sponsorship, please contact Show Manager, Betty Askew, at (352) 383-0366 or e-mail [betty@fbma.org](mailto:betty@fbma.org). Convention and trade show registrations will begin in June 2010. For more information, visit [www.fbmamainevent.com](http://www.fbmamainevent.com).

Established in 1920, FBMA promotes the use of wood building and accessory products, develops programs to make businesses more efficient and effective, provides networking opportunities and lobbying efforts for its membership and the betterment of home building throughout the State of Florida.

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