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The National Candle Association's 2018 Conference & Expo to Host Industry Leaders in Florida April 17-19

WASHINGTON, DC, March X, 2018 – “Candles Aglow in the Everglades,” the National Candle Association’s (NCA) Annual Conference & Expo, is set for April 17-19 at Bonaventure Resort & Spa in Weston, Florida. Hundreds of candle manufacturers and industry suppliers will attend the event.

“Candles Aglow in the Everglades” will offer attendees across the globe the opportunity to build their knowledge on industry developments. Since its first meeting in 1974, NCA has held informative events aimed at expanding participants’ awareness on critical aspects of the industry, with a focus on identifying consumer trends, promoting candle safety, and communicating product advancements.

This year’s conference will feature technical and trend-focused presentations centered on achieving strategic growth and organizational performance. Experts will dive into a range of topics with relevance to a variety of industries, including actionable leadership strategy, hiring top talent, and how to capitalize on the latest consumer trends.

“To be successful, your business must have the best sourcing and the most motivated team possible,” says Kathy LaVanier, NCA President. “Interpreting the latest data and utilizing the appropriate resources is critical, and honing those tools starts at the NCA Annual Conference.”

Among this year’s featured speakers include: **Patti Carpenter**, trend team member, Pantone Color Institute; **Janis Gaudelli**, Director of Social Media and Trend Insights, Takasago; **Mel Kleiman**, founder, Humetrics and **Don Schmincke**, strategic growth advisor, author and corporate trainer. Along with educational components, NCA is excited to offer participants additional opportunities to network and collaborate with peers, including the popular annual Golf Tournament. NCA’s Expo, the global candle industry’s longest-running supplier show, will showcase over 50 suppliers of wax, fragrance, wicks, colors, and packaging.

Additional information about the 2018 NCA Conference & Expo, including registration and exhibitor details, can be found by visiting NCA’s website, candles.org.

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National Candle Association (NCA) is the trade association representing U.S. candle manufacturers and their suppliers. It is widely recognized as the leading technical authority on candle manufacturing, science, and safety. Visit www.candles.org.