



BC's LARGEST CAREER PLANNING EVENTS!

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FOR IMMEDIATE RELEASE

Automotive Careers: More Than Just Wrenches and Sales Find out More at BC's Largest Career Planning Events!

ABBOTSFORD, British Columbia – When many of us imagine a career in the automotive industry, we often limit our picture of possible jobs to those working in grimy mechanical shops, or those selling cars on a sales floor. However, with today's technology, automotive salespeople have evolved into online marketing experts and there are days when a mechanic might not even touch a wrench.

The New Car Dealers Association of BC and the Recreation Vehicle Dealer Association of BC are both exhibitors at the upcoming Fraser Valley Education & Career Fair, BC's Largest Career Planning Events, on December 2, 2008 at Tradex in Abbotsford. Participating at the Fair, these Associations plan to educate attendees about how far auto technicians, otherwise known as mechanics, and automotive salespeople have come from those trained a generation ago. Despite it still being a technical vocation, there are days when a mechanic might spend the day on the computer as opposed to elbow deep in grease and grime, and days when salespeople may make a sale without ever meeting the purchaser – doing the sale completely from a computer.

While many people own and travel in recreational vehicles (RVs), little is known about the types of work involved, especially the all encompassing RV Service Technician trade. "The RV Service Technician trade is an exciting, dynamic and challenging line of work," explained Anita Lien of the Recreation Vehicle Dealer Association of BC. "It is truly a jack-of-all trade as it involves appliance repair, carpeting, electrical, flooring, gas fitting, plumbing, sheet metal, welding, woodworking and many more."

"This business isn't just about working with or selling [vehicles]," said Shawn McLaughlin of the New Car Dealers Association of BC. "We recruit accountants, IT specialists and marketers. A dealership is a business, and just like any business, they require CGAs, MBAs, and every other vocation that enterprises need to operate."

Events like the BC wide Education & Career Fairs are important for associations like these two. These events help raise the profile of automotive careers as the kind of positions with an ever-increasing potential for growth and career development, unprecedented pay and respect, and the ability to work in a position that a candidate loves.

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Education & Career Fairs

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www.educationcareerfaairs.com



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If you are interested in learning more about the automotive industry and many other career and education opportunities, visit the Fraser Valley Education & Career Fair where exhibitors include universities, colleges, private training institutions, government agencies, employers, trade associations and corporations from Canada, USA and International. The Fair is being held at Tradex in Abbotsford on December 2, 2008 and is open from 9:00am to 3:00pm. Admission at the door is \$5 (cash only). For more information on the Education & Career Fairs, BC's Largest Career Planning Events, please visit: www.educationcareerfares.com, phone 604-276-7471, or e-mail fairs@theplanner.net.

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For photos, interviews, and media kits, please contact Garmy Trinh at 604-276-7471.

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