

Press Release – For Immediate Release

Paintball Festival and Business Conference – Pittsburgh August 5,6,7th, 2011

Pittsburgh, PA. - After a 4 year hiatus, Debra Dion Krischke will be returning to the paintball industry, doing what she does best- creating a gathering where field and store owners can learn and grow – while networking with the industry professionals.

“I’ve been consumed for the past few years producing special events for women’s initiatives such as domestic violence and human trafficking, says Dion Krischke, “ but our daughter has now stepped up as the Operations Manager at Three Rivers Paintball after college and I can see through her eyes, how important it is to meet and exchange ideas and information with other field owners. What works in Milwaukee may resonate in Tampa, or a new idea in Sacramento may work well in Europe! “

Sharing Best Practices, learning from each others mistakes and triumphs, as well as hearing from top business professionals will be offered Friday August 5th at the Four Points Sheraton, the former host hotel for the IAO.

“Educating field and store owners is one of the top priorities for our industry”, Dion Krischke goes on to say, “in this economy it’s more imperative than ever that we work together. Our Fields and Stores are the frontline to all customers. The smarter and more successful they become, the better off the manufacturers are at the top of the food chain. We’re all in this symbiotic relationship together.”

In addition to the business conference kicking off the weekend, there will be a Scenario Game offered by Mission Masters and a 10-man woodsball event produced by the UWL . And you can’t have a paintball festival without a trade show, parties and food!

Mark your Calendar and Save the Date! Details forthcoming in the New Year!

Contact: Debra Dion Krishcke
Debra@TeamEffortEvents.com
724-935-6100
Photos and interview available