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FOR IMMEDIATE RELEASE

Registration is open for the 2014 Cloth Diaper Business Conference
“Moving Forward Together”

Retailers, manufacturers, and diaper service business owners will gather for three resource packed days of information sharing, strategizing, and networking. [Retail Systems Research](#), a leader in retail analysis, will share their expertise regarding effective use of retail technology, and share pragmatic investments you can make to maximize your digital, and personal connection with your customers and grow your business. In addition to RSR’s evidence based retail presentations, the conference content will focus on the latest Consumer Product Safety Compliance guidelines, technology solutions for independent business owners, modernization of diaper services, consumer education classes, and garnering the most success from your social media marketing efforts.

The 2014 Cloth Diaper Business Conference will take place September 5-7th, in Las Vegas, NV, at the Las Vegas Convention Center. [Registration is now open for RDIA members and non-members.](#)

The Cloth Diaper Business Conference is organized by the [Real Diaper Industry Association](#). RDIA strives to make reusable cloth diapers the primary choice for babies’ parents and caregivers while emphasizing responsibility and sustainability through a focus on people, planet, and profit. RDIA works toward these goals by providing service and opportunities through business education, industry research, collaborative marketing, and group benefits.

To learn more about the conference, visit <http://www.realdiaperindustry.org>, email conference@realdiaperindustry.org or call Michelle Dominguez, RDIA Program Director at: (619) 204-7117. To learn more about RDIA and explore membership options, please contact Janelle Cridland, Executive Director – director@realdiaperindustry.org.

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