



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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### **ANTI-STEERING STRATEGIES PART OF IGA MARKETING CONFERENCE**

The Independence Glass Association's (IGA) 2008 Marketing Conference's opening address and initial presentation will focus squarely on preparing independents to combat steering around the country. The event will be held November 7-8 at the Mandalay Bay Convention Center in Las Vegas and is co-located with the International Autobody Congress and Exposition ([NACE](#)). The conference will contain two days of educational events, demonstrations, certification testing and a reception at Mandalay Bay Convention Center.

The evolution of the auto glass retail market continues to pick-up speed. These market fluctuations are creating a management & branding "gap" in the industry and independents must be ready to jump at new opportunities as they arise.

IGA's 2008 Marketing Conference has been designed to help independents take steps to prosper in a tight and fluctuating market. One key business practice to achieve these goals will be the continued pursuit of retail business that is being steered from independents by competitor-administrators.

[CLICK HERE](#) for a complete seminar schedule and to register.

[CLICK HERE](#) to learn about **FREE** IGA certification testing.

[CLICK HERE](#) for more information regarding the IGA.

The IGA is the only association dedicated to the needs of the independent glass companies in North America. Its members are also dedicated to the professional and ethical installation of glass in a safe and proper manner. IGA members are located in all 50 states and ten countries.

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