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SEPTEMBER 11, 2009	KATIE HODGE 540/720-7484 khodge@iga.org

2009 IGA FALL MARKETING CONFERENCE FEATURES STEERING SEMINAR

This November the Independent Glass Association's (IGA) Fall Marketing Conference will be featuring a seminar solely dedicated to the issue of steering in the auto glass industry. Allen Wood, executive director of the Collision Repair Association of California (CRA), will be sharing his experience from the recent hard-fought steering battle in California. Attendees will learn what worked in California and what went wrong. Wood's experience will be invaluable to any shop facing frustrating steering incidents.

With the deadline for discount registration quickly approaching, the time to register for the IGA Fall Marketing Conference being held November 6-7 is now. The IGA will be featuring two days of valuable education and networking opportunities in one of America's most exciting cities, Las Vegas. In addition to the educational opportunities, your registration will gain you admission to the NACE trade show, the Pilkington Classic Auto Glass Technician Olympics, and the Fourth Annual Walt Gorman Memorial Windshield Repair Olympics. Register now and make sure to reserve your pre-registration price before pre-registration ends on October 16.

For more information on seminars and the events that will be taking place, visit <http://www.iga.org/marketing.php>. Pre-register online by October 16 at <http://www.glassexpos.com/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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