



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

PATRICK SMITH 540/720-7484

**IGA MARKETING CONFERENCE TO STRESS
SUSTAINABLE BUSINESS PRACTICES**

Attendees of the 2008 Independent Glass Association (IGA) Marketing Conference will be able to attend an in-depth seminar on sustainable or “green” business practices. The conference 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.

Mike Boyle, president of GlasWeld in Bend, Ore., will present an hour-long seminar on increasing sales through environmentally friendly business practices to IGA conference attendees. Boyle is a leader in “clean” business practices in the auto glass industry and will present his program, which has been shown around the industry and around the world.

“Green is the buzz-word this decade,” stated Patrick Smith, IGA director of operations, “but there are real benefits behind the over-branded term. We invited Mike to show what independent auto glass companies can do to incorporate green business practices that benefit their companies, their communities and their children’s futures.”

The IGA Marketing Conference is designed to provide attendees with seminars directly related to providing business owners with educational tips to sell their services more effectively.

Also included in the conference’s registration fee is admission to the NACE Expo; the [Auto Glass Technician Olympics](#); and the [Walt Gorman Memorial Windshield Repair Olympics](#).

[CLICK HERE](#) for the full seminar program and to register for the 2008 IGA Marketing Conference. IGA members may pre-register for \$99; non-members will be charged \$129. Pre-registration closes October 17.

Qualified attendees to the 2008 IGA Marketing Conference also will be allowed to sit for the IGA’s AGRSS-registered auto glass technician certification exam for no additional charge—a \$149 value!

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

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