



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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IGA & Molloy LLC Launch CSR Training at Annual Conference in Las Vegas

Molloy LLC (Molloy) has become an official customer service representative (CSR) trainer for the Independent Glass Association (IGA). Under terms of the agreement Molloy will offer its Language Of Commitment™ (LOC) training program to IGA members at reduced rates. Molloy will begin its IGA member training at the 2008 Annual Conference and Spring Auto Glass Show™ May 1-3 in Las Vegas. Pre-registration for the event will tomorrow Friday, April 18.

“IGA members have a finite opportunity to grab customers. They compete with much larger companies that have access to many more resources,” commented IGA director of operations Patrick Smith. “The IGA believes that the Molloy program will increase our membership’s customer acquisition rates. We have seen this program work and it will work for us.”

Under terms of the agreement, the Molloy LOC training program is the only program of its kind the IGA will be promoting. Smith believes that the Molloy program augments IGA’s commitment to supporting the efforts of its growing membership by providing the best sales and service training available.

“We are very pleased to have established a close working relationship with the IGA and are committed to working with the IGA membership,” commented Dan Molloy. “We have developed our LOC program to improve sales for all IGA members.”

You can learn more about Molloy by visiting the company’s web page, www.molloyllc.com.

- continue to page two

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Pre-registration for the 2008 Independent Glass Association (IGA) Annual Conference and Spring Auto Glass Show™ will close this Friday, April 18. The event will be held May 1-3 at the Cashman Center in Las Vegas.

The event will contain three days of educational events, demonstrations, a golf tournament, networking events and a reception at The Golden Nugget Hotel & Casino.

Scheduled seminar topics include:

- Safelite and You – IGA will continue its dialogue with the management of Safelite/Belron US.
- General Session on Steering – Auto body lobbyist Bob Smith of Storm Appraisal & Management Service Inc. will speak to independents about introducing and passing anti-steering legislation.
- Grass Roots Initiatives – Attorney Erica Eversman of Vehicle Information Services has worked on behalf of causes for independent auto repair companies for many years. Come hear what her research has shown and her suggestions for countering steering and dealing with consumers.
- AGRSS Validation Program with A Special Bonus – IGA will pay the AGRSS registration fee for all IGA members who attend this session and become AGRSS-registered for the first time by June 30, 2008 – a \$225 value.
- IGA Certification Training – Renowned auto glass installation trainer Bob Beranek will conduct an intense two-hour training session for attendees, which will culminate with an opportunity for qualified technicians to sit for the IGA Auto Glass Technician Certification Exam.
- Insurance Company Panel Discussion – The insurance industry will sit down to visit with independents and discuss the issues that affect us all.
- NAGS Question & Answer Session – NAGS will be on hand to discuss its future.

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

[CLICK HERE](#) to register for the Annual Conference and Spring Auto Glass Show™.

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

[CLICK HERE](#) for more information on IGA's Auto Glass Technician Certification.

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.

