



FOR IMMEDIATE RELEASE

May 3, 2007

FOR MORE INFORMATION

Patrick Smith 540/720-7484

Independents' Days Conference and Spring Auto Glass Show™ Poised for Exciting, Educational Event

The Independent Glass Association's (IGA) Independents' Days Conference and Spring Glass Show this year promises to be as helpful as ever, with the following business-growth themed seminars representing just a slice of the topics to be covered during the busy three-day show.

Part of the opening day festivities on Friday, May 18, are back-to-back seminars providing tips on how to grow and staff your business. Beginning at 4:15 p.m. will be "How to Increase Your Business by 21% in 90 Days," hosted by Carl Tompkins of SIKA Corp. Tompkins will detail a program used by glass shops which has been proven to increase business significantly in a short time.

Immediately following at 5 p.m. is an adjunct to Mr. Tompkins' seminar, "How to Get the Best CSRs in the Country," to be moderated by Shawn Newport of Star Auto Glass in Erie, Pa. This seminar will feature CSRs as they share their perspectives and experiences on how to most effectively navigate their way through the varying demands of TPAs and network requirements.

On Friday at 11 a.m. a seminar will be presented by Rodger Pickett, vice president of Cindy Rowe Auto Glass in Harrisburg, Pa., titled "Branding and Marketing to Compete with the Big Guys." In this hour, Pickett will provide insights on marketing, branding and how to use these to best capture your local customer base.

Starting the final day of the conference off early is the seminar "Technology Update: Why the Yellow Pages May Not Work Anymore." Beginning at 8 a.m., this seminar will feature ways to adapt your business and business model to the increasing use of the Internet by customers to conduct business.

Rounding out the directly business-related seminars for the weekend is a seminar at 1 p.m. titled "Assuring Your Profitability Now and in the Future." Presented by David Carnahan of Mainstreet Computers, this hour will be spent going over ways to ensure

your business is running profitably both in the present and in the future. This financial tune-up is a can't-miss session!

The IGA Conference will be held May 17-19, 2007, at the Cashman Center in Las Vegas, with three days of educational events, demonstrations, a golf tournament, networking events and a reception at the Harley Davidson Café. Safety Advocate Ralph Nader is scheduled to give the keynote address. He will be speaking on Friday, May 18.

Pre-registration for the 2007 Independents' Days and Spring Auto Glass Show™ ends tomorrow! Attendees can save \$50 per person by pre-registering.

[CLICK HERE](#) to pre-register. All questions can be answered by calling 540/720-5584

To access a full seminar schedule, [CLICK HERE](#).

For more information regarding the IGA visit <http://www.iga.org/>

For more information on Ralph Nader, please visit www.apbspeakers.com.