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GANA Announces New Marketing Committee

(TOPEKA) - The Glass Association of North America (GANA) announced today that it has formed an association-wide Marketing Committee. The Committee will focus on several goals, including marketing:

- the benefits of GANA to potential industry members
- various products and services offered by GANA
- the benefits of glass in architectural design, and more.

The Marketing Committee will be chaired by Christine Shaffer, the marketing manager at Viracon. Her responsibilities at Viracon include overseeing the public relations and communications department as well as performing brand management, advertising, market research and analysis for Viracon and its products. She also directs the company's outside marketing agencies.

"It's an honor to help further the valuable services GANA provides to all of us in the glass industry," said Shaffer. "The committee will focus on ways to promote GANA as a whole along with synergistically promoting each division."

Shaffer began working in the glass industry 18 years ago as a member of the customer service team at Viracon. She then worked as a supervisor of the international sales department prior to becoming the product manager for Viracon's protective glazing/security glazing products. Shaffer assumed the responsibility for Viracon's marketing activities in 2000.

She holds a Bachelor of Science degree in marketing and management. Shaffer is an active participant in the glass industry. She has participated in activities with the Glass Association of North America (GANA), Protective Glazing Council, the American Society of Testing and Materials (ASTM), and SafeAmerica.

The GANA Marketing Committee will hold its first meeting during Glass Week. The event will take place at the Palms Resort Casino in Las Vegas on February 12-15th. To learn more, please visit the Glass Week website at www.glassweek.com.

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The Glass Association of North America provides the organizational structure for addressing the needs of a diverse membership. Comprised of the Building Envelope Contractors, [illegible]