

## **GANA and IGMA Exploring Closer Collaboration**

At the 2008 Glass Association of North America (GANA) Fall Conference in Dallas, the Insulating Glass Manufacturing Alliance (IGMA) and GANA announced that there have been ongoing discussions regarding closer collaboration between the two organizations since September 2007 with the potential to formalize this collaboration over a 3-year transition period. In early 2008, both IGMA and GANA formed Strategic Task Groups to closely study the implications of a closer IGMA-GANA relationship.

The objective for this effort between IGMA and GANA would be to consolidate all glass products under one umbrella group, thus capitalizing on economies of scale in advocacy, staffing, marketing, communication, and administrative costs. A collaboration between IGMA and GANA would also reduce the duplication of technical efforts and maximize funding and expertise for technical projects and research.

In support for these efforts, IGMA has distributed a Member Survey to solicit member feedback on various aspects of collaboration between the two organizations, identifying benefits, asking for members to identify other areas that may not have been addressed in the survey and asking for input regarding what this collaboration could look like as the two organizations move closer together.

“IGMA and GANA have collaborated in a number of areas in the past couple of years and this is a natural extension of those efforts,” Margaret Webb, IGMA executive director stated. “While there have been some preliminary discussions about what form this collaboration could take, both organizations are committed to representing the industry in Canada and the US and the IGMA Canadian office will continue business as usual.”

Following the GANA Fall Conference, GANA will also survey its membership to solicit member feedback on the collaboration from its member’s perspective. According to GANA Executive Vice President Bill Yanek, “GANA leadership sees great potential value in collaborating more closely with IGMA. This effort made great amount of progress since September of 2007. Once IGMA and GANA are able to discern member reaction to the proposed collaboration, our Strategic Task Groups will be able to move forward with a more definite idea of the structure of such collaboration.”

A joint meeting of the IGMA and GANA Strategic Task Groups is planned for later this year. At that meeting, the groups will review the results of both member surveys and develop a joint proposal, which would describe the parameters of an IGMA-GANA collaboration. Additionally, the joint meeting will be used to plan future steps in the collaboration process.

IGMA, a registered ISO 9000 organization represents the interests of certified insulating glass manufacturers, their suppliers and associates for both the residential and commercial insulating glass industry in Canada and the US.

GANA is comprised of the Building Envelope Contractors, Decorative, Flat Glass Manufacturing, Insulating, Laminating, Mirror and Tempering Divisions. GANA provides a forum for exchanging information and ideas and presenting a unified voice on matters affecting the glass industry and for developing the management and technical sophistication needed to remain competitive in a constantly changing business environment.