

Women on Board



Educating Women About Car Care and Automotive Careers, Vol. 11, No. 2

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President's Message

A Note from WB President Katie Noga

Hello and happy spring!

Did winter seem to be never-ending in your area this year? It certainly did here in the Chicago area and I can tell you first-hand, we are all more than ready for spring to arrive!

After the great success of the WB Winter meeting in Orlando, Fla., it would seem to be a hard act to follow for most organizations. But not so for the WB! Thanks to the hard work of Amy Antenora and the Meeting Committee members: Barb Bender, Beatrice Livioco, Karen Miller, Jennifer Ortiz and Chuck Udell, the summer program promises to be just as informative and exciting - and another meeting you won't want to miss.

The progress made by the WB during the past year has been outstanding. Since the summer 2007 meeting, I'm pleased to announce that eleven new members have joined our group. We have also re-signed eight sponsors and will continue to solicit more donations to

support the great programs of the WB.

The WB working committees continue to set and achieve goals that have been nothing short of astounding. I'm sure we'll all hear more about each committee's exciting projects during the Committee Review portion of the Boston meeting.

So mark your calendars for June 4-5 and be sure and get your registration form in before the early-bird cut-off date of May 2.

See you all in Boston!

Katie Noga
President, Car Care Council Women's Board

Register Today for the 2008 WB Summer Meeting- Agenda Now Available!

The early-bird deadline to register for the 2008 WB Summer Meeting at the InterContinental Hotel in Boston, Mass., June 4-5, is May 2, so register today! After the record-setting winter meeting held in Orlando, you'll want to be sure to make plans to attend the Boston meeting. This meeting will feature a day and a half of strategic planning geared toward encouraging women to enter the industry, and consumer education. [Click here](#) to register.

*Registration includes a Boston Duck Tour and group dinner on Wednesday, June 4, and a breakfast, lunch and cocktail reception on Thursday, June 5. Keynote speaker John Passante, The Organizational Development Group, will give a presentation on creating a positive culture in your workplace. A speed networking session is also included in the agenda, so registrants are advised to bring plenty of business cards. [Click here](#) to view the agenda.

[Click here](#) to download the registration form.

**Please note: Registration fees have been discounted \$150 from the winter 2008 meeting to offset the increased hotel cost for this meeting.*

WB Sponsorship Opportunities

Opportunities knock for aftermarket companies to support the Women's Board's 2008 initiatives. Sponsorship is available on four levels: platinum (\$5,000), gold (\$2,500), silver (\$1,250) and bronze (\$500). Our sponsors help fund all our exciting programs, including the Automotive Communications Awards and the Women's Board Reception at AAPEX. [Click here for the application form.](#)

WB 2008 Scholarship Application Now Available

Every year, WB offers two types of scholarships: a high school scholarship and a technician scholarship. The high school scholarship is available to female high school students who plan on pursuing a career in the automotive field after graduation by attending an ASE-certified, post-secondary automotive technology program. The technician scholarship is available to women who have completed at least one year in an ASE-certified, post-secondary automobile technology program, and plan on entering the automotive field after graduation.

In 2008, for high school students, up to three scholarships of \$1,000 will be awarded, in addition to a free student membership to the Car Care Council Women's Board. For the post-secondary students, two women will be awarded scholarships, one for \$1,500 and one for \$2,500. Both women will also receive free student memberships to the Car Care Council Women's Board. In addition, the \$2,500

scholarship winner will be awarded a trip to Las Vegas, Nev. to receive the award at the Car Care Council Women's Board annual awards reception, scheduled for Tuesday, Nov. 4, 2008. The reception is part of the Automotive Aftermarket Products Expo (AAPEX), during Automotive Aftermarket Industry Week (AAIW) in Las Vegas.

Specific requirements are listed on the application, and applications must be submitted by May 15, 2008. Winners will be notified in July 2008. Eligible applicants can [click here to download the application](#). For more information, contact Beatrice Livioco at 301-654-6664 or e-mail beatrice.livioco@aftermarket.org.

2008 Automotive Communications Awards (ACA) Entries Now Being Accepted

Consumers are becoming more interested than ever about their cars. Proper vehicle maintenance is a proven way for consumers to save money, time and energy. The Car Care Council Women's Board and the Automotive Communication Council applaud those companies and agencies that provide automotive information to consumers and the trade professionals who interact with them on a daily basis. Whether it be through outstanding advertising, marketing, merchandising and/or effective PR, these two organizations would like to recognize their efforts through the Automotive Communications Awards (ACA) competition.

New this year, two best-in-show (Business-to-Consumer and Business-to-Business) awards will be announced and presented. Entries for the 2008 Automotive Communications Awards are due by Friday, Sept. 5. [Click here](#) for the entry form. For more information on the 2008 ACA awards, contact Beatrice Livioco at 301-654-6664 or e-mail beatrice.livioco@aftermarket.org.

April is National Car Care Month - A Good Time to Take Control of Your Gas Expenses

April is National Car Care Month, the time of year to focus on taking better care of your second largest investment. Especially now, with record-high gas prices, regular vehicle maintenance is even more important as it can increase gas mileage by as much as 10 percent, according to the Car Care Council.

“Consumers cannot control the price of gas at the pumps, but they can control the amount of gas they use,” said Rich White, executive director, Car Care Council. “The condition of tires, air filters and spark plugs can impact fuel economy and these components can be easily checked on a regular basis.”

During April, many auto repair shops and parts stores throughout the country celebrate National Car Care Month by offering special discounts on parts and service, handing out free Car Care Guides and hosting vehicle check-up events in the community. At these events, businesses volunteer their time to check components on vehicles that typically get overlooked, including tires, air filters, lubricants and fluids, belts and hoses, battery cables and lights. These free vehicle check-up events emphasize the importance of preventive maintenance and educate consumers about how to take proper care of their cars.

In 2007, results of car care events showed that consumers are neglecting their cars, with eight out of 10 vehicles failing at least one component of the vehicle inspection process. Low tire pressure, which decreases gas mileage and tire life, was found on 14 percent of the cars inspected, while 24 percent had worn tread and were in need of replacement. Of the vehicles checked, 24 percent had dirty air filters, which can also decrease gas mileage and increase emissions, and the “check engine” light was on in 12 percent of the vehicles. Problems with lubricants and fluids were also found in 27 percent of the vehicles inspected, which can affect the car's performance and damage internal parts if not properly maintained.

“Each year, car care events routinely identify that consumers are not taking proper care of their vehicles and in many cases, this amounts to spending more money at the pump than necessary,” said White. “If you don't have the opportunity to visit a car care event in April, at least commit to having the vehicle checked on a regular basis to make sure it's running at optimal performance.”

Motorists should check with their repair facility to identify the nearest car care event or visit the Car Care Council Web site, www.carcare.org, for more information.

The Car Care Council is the source of information for the "Be Car Care Aware" consumer education campaign promoting the benefits of regular vehicle care, maintenance and repair to consumers. For a copy of the council's Car Care Guide or for more information, visit www.carcare.org.

New Version of Car Care Guide Shows How to Save Gas and Drive Green

New sections on Fuel Economy and Environmental Awareness have been added to the Car Care Guide to show consumers how to get better gas mileage and make their vehicle environmentally friendly. Published by the Car Care Council, the guide is a popular consumer give-away at repair shops and retail stores.

The Fuel Economy section covers the parts of the car that need proper maintenance in order to maximize efficiency and save money at the pump. It recommends typical service intervals and includes questions to ask the automotive repair technician.

The section on Environmental Awareness explains how motorists can do their part to protect the environment in terms of driving habits and vehicle maintenance. This section has tips on Driving Green and lists the components of a vehicle that should be routinely checked to make sure a car's performance is as environmentally friendly as possible.

"The new sections are designed to help people better understand that the amount of gas they use is directly related to how they maintain and drive their vehicle," said Rich White, executive director, Car Care Council.

The Car Care Guide uses easy-to-understand everyday language, instead of technical automotive jargon, and fits easily in a glove box. The guide covers the most common preventative maintenance occasions and procedures that need to be performed to keep cars safe, dependable and efficient. It also includes descriptions of 12 major vehicle systems and parts, and a list of questions to ask when maintenance or repair procedures are being done on a car. A Car Care Checklist reminds motorists what vehicle systems need to be maintained and when service or repair should be performed.

Single copies of the guide can be ordered on the Car Care Council Web site at www.carcare.org.

The Car Care Council is the source of information for the "Be Car Care Aware" consumer education campaign promoting the benefits of regular vehicle care, maintenance and repair to consumers. For more information, visit www.carcare.org.

Bud Bilanich Authors "Straight Talk for Success"

Bud Bilanich, "The Common Sense Guy," has just released his newest book, *Straight Talk for Success*. Bilanich was featured as the keynote speaker at the Women's Board 2008 Winter Meeting in Orlando, Fla., where he presented his practical tips for business success.

In "Straight Talk for Success," Bilanich becomes your guide and mentor for career and life success. He shares with you what he's learned about career and life success, and the five things all successful people have in common.

- Successful people are self confident.
- Successful people have powerful personal impact.
- Successful people are outstanding performers.

• Successful people have excellent communication skills.

• Successful people are interpersonally competent.

He shares his personal success and disappointment stories; and tells other people's stories that he finds inspiring. He augments these stories with checklists of things that you can do to become a success in your life and career. He provides access to a [downloadable workbook](#) that will help you apply the ideas he presents.

Straight Talk for Success is directed at young and mid-career professionals. But anyone feeling a little stuck in his or her career, or who needs a little shot of motivation will find it helpful. It is a comprehensive roadmap for success. For more information, visit www.straighttalkforsuccessbook.com.

Shift Forward at the 2008 Global Automotive Aftermarket Symposium

To emphasize the dramatic changes taking place in the aftermarket and how companies can gain a competitive edge, the theme for the 2008 Global Automotive Aftermarket Symposium (GAAS) is "Shift Forward." This year's symposium will be held May 20-21 at the Hyatt Regency O'Hare in Chicago, Ill., and will cover most sectors of the global aftermarket economy giving it a distinctively "international" flavor.

A perspective on the aftermarket in China will be provided by Steve Ganster, a founder of Technomic Asia and the managing director of the organization. Ganster has extensive experience across multiple industries and geographies through more than 25 years of international consulting.

Fotios Katsardis, managing director of TEMOT, Europe's largest aftermarket parts program group, will look at the opportunities for U.S. manufacturers and distributors to work with the European Union independent aftermarket.

A view of the global car market will be supplied by Neil De Koker, founding president of the Original Equipment Suppliers Association (OESA). In his presentation, "The Shifting OE Scene from Detroit to Tokyo, to Shanghai, to New Delhi," De Koker will provide a current overview of the original equipment market and the opportunities available to the aftermarket.

William A. Strauss, senior economist and economic advisor, Federal Reserve of Chicago, will look at the state of the U.S. economy and the near-term outlook. He will look further at the health of the automotive sector and the overall global economy.

Finally, Mike Hanley, partner and global automotive industry leader, Ernst & Young, will share trends and insights from his company's work among the many diverse industries they work with around the world. These "mega trends" have or will soon impact the global automotive industry, including: consolidation and restructuring, operating profit issues, regulatory compliance and risk management, emerging markets and preserving knowledge and competency.

In addition to a global viewpoint, "hot" topics relevant mainly to the U.S. aftermarket will be covered, including: telematics, private label vs. branded products, promoting dialogue among suppliers and technicians, the importance of government affairs to a company's overall strategy, and a look at how today's independent repair shops make their choices when it comes to selecting one parts source over another.

GAAS is also well known for the latest information on the financial sector of the industry. A panel will look at "Private Equity and The Aftermarket" and Tony Cristello of BB&T Capital Markets will return to look at "Wall Street's View of the Aftermarket."

In addition, R. L. Polk & Co. will present their Inventory Efficiency Awards for 2008 and John Washbish of the Affinia Group, will convene

a panel of the next generation leaders titled "Family Affairs" that will look at issues related to family-owned businesses in the aftermarket.

For a complete agenda for the symposium and speaker bios, visit www.globalsymposium.org.

Women's Board Mission Statement

The Women's Board is comprised of professional men and women who are dedicated to getting information to female audiences concerning educating women about car care and encouraging young people to investigate "automotive" as their career choice. Members are dedicated to informing female audiences about proper vehicle maintenance and safety, and encouraging young people to investigate the variety automotive career opportunities available to them.

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