

Women on Board



Educating Women About Car Care and Automotive Careers, Vol. 11, No. 3

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President's Message

A Note from WB President Katie Noga

Hello! I hope this finds you well and enjoying summer activities with family and friends. Thanks to all of you who attended the Boston meeting in June. It was a pleasure to see many of our long-standing members as well as welcome three new members. Your participation made this the second highest in meeting attendance in WB history!

The goal of the WB is to provide our members with meaningful programs which offer both personal and professional growth. And thanks

to Amy Antenora and the Meeting Committee members, Barb Bender, Beatrice Livio, Karen Miller, Jennifer Ortiz and Chuck Udell, the Boston meeting definitely met these criteria.

Keynote speaker John Passante shared his thoughts on the importance of creating a positive culture in the workplace. Passante defines culture as the company's values, beliefs, purpose, passion – the heart and soul.

Pat Nailor, representing the ASCA school counselors, offered many ways to effectively communicate career opportunities to counselors. Thanks to her, WB's Industry Relations Committee has developed many new goals to ensure school counselors are informed and updated on aftermarket career opportunities.

With more than 30 years of aftermarket experience, Barry Steinberg, CEO of Direct Tire and Auto Service, spoke candidly about the current business climate, market trends and the future of the aftermarket.

Working committees continue to be a solid part of the WB and the dedication of committee members to set and achieve goals has been nothing short of astounding. (For an update on each committee, see the Committee Updates Section of this newsletter.)

Thanks, once again, to everyone who made the WB Summer 2008 meeting so successful. I look forward to seeing each of you at the WB Automotive Communication Awards reception on Tuesday, Nov.4 in Las Vegas.

Be sure to mark your calendars for the WB 2009 Winter meeting Feb. 26-28 in San Diego. More details will be provided soon for what promises to be another extraordinary program.

Katie Noga
President, Car Care Council Women's Board

2009 Winter Meeting Registration Now Available

Registration for the 2009 WB Winter Meeting at the Sheraton San Diego Hotel & Marina, Feb. 25-26, is now available. Registration includes a group dinner on Wednesday, Feb. 25, and breakfast, lunch and a cocktail reception on Thursday, Feb. 26, as well as a San Diego City Experience. A complete agenda will be available in December.

[Click here](#) to register for this day and a half of strategic planning geared toward encouraging women to enter the industry, and consumer education.

Committee Goals/Updates

Scholarship Committee

- * Increase the number of applications for WB scholarship by posting scholarship applications on the internet, such as scholarship Web sites and blogs.
- * Create scholarship fundraising materials to help increase funding for scholarships.
- * Increase awareness of scholarship sponsorship opportunities at industry events, such as AAPEX.

Consumer Education Committee

- * Develop financial proposal for board consideration to provide heightened support for Car Care Clinics.
- * Provide ongoing support to Car Care Clinics.
- * Frequently asked questions (FAQs) and testimonials.

Recruitment and New Members Committee

- * Recruit additional members from AAIA, MEMA and (NEW in 2008) AIA Canada.
- * Encourage current members to become active in the Women's Board.

Industry Relations Committee

- * Develop printed brochure/handout for school guidance counselors and parents by next WB meeting.
- * Arrange to participate in school counselor event in conjunction with next WB meeting.
- * Each committee member to complete a professional bio and provide head shot for recruitment materials and for to-be-developed Web site.

Membership and Special Program Committee

- * Continue success of ACA program and Aftermarket Woman of the Year.
- * Continue personal development at WB meetings by having a silent auction for money to pay a speaker.
- * Publicize successes and accomplishments of WB members.
- * Recognize WB membership anniversaries.
- * Consider creating WB membership plaques for in AAPEX booths.

2008 WB Scholarship Winners

The Car Care Council Women's Board (WB) Scholarship Program is in its fifth year of awarding scholarships to female students pursuing education to prepare them for a career in the automotive aftermarket. The Women's Board is pleased to announce the WB scholarship winners for 2008. Congratulations to Stephanie Spalding of Newburyport, Mass. who won the \$1,000 high school scholarship and Crystal Rossman of Madison, Wisc. who won the \$1,500 technician scholarship.

Juanita Dodson of Red Boiling Springs, Tenn. won the \$2,500 scholarship and will be honored during the Women's Board reception at AAPEX 2008 in Las Vegas, Nev.

As in previous years, the scholarship committee will be putting together thank-you packets of "goodies" for everyone who submitted an application. The packets, compliments of the WB, will be filled with giveaways from member companies, and will serve as acknowledgement of the enthusiasm and ambition of those who took the time to apply for our scholarship.

If you are interested in including giveaways from your company in the packets, **please send 40 of each item by July 31** to Beatrice Livio, Car Care Council Women's Board, 7101 Wisconsin Ave., Suite 1300, Bethesda, MD 20814.

Please note: Only current Women's Board member companies are eligible to participate in the goodie bag giveaway program.

Hundreds Take Part in Inaugural Women's Car Care Clinic Sponsored by Belle Tire and Monroe

Nearly 300 female motorists in the Detroit area set aside their Sunday afternoon this past weekend to learn more about important vehicle maintenance topics through an innovative car care clinic sponsored by Belle Tire and the Monroe shocks and struts brand of Tenneco Inc.

Held at Belle Tire's corporate headquarters in Allen Park, Mich., the Car Care Clinic for Women featured several hands-on workshops covering underhood, tire, steering and suspension, visual warning indicators, and general education topics, with each workshop developed specifically for and led by women. Workshop facilitators included SCCA Pro Rally champion Gail Truess; former SCCA racing driver, precision/stunt driver and CART/Champ Car Pace Car Team member Allison Altzman; school teacher, former racer and Champ Car Pace Car Team veteran Stacy Kuhn; University of Toyota instructor Frankie Marrow; and drag racer and Richard Petty Driving Experience teacher Stephanie Reaves.

In addition to team workshops, each participant had the opportunity to participate in the Monroe Ride & Drive experience. This fun and exciting behind-the-wheel training program enables consumers and professional technicians to compare the steering, stopping and stability characteristics of a variety of popular late-model vehicles equipped with worn shocks and struts and identical vehicles with new shocks and struts.

Belle Tire was a fantastic partner in this event. They did an exceptional job of developing workshop content that would resonate among women of all ages," said Susan Ulrey, executive director, sales operations and customer service, North American Aftermarket, Tenneco. "There's a huge need for this type of educational experience for motorists and it represents a significant opportunity for

Belle Tire and other businesses that install Monroe products.â€•

Ulrey said the Monroe Ride & Drive experience, which already has trained more than 150,000 technicians across North America, will likely be expanded to include more consumer-oriented events in keeping with the Monroe brandâ€™s commitment to growing the ride control market.

â€œTenneco is taking a leadership role in providing hands-on education for consumers, just as we have in addressing the training needs of aftermarket professionals,â€• she said. â€œThe Monroe Ride & Drive is the ideal way for technicians and consumers alike to feel the potentially dangerous effects of driving with worn shocks and struts. Women who got behind the wheel for our Ride & Drive session in Detroit told us it really opened their eyes to the need for steering and suspension maintenance.â€•

Tenneco is a \$6.2 billion manufacturing company with headquarters in Lake Forest, Ill., and approximately 21,000 employees worldwide. Tenneco is one of the worldâ€™s largest designers, manufacturers and marketers of emission control and ride control products and systems for the automotive original equipment market and the aftermarket. Tenneco markets its products principally under the MonroeÂ®, WalkerÂ®, GilletÂ„ç and CleviteÂ® Elastomer brand names.

To view videos from this event, go to <http://www.search-autoparts.com/Videos>.

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.

Woman of the Year

Every year during their reception at AAPEX, the Car Care Council Womenâ€™s Board awards its Aftermarket Woman of the Year Award. Winners are chosen by the Womenâ€™s Board executive committee based on her longevity in the aftermarket, her career accomplishments, her leadership capabilities and dedication to the automotive aftermarket industry. For information on past winners, [click here](#).

To submit a suggestion for a future Woman of the Year recipient, e-mail womensboard@carcare.org.

School Counselors to Promote Industry Careers for Women

One of the Women's Board's goal is to promote career opportunities for women in the automotive parts and service industry. Patricia Nailor, of the American School Counselors Association, provided the WB with tips on communicating with local counselor associations in getting information to students. For more information on your local school counselor association, visit to <http://www.schoolcounselor.org/>

For more tips on working with school counselors and to view Patricia Nailor's presentation, [click here](#).

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.

Silent Auction

The Women's Board Membership and Special Programs Committee is considering doing a silent auction to raise money for the WB scholarship program and professional development initiative. The committee is requesting that gifts be donated by WB member companies. Suggested gifts include autographed memorabilia, electronics and gift cards.

Please e-mail Beatrice Livioco at beatrice.livioco@aftermarket.org by Thursday, July 31 if you are interested in participating in the auction. For more information, call 301-654-6664.

"Lauren Fix's Guide to Loving Your Car" - Now Available

America's award winning automotive expert, Lauren Fix, has all the tools you'll need to purchase, care for and repair like a pro. Lauren Fix, aka The Car Coach®, offers essential, approachable, easy-to-understand advice for every car owner with her new book *Lauren Fix's Guide to Loving Your Car*. Going beyond standard car care books, Lauren explains:

- How to select the best car for your lifestyle.
- Essential maintenance for your car.
- How to talk to your car mechanic in language you can both understand.
- What to have ready in case of a crash or emergency.
- Driving tips for all kinds of weather and traffic conditions.
- Safe driving under all road conditions.
- How to master easy car repairs and which repairs to steer clear of.
- Plus much more!

To order your copy, go to <http://www.laurenfix.com/>.

Meet-a-Member Profile

With the success of the "Meet-a-Member" presentations at past Women's Board meetings, the WB would like to feature a new member in each Women on Board newsletter. If you are interested in being featured or would like to see another member featured, email women@carcare.org with your suggestions.

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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