

**Women** on Board



## Educating Women About Car Care and Automotive Careers, Vol. 12, No. 1

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### President's Message

*A Note From WB President Katie Noga*

The city of San Diego, Calif. welcomed the Women's Board with warm, sunny weather in late February. And, for those of us from winter climates, it was a welcome break. Thanks to all our members who made the trip to San Diego and helped to make this meeting a great success.

Thanks to the Meetings Task Force the agenda contained many timely and informative topics. Smith Barney's Margo Shepard offered good advice on the journey toward financial independence. Susan Ulrey, Tenneco, Inc., presented highlights from the successful women's car care clinic held by Monroe and Belle Tire. Valuable basic vehicle maintenance tips were offered by Kelly Williams from An Ounce of Prevention. Successful recruiting and the importance of education in today's marketplace were presented by Julie Becker-Myers, Northwood University, while Beth Skove, Babcox, updated us on the value of social networking tool LinkedIn in today's fast-paced electronic world. And, thanks to NASCAR's Jessica Forrest for her informative and entertaining presentation as the "Meet-a-Member" speaker.

The importance of the "Be Car Care Aware" (BCCA) program for 2009 was presented by Rich White, AAIA, for the U.S. and Patty Kettles, AIA Canada, for Canada. BCCA continues to gain momentum and recognition in both markets with many success stories recorded to date. With today's tough economic conditions, maintaining vehicles becomes increasingly important.

Working committees continue to be a solid part of the WB and I'm pleased to recognize two new committee chairs: Heidi Herrera, R. L. Polk & Co., for the Industry Relations Committee and Marion Posen, Mobile Air Conditioning Society (MACS), for the Membership and Special Programs Committee. The committees continue to set and reach their goals at an astounding pace.

A key goal for the WB is to educate high school and college counselors on career opportunities within the aftermarket. Chuck Udell, Essential Action Design Group, presented a great concept for "aftermarket career week." A call to action was requested from all our members and the Membership and Special Programs Committee will work with him on this program.

Be sure to mark your calendars for the next WB meeting which is scheduled for early June 2009. You won't want to miss the chance to experience the excitement of a WB meeting.

Katie Noga  
President, Car Care Council Women's Board

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### Women's Board 2009 Winter Meeting

Aftermarket professionals from throughout the industry gathered at the Sheraton San Diego Hotel & Marina in San Diego, Calif. for a day and a half of strategic planning geared toward encouraging women to enter the industry and consumer education.

[Click here](#) to view presentations from this meeting and [click here](#) to view photos.

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### WB 2009 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 2009, for high school students, one scholarship of \$1,000 will be awarded, in addition to a free student membership to the Women's Board of the Car Care Council. For the post-secondary students, three women will be awarded scholarships, two for \$1,000 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. 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 22, 2009. Winners will be notified by August 2009. 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](mailto:beatrice.livioco@aftermarket.org).

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### WB Sponsorship Opportunities

Opportunities knock for aftermarket companies to support the Women's Board's 2009 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, the Women's Board scholarship program and the WB Reception at AAPEX. [Click here for the application form.](#)

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## 2009 WB Committee Goals

### Scholarship Committee

- Increase scholarship awareness through various Web sites, including fastweb.com and scholarships.com
- Increase our scholarship awareness through media, such as *Tomorrow's Technician* article
- Offer additional \$1,000 scholarship to a female technician currently in school
- Increase funding for scholarships

### Consumer Education Committee

- Develop Women's Car Care Clinic guide
- Provide ongoing support to Car Care Clinics

### Recruitment and New Members Committee

- Network with more potential members via LinkedIn
- Encourage current members to become active in the Women's Board

### Industry Relations Committee

- Create Facebook social networking page
- Contact local counselors regarding careers in the automotive aftermarket

### Membership and Special Program Committee

- Continue success of ACA program and Aftermarket Woman of the Year
  - Support Automotive Aftermarket Career Week
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## Join the Women's Board Group on LinkedIn!

Connect with Women's Board members and others in the aftermarket industry on LinkedIn. Also, get the latest news directly from WB members and participate in discussions online! [Click here](#) to join.

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## Aftermarket Career Week

Participate in Aftermarket Career Week, a week to promote aftermarket scholarships and job opportunities. To participate, meet with local high school and technical schools to introduce the aftermarket as a viable industry to enter. WB members are encouraged to discuss

information regarding the numerous scholarships for those studying to work in the aftermarket in addition to free student membership to the WB.

For more information on how to get involved, [click here](#) to view a presentation by Chuck Udell, Essential Action Design Group or email Chuck Udell at [chuckudell@msn.com](mailto:chuckudell@msn.com).

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### **Join the Automotive Communication Council in Austin, Texas**

With financial resources stretched thin, today's aftermarket communicators and marketers have to work smarter and more creatively than ever. The Automotive Communication Council (ACC) will examine this subject, as well as other timely topics, at the ACC 2009 conference, May 18-20 in Austin, Texas. [Click here](#) to register.

ACC members and guests will not want to miss the conference's keynote speaker - Steve Marks, senior vice president of marketing/advertising, Aftermarket Auto Parts Alliance, Inc. His topic will be "Change Today, Win Tomorrow!" Bonnie Caver, president and founder of Caver Public Relations, will also be discussing a timely topic with "How to Market Effectively and Creatively in Distressed Times." [Click here](#) for a full list of speakers and topics.

All members and non-members are welcome, and the early-bird deadline is April 10. [Join ACC in Austin for 2009's "must-attend" aftermarket communication event.](#)

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### **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.

Click [here](#) to unsubscribe

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