



Thank you for your interest in the Car Care Council Women's Board (WB). The WB is comprised of professional women and men, including motor sports figures, service shop owners, technicians, service writers, association and company executives and consultants,

who are dedicated to informing female audiences about proper vehicle maintenance and safety, while encouraging young people to investigate automotive career choices. The WB and its parent group, the Car Care Council, merged with the Automotive Aftermarket Industry Association (AAIA). AAIA is the home of the "Be Car Care Aware" consumer education campaign. The board works closely with AAIA and acts as an advisory board to the "Be Car Care Aware" message, which dovetails with the WB goals.

Other areas in which the board is active include:

#### ***The Women's Automotive Communications Awards (WACA)***

This awards reception, held during AAPEX in Las Vegas, rewards companies/agencies who provide automotive information to women through outstanding advertising, marketing and PR efforts.

#### ***Women's Board scholarships***

The Women's Board awards annual scholarships to a female students studying to enter the aftermarket. Scholarships are presented during the Women's Board reception during AAPEX.

#### ***Distribution of information***

The board uses conventional media, industry trade shows and women's consumer shows to spread the message to women about car care and automotive careers. The board distributes a bimonthly newsletter titled *Women on Board*, full of information about women in the industry.

#### ***Articles for women written by women***

Board members contribute editorial columns designed for women readers. These are distributed semi-annually in the Car Care Supplement to 2,000 daily and weekly newspapers and on the Internet.

#### ***Affiliation with women's programs***

The WB encourages businesses to work with girls'/women's groups to foster interest in automotive maintenance and careers.

**For more information, visit the WB Web site at <http://women.carcare.org> or e-mail [womensboard@carcare.org](mailto:womensboard@carcare.org).**

**This form serves as your invoice. Please copy it for your records.**

### Women's Board Membership Levels

#### Advisory Board Members - Fee \$500

These members are the leaders of the Women's Board. They are committee chairs and/or committee members. Their company must be member of AAIA. Other responsibilities include:

- attending bi-annual meetings
- implementing and sponsoring programs
- actively recruiting membership
- establishing the direction of the Women's Board (WB).

These members have access to all information on the WB Web site and receive a certificate of membership and all WB materials. They are recognized on the Web site and may post their career paths on the site.

#### Professional Associate Members - Fee \$250

These members actively support the WB mission and when possible, participate in activities that are promoted or sponsored by the WB. Other responsibilities include:

- promoting communication and advertising targeted towards women
- actively recruiting new members
- serving on various committees.

These members have access to all information on the WB Web site and receive a certificate of membership and all WB materials. They are recognized on the Web site and may post their career paths on the site.

#### Sponsor Members - Fee \$250

These members support the WB mission and its activities. They are recognized on the WB Web site and receive all e-mail distributed materials.

#### Student Members - No Fee

These members actively support the WB mission and when possible, participate in activities that are promoted or sponsored by the WB. These members receive a membership certificate and all e-mail distributed materials. They are recognized on the Web site and may post their career paths on the site.

Name \_\_\_\_\_

Company \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Company Web site \_\_\_\_\_

Referred by \_\_\_\_\_

Advisory Board Member  Professional Associate Member  Sponsor Member  Student Member

Membership Fee \$ \_\_\_\_\_

Please accept a donation in addition to my membership \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

Check enclosed

(Make payable to Car Care Council Women's Board)

I authorize Car Care Council to charge my  Visa  MasterCard  AmEx

Card number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Return this form to: The Car Care Council, Attn: Women's Board, 7101 Wisconsin Ave., Suite 1300, Bethesda, MD 20814, Tel: 301-654-6664, Fax: 301-654-3299. To cancel this membership, forward a letter to the Women's Board by registered mail at least 30 days prior to the cancellation date.*