



## ***Get Connected . . . 2010 Women's Industry Network Conference***

May 2-4, 2010  
Peabody Orlando Hotel  
Orlando, Florida  
**General Agenda and Registration**

### ***What makes the 2010 WIN conference so special?***

It's simple. We make the conference about you.

Our conference content is designed to provide anyone with a desire to enhance performance and build their business acumen with the right mix of information in a format that is sure to energize and challenge.

### ***Registration in three easy steps . . . .***

1. Review attached registration form and make appropriate agenda selections
2. Complete personal and payment information
3. Send to WIN via fax or mail

### ***Remember to finalize travel arrangements!***

Attendees should contact the hotel directly and mention our WIN Conference for a special rate option while space is available. Don't wait until the last minute – call today!

The Peabody Orlando Hotel  
407-352-4000  
9801 International Blvd.  
Orlando, Florida 32819

Conference Fee: \$295.00  
Hotel Rate: \$139.00 (limited space is available!)

## **Meet the Keynote Speakers**

### ***Sasha ZeBryk, President of Sasha Speaks Seminars - "Hook 'Em, Book 'Em, Keep 'Em"***

Sasha ZeBryk shows professionals how to stand out in the market place. She has helped thousands of people boost their business and their industry reputation through speaking, networking and self-marketing skills. Speaker, author and executive coach, Sasha teaches business owners and associates the secrets to success. Sasha holds a Bachelor's Degree in English. She has served on the board of directors for the National Speakers Association of New England, where she received the President's Award. She also received the Business Women of the Year award in Massachusetts.

### ***Kathleen Schmatz, President & CEO, Automotive Aftermarket Industry Association – "Collision Repair Industry Update"***

Kathleen Schmatz is a nationally recognized advocate of the automotive aftermarket. She is frequently sought after by the media, most recently appearing on the NBC "Today" Show and being interviewed by the New York Times. Schmatz has served as an officer of the Auto International Association and the Automotive Communications Council, and was the founding president of the Car Care Council's Women's Board. She has also contributed as a curriculum advisor to Northwood University and as chair of AAIA's Marketing Communications Committee. In 2001, she was named the Auto International "Person of the Year," and received the Car Care Council's Vision Award. Kathleen has also received the Distinguished Sales and Marketing Award from the American Marketing Association, and was the 1991 Woman of the Year- Initiative Award recipient of the Women's History Project.

### ***Susan Mazza, Managing Partner, Clarus Consulting Group, LLC - "Random Acts of Leadership"***

Susan has worked with organizations and leaders for over 20 years to substantially improve the performance of their organizations and their people. With her unique understanding of human systems and an unquenchable thirst to unlock the potential of the human spirit, she has worked successfully with people around the world in business, as well as with non-profits and in K-12 education. A hallmark of Susan's success in such diverse organizations is her ability to transform leading edge theory into pragmatic strategies and practical applications which significantly improve performance and inspire people to step out of their comfort zone to realize their full potential.

### ***Kim Hazelbaker, Senior Vice President, Highway Loss Data Institute – "FUTURE SHOCK: How Advances in Technology, Safety and the 'Disposable Car' Affect Vehicle Repairability"***

As Senior Vice President, Mr. Hazelbaker has a leadership role in all aspects of HLDI's mission focused on gathering, processing, and publishing insurance data concerned with the human and economic losses associated with owning and operating motor vehicles. Mr. Hazelbaker has been with HLDI for twenty-one years, initially joining as Director of Statistical Analysis. He has held technical and management positions with the Bureau of the Census and the bureau of Labor Statistics. Mr. Hazelbaker holds a Master's Degree in economics and statistics and a Bachelor's Degree in business from the University of Missouri.

## Conference Agenda

*\*please plan travel so you may attend our welcome reception Sunday evening*

### May 2

Registration starts at noon.  
7:00pm Welcome Reception

### May 3

8:30am Conference Kickoff and General Session  
Keynote: "Hook 'Em, Book 'Em, & Keep 'Em"  
Presented by: Sasha ZeBryk, President, Sasha Speaks Seminars  
WIN Icebreaker ... *Get Connected*  
"Collision Repair Industry Overview and Update"  
Presented by: Kathleen Schmaltz, President & CEO, Automotive Aftermarket Ind. Association

12:00pm Lunch

1:30pm–5:00pm *Breakout Rotations: Attendees may designate their preference*

- "Supplier Diversity" presented by: Kristen Felder
- "Managing Relationships to Get the Best Repair Experience" presented by: Mike Anderson
- "The Art of Creating Accountability" presented by: Susan Mazza
- "Engaging & Inspiring Employees" presented by: Jack Farnan
- "Introduce Yourself in Technicolor" presented by: Sasha ZeBryk

7:00pm WIN Gala Dinner at *Cuba Libre*

### May 4

7:30am WIN 2010 Scholarship Walk – *An energizing fundraising event!*

9:30am General Session  
Keynote: "Building Relationships as the Foundation for Our Success"  
Presented by: Susan Mazza, Managing Partner, Clarus Consulting Group, LLC  
"FUTURE SHOCK: How Advances in Technology, Safety and the 'Disposable Car' Affect Vehicle Repairability"  
Presented by: Kim Hazelbaker, Senior Vice President, Highway Loss Data Institute

12:00pm Lunch & WIN Annual Membership Meeting

1:15pm Panel Discussion: "DRP vs. Non-DRP . . . Insurance and Collision Repair Centers – Optimizing the Relationship"  
Facilitated by: Mike Condon, President, Condon Consulting, LLC

3:00pm-3:30pm Official Closing of 2010 WIN Conference

#### **IMPORTANT NOTE:**

**You must be a member to attend the conference. Are you a new member? \_\_\_Yes\_\_\_No**

**The membership fee for 2010 is \$75.00 and will be added to your conference registration fee.**

## **Conference Registration - \$295.00**

### **Personal Information**

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Title/Position: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_  
Preferred Primary Phone Number: \_\_\_\_\_  
Mobile Number (if applicable): \_\_\_\_\_  
Email: \_\_\_\_\_  
Month/Day of Birth (optional): \_\_\_\_\_  
Industry segment you represent (repairer, rental company, student, etc.) \_\_\_\_\_  
Emergency Contact Name/Number: \_\_\_\_\_  
Please note special dietary needs: \_\_\_\_\_  
Pursuant to the Americans with Disabilities Act, do you require specific aids or services? If so, please list:  
\_\_\_\_\_

### **Agenda Selections**

#### **First Breakout Segment 1:30-2:30 – Please indicate 1<sup>st</sup> preference**

- Panel Discussion: "Supplier Diversity" facilitated by Kristen Felder  
 "Introduce Yourself in Technicolor" presented by Sasha Zebryk  
 "Engaging & Inspiring Employees" presented by Jack Farnan

#### **Second Breakout Segment 2:45-3:45 – Please indicate 1<sup>st</sup> preference**

- "Managing Relationships to Get the Best Repair Experience" presented by Mike Anderson  
 "Introduce Yourself in Technicolor" presented by Sasha ZeBryk  
 "The Art of Accountability" presented by Susan Mazza

#### **Third Breakout Segment 4:00-5:00 – Please indicate 1<sup>st</sup> preference**

- "Managing Relationships to Get the Best Repair Experience" presented by Mike Anderson  
 "The Art of Accountability" presented by Susan Mazza  
 "Engaging & Inspiring Employees" presented by Jack Farnan

### **WIN Scholarship Walk Registration: Voluntary WIN Fundraising Activity**

- I would like to participate and contribute - \$15.00 minimum donation  
 I would like to contribute only - \$15.00 minimum donation  
 I prefer not to participate at this time

### **Payment Information**

Visa       MasterCard       American Express  
Name on Card: \_\_\_\_\_  
Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ Card Code: \_\_\_\_\_  
Billing Address (if different from above): \_\_\_\_\_

**Thank you for registering for our conference! Don't forget you will also need to make your hotel reservations by calling the Peabody Orlando Hotel at 407-352-4000. Mention the "Women's Industry Conference" to receive special pricing starting at \$139.00!**

**Fax to:**

(703)669-6127

**If submitting payment via check, mail to:**

Women's Industry Network  
C/O ASE Attn: Trish Serratore  
101 Blue Seal Drive  
Leesburg, VA  
20175