

- ❖ **Too much fun for a good cause.** If you are one of our members who volunteered to “staff” WIN’s booth at NACE last year, than you know it was a blast. Think about it: Hang with friends and fellow members, promote WIN to all passers-by, eat candy and collect trinkets from vendor booths. What more could you ask for? But seriously, it really was a great experience, especially for those who met the many technical and trade school instructors in attendance who made a point to brag about their female students. If you’re interested in taking a time-slot or two, please contact WIN Chair, Geri Kottschade of Jerry’s Body Shop at [gkottschade@jerrysbodyshop.com](mailto:gkottschade@jerrysbodyshop.com).
- ❖ **Lean, but full of nutritional value.** We were especially proud of WIN, WIN board member (and moderator), Kim White of FinishMaster, and the amazing panel of industry experts who participated on the lean panel at our conference in April. For those of us who have heard this stuff before, you know that *this time* it really hit the mark -- accessible, meaningful and useful. In fact, it was so good that it will be recreated at NACE on Friday, November 7, 2008 from 4:00 pm to 5:30 pm, with all the same participants. If you missed it at our conference, don’t miss it at NACE.
- ❖ **Marketing your “female friendly” business.** Hopefully many of you have enjoyed the 2008 WIN Member window cling, and maybe you’ve even displayed it for your customers to see. We know that for many customers, especially female customers, knowing that you are part of an organization that supports women in the industry translates to “We’re a female friendly business.” Well, we have another offer for those of you who maintain a company web site. How about linking our web site to your web site? Whether you’re a “proud member” or a “proud sponsor,” we welcome you to let your customers know that we’re “linked.” And don’t forget to let us know about it -- we’ll gladly give you an extra plug in WIN Notes.
- ❖ **In the driver’s seat.** Congratulations to Pam Nicholson, the new president of Enterprise Rent A Car. Then Executive Vice President and Chief Operating Officer, Pam, was interviewed by the Wall Street Journal last month. She was asked, “How did you get promoted to assistant branch manager from management trainee nine months [21 years ago] after you got hired -- half the normal time frame?” Her answer: “Being friendly and having fun with the customers. [It] doesn’t cost any extra.” Words to live (*and run a business*) by. Congrats Pam!
- ❖ **Staying connected.** Thanks to the hard work of our unofficial WIN conference photographer, Gloria Mann, of Collision Repair magazine, and the organizational skills of WIN board members Trish Serratore of ASE and Frederica Carter of Akzo Nobel, our WIN membership directory, including member photos, will soon be sent to all members. You’ll have an opportunity to review it and make any corrections before we finalize it. Please note that the directory is for the benefit of our members, and we respectfully request that you refrain from using it for any form of mass marketing.

*“I’m just a person trapped inside a woman’s body.”*

Comedienne, Elaine Boosler