



Conference Agenda

Sunday, April 13th

7:00 pm – 9:00 pm **Welcome Reception**

Monday, April 14th

7:30 am – 8:30 am **Continental Breakfast**

8:30 am – 9:00 am **Opening General Session**

9:00 am – 10:30 am **Workplace Conflict: How to Use It to Enhance the Potential in Your Organization**
Lynn Eisaguirre, Keynote Speaker

Workplace conflict isn't the exception — it's the reality of today's business climate. Healthy conflict is a tremendous internal asset that when properly harnessed unleashes potential in people and companies. The most successful business leaders and managers learn to embrace conflict and skillfully use it to enhance their company or their careers. Lynne Eisaguirre, author of *The Power of A Good Fight*, will share proven techniques to create strong teams and leaders who use confrontation in a positive way to foster strength, creativity, and productivity throughout their organization.

10:30 am – 10:45 am **Break and Networking Opportunity**

10:45 am – 12:15 pm **Speed Networking**

You've heard of speed dating, right; well how about speed networking? For many, one of the toughest parts of business is networking — communicating and connecting with strangers to promote yourself or your business. And research shows that men and women network differently. This interactive presentation will offer strategies and tips to help participants "connect" and maximize future networking opportunities.

Facilitator: Marcy Tieger, Symphony Advisors, LLC

12:30 pm – 1:30 pm **Lunch**

1:45 pm – 2:45 pm **Women's Health Through the Ages – Maintaining a Healthy Balance**
Joan Shaver, PhD, RN, FAAN, University of Illinois-Chicago

Taking care of oneself today is the best insurance for a healthy tomorrow. Unfortunately women, who frequently focus on taking care of others, often fail to take care of themselves. Our distinguished speaker, Joan Shaver, PhD, RN, FAAN, will offer invaluable information about healthy lifestyles, prevention, stress, and aging gracefully, for women 18 to 80.

3:00 pm – 5:00 pm **WIN Scholarship Industry Walk**

Interested in helping young women enter the Collision Repair Industry? Do you spend time thinking about the health and well-being of others more than you do for yourself? Are you worried that your exercise schedule will be affected by attending the conference? If you answered yes to one or more of these questions, then we have a solution for you! Join us for the first WIN Industry Scholarship Walk. This 2-mile voluntary fun walk is an opportunity to stretch your legs and support the WIN Scholarship Fund. We'll take a quick break in the afternoon to change our clothes then head outside for a walk (weather permitting).



Conference Agenda

Monday, April 14th

(continued)

WIN Scholarship Industry Walk

A contribution of \$15 per walker is requested. All funds will support the scholarships WIN provides to women trying to build careers in this industry. Don't want to walk? Then join us as a volunteer or cheerleader. Volunteers will be needed at the turn-around point as well as the start and finish points of the event. Sign up on the registration form (or at the conference) if you wish to participate.

7:00 pm

WIN Celebration Dinner

Tuesday, April 15th

7:30 am - 8:30 am

Continental Breakfast

7:30 am - 8:30 am

Open WIN Board Meeting

Reports from your Board of Directors on WIN activities (members welcome)

8:30 am - 8:45 am

Opening Session

8:45 am - 9:45 am

Collision Repair Industry Overview

Susanna Gotsch, CCC Information Services Inc., Director, Industry Analyst

This respected industry insider will offer her insights regarding significant trends and issues impacting the collision repair industry.

9:45 am - 10:00 am

Break & Networking Opportunity

10:00 am - 11:30 am

Panel Discussion: "Lean 101"

"Lean"... "Six Sigma"... "Just-in-time"... No doubt you've heard these words - and they are becoming the buzz of the industry. What do they mean to you? Can they help you with your business? With your job? A panel of industry experts will explore the different terms and concepts in an effort to demystify them and help you see how you can apply the basic concepts to your work and improve productivity in your workplace. Best practices and case studies from individuals who have implemented these programs in their shop or business will be shared as well.

Facilitator: Kim White, FinishMaster

11:45 am - 12:45 pm

Lunch

1:00 pm - 2:30 pm

Afternoon Breakouts

Attendees may sign up for 1 of 4 breakouts offered from 1:00 pm to 2:30 pm.

■ Labor & Employment Law Update

Are you compliant with State and Federal labor laws? Need to review hot button issues in the ever-changing area of labor and employment law? Among the issues to be discussed will be race, gender, age, and disability discrimination; job conditions, including safety and health; sexual harassment; dismissal without cause; and drug testing of employees.

Facilitator: Sam Erkonen, Attorney

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Conference Agenda

Tuesday, April 15th

1:00 pm – 2:30 pm

Afternoon Breakouts *(continued)*

- **Minimizing Stress to Maximize Productivity**

For a woman, succeeding and prospering in a male dominated industry can be quite challenging. Juggling business and other life responsibilities can deplete one's energy and increase stress levels. Learn to recognize and curtail the stressors that can undermine your productivity.

Facilitator: Shirley Malove, PhD, LCSW

- **Maximizing CSI**

Sometimes it's the big things and sometimes it's the little things that leave a lasting impression with a customer...both favorable and unfavorable. Increasingly, businesses are seeing the value of tracking customer satisfaction as a means of strengthening customer relationships and creating opportunities for self-improvement. This session will teach the attendee about the importance of customer service indexing as an indicator of the health and success of their business.

Facilitator: Bonnie Webb, Executive Vice President, CSI Complete

- **Understanding Your Personal Style & the Style of Others**

This workshop will focus on understanding personal communication style and the styles of others. Participants will receive practical information to help improve communication skills, relationship building, and teamwork that can be applied in daily activities with co-workers, business partners, and customers.

Facilitator: Jennifer Klein, Learning and Development Specialist, State Farm Insurance

2:30 pm – 3:00 pm

Break

3:00 pm – 4:30 pm

Breakouts continue:

Attendees may sign up for 1 of 4 breakouts offered from 3:00 pm to 4:30 pm.

- **Labor & Employment Law Update**

Facilitator: Sam Erkonen, Attorney

- **Minimizing Stress to Maximize Productivity**

Facilitator: Shirley Malove, PhD, LCSW

- **Maximizing CSI**

Facilitator: Bonnie Webb, Executive Vice President, CSI Complete

- **Understanding Your Personal Style & the Style of Others**

Facilitator: Jennifer Klein, Learning and Development Specialist, State Farm Insurance

4:30 pm – 5:30 pm

Official Conference Closing & Cocktail Reception

6:00 pm

Optional Dutch Treat Dine-Around

Attendees will have an opportunity to sign up for group dinners at local restaurants.