



Embrace the Possibilities!

2011



**Women's Industry
Network Conference**
San Diego, California
May 1-3



Women's Industry Network
Driving the Future for Women in Collision Repair



WIN

The Women's Industry Network (WIN) is a not-for-profit association dedicated to encouraging, developing and cultivating opportunities to attract women to collision repair while recognizing excellence, promoting leadership, and fostering a network among the women who are shaping the industry.

“ THERE IS NOTHING MORE POWERFUL than being surrounded by positive, thoughtful and forward-thinking leaders learning and sharing in a motivating environment. Each year I attend the WIN Conference and experience this and so much more. When I return to the office with motivation, inspiration and knowledge, the benefit of attending the WIN Conference is extended beyond me to other ASA staff. The WIN Conference provides a unique opportunity to network with women from many different segments of the collision repair industry. As the industry becomes more populated with women, the WIN Conference is a great reminder that women are having a positive impact on the collision repair industry.”



Denise Caspersen
Manager, ASA Collision Division



Join the Women's Industry Network

To connect is to empower

WIN aims to connect the dynamic women of the industry and enhance their opportunities for growth and professional advancement through education, networking and mentoring. We provide a forum to support and encourage women currently working in collision repair, while reaching out to attract and promote newcomers to this vital, ever-changing field.

Choose to make a difference

Whether you are an entrepreneur or manager, a skilled craftsperson or educator, or employed by a supplier or organization that serves this multi-faceted industry, WIN is for women who want to learn ways to make a difference in the collision repair industry.

Take control of your future

WIN, the first and only industry-wide network of women in the collision repair industry, was founded by a group of industry leaders with the desire to strengthen and expand opportunities for women and encourage other women to enter the profession. As a member of WIN, you will have access to a wealth of resources, including the power and creativity of a network of industry contacts and mentoring opportunities.

WIN Offers ...

- A mentoring program to help women advance in the collision repair industry.
- Education and leadership development opportunities to build skills important for success.
- Networking opportunities for women in the collision repair industry.
- Programs designed to attract more women to the industry.
- A cross-industry exchange of ideas and perspectives on the particular challenges women face.
- A forum to recognize the contributions and achievements of women who are industry leaders.
- A clearinghouse of information and resources for the collision repair industry.
- A platform for women and men to collaborate on initiatives to recruit, develop and advance women in the industry.

To find out how you can become a member or how you can support WIN, contact us at info@womensindustrynetwork.com.



WIN

2011 Women's Industry Network Conference

Make plans to attend

Join us for the Women's Industry Network conference in San Diego, California on May 1-3, 2011.

Embrace the possibilities... establish relationships with other women in collision repair, develop your leadership skills and learn how to be forward-thinking in a dynamic and changing industry. You will exchange ideas and share experiences with other women in the industry and leave re-energized by remarkable guest speakers.

Topics to be discussed at the conference include:

- The latest trends in the collision repair industry
- Updates on current employment issues and social networking
- Leadership skills to help advance your career
- Stress management for a healthier and more productive you

Who should attend?

- Collision shop owners and their employees
- All providers of the services and products that are an integral part of the collision repair industry
- Technical school students, recent graduates and instructors

Why should I attend?

To learn from an exceptional group of industry leaders and to help grow the industry's first association dedicated to encouraging, developing and cultivating opportunities to attract women to collision repair while recognizing excellence, promoting leadership, and fostering a network among the women who are shaping the industry.

WIN Loves Students

In keeping with WIN's mission to encourage, develop and cultivate opportunities to attract women in all aspects of the collision repair industry, conference scholarships will be awarded to a few students currently enrolled in a technical school. Selected students will be invited to attend the conference for FREE. This offer includes hotel accommodations for 2 nights (shared with another student), \$250 for travel expenses, and a one-year complimentary WIN membership.

Interested students can apply by submitting an essay that answers the question, "Why am I studying to be a collision repair technician?" Please include on your application the name of the school you are attending and contact information for your instructor.

- *Students under 18 years of age must be accompanied at the conference by a parent, guardian or other authorized chaperone.*
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Additional Scholarship Opportunities

The WIN organization wants to encourage as many women to attend the conference as possible; however, we understand that this may present a financial hardship for potential attendees. Therefore, this year we are offering Industry Scholarships which will be awarded to women working in a collision repair business including technicians, office employees, administrators or collision repair instructors. In addition to the free conference registration, scholarship recipients will receive a one year WIN membership, and \$125 toward travel expenses.

To apply for an Industry Scholarship, please submit the following along with your conference registration:

- An essay that answers the question: "Why I should be considered to receive WIN scholarship monies?"
- A recommendation letter from your current employer indicating her or his willingness to send you to the conference, should you be awarded the scholarship.
- A summary of your work experience, including any professional certifications achieved.

Applications for both student and industry scholarships can be submitted along with conference registration. Applications are due by March 5th, 2011. Recipients will be notified with sufficient time to make arrangements to attend the conference.

Mentor Match

Once again we will offer our Mentor Match program for newcomers or anyone who would like to know there will be someone who "knows the ropes" waiting to meet them when they arrive at the conference. If you would like to be introduced to a mentor, please indicate your request on your conference registration form and we will arrange the match.

Share-A-Room

If you are interested in sharing the cost of your hotel room with a roommate, please indicate this request on your registration form. We will do our best to accommodate your request.



2011 WIN Conference Speakers

Jennifer Sertl



Jennifer Sertl is an internationally respected voice championing how vital each employee is to the success of the enterprise. Her experience began as a front-line service representative in a 200-person call center. She noticed that many on the phones were not given strategic information and wondered why those who touched the customer most were given the least amount of data. Over the past 15 years she climbed the corporate ladder, became part of senior management teams, and finally became a consultant to support enterprise-wide value creation.

Jennifer is founder and president of Agility3R, an organizational effectiveness company which fosters collective wisdom across all levels within organizations. She is also the co-author of *Strategy Leadership and the Soul*.

Over the past 12 years, Jennifer's expertise and keen insights have dominated paradigm shifts in executive leadership, employee engagement and shareholder responsibility in both privately held and publicly traded corporations in the transportation, telecommunications and health care industries.

Lauren Fix



Lauren Fix is a recognized automotive and lifestyle expert who provides information on a wide range of automotive topics and issues. Her motivational speeches as the "Car-ma Coach" will help you find the "vehicle" that gets you where you want to go. Lauren can be seen and heard from coast-to-coast and has appeared on numerous network and cable television shows. She toured with *O* magazine for "Oprah's 2005 Live Your Best Life Tour," providing motivational inspiration, consumer information and automotive advice.

Lauren is the host and automotive expert for *Talk 2 DIY Automotive* and has two syndicated segments: *The Car Coach*® covers car care tips, while *His Turn-Her Turn*™ provides car reviews from both a male and female perspective. Lauren is also the author of *Driving Ambitions: A Complete Guide to Amateur Auto Racing* and *The Performance Tire and Wheel Handbook*. She is currently writing *Lauren Fix's Essential Guide to Car Smarts!*

Lauren is the owner of Automotive Aspects Inc., a consulting firm that provides media consulting, broadcast messaging strategy services and motivational seminars. She has been a member of the Society of Automotive Engineers (SAE) since 1980 and is ASE Certified. She is also an award-winning professional race car driver.

Greg Horn



Greg has more than 20 years of automobile service and insurance experience, which started with work at VW/Porsche repair shops while working his way through college. He is currently the Vice President of Industry Relations at Mitchell International. Prior to joining Mitchell International, Greg was Vice President of Material Damage Claims for GMAC Insurance where he oversaw all auto and recreational vehicle repair programs as well as the used vehicle extended service contract program. While at GM, Greg served on the General Motors Dealers Fixed Operations

Advisory Board as well as the GM Safety Council. He also served six years on the I-CAR Education Foundation board. He lives in St. Louis with his wife and six children.

Dr. Sara Mednick



Dr. Sara Mednick received her Ph.D. in psychology from Harvard University in 2003. She currently holds the position of Assistant Professor in the Department of Psychiatry at the University of California San Diego. Dr. Mednick has conducted studies in conjunction with numerous academic institutions, the U.S. Navy, V.A. Medical Center and private businesses. Her articles have been published in leading scientific journals. She is also author of the book, *"Take a Nap: Change Your Life."* Her sleep research has been covered by CNN, Reuters TV, NPR, *The Economist*, *The Wall Street Journal*, *Consumer Reports Health Journal*, *Reader's Digest*, *The New York Times* and many other major media outlets.

Jim Webber



Jim Webber is an experienced attorney, investigator, trainer and consultant who has worked with thousands of employers across the country. He started Jim Webber Training-Consulting-Investigations in 2007 after having spent over twenty years practicing employment law in the private and public sectors. He now works one-on-one with employers of all sizes conducting internal investigations and providing effective training on everything from harassment prevention and supervisory skills to customer service techniques. Jim is also the author of the humorous blog *"Evil Skippy at Work"* at www.evilskippyatwork.com.

Ann Fulton



Ann Fulton is a certified color and image consultant and owner of NPR Samples, a clothing store for women in Denver. Ann has worked nationally with a wide range of individuals and businesses and has given countless seminars over the last twenty years. Some of her most recent work includes The Fox Network, Ernst & Young, Xerox Women's Alliance and Kaiser Permanente. Owning a clothing store allows Ann to know and understand marketplace trends. Her goal is to translate this information for her clients so that they can avoid wardrobe mistakes and attain a more polished and professional image.

Helen Todd



Working in conjunction with Collision Buzz, Helen Todd specializes in Facebook marketing. She is the co-founder of Sociality Squared, a social media consulting firm. Helen also manages fbadz.com, a blog from Sociality Squared dedicated to providing Facebook ad and page content for marketers. Her clients range from international brands like Leica Camera to niche manufacturers and small businesses. Helen regularly shares her on-line marketing expertise across the country at venues such as Social Media Week NYC, NACE and New York University. Helen received a B.A. in Marketing from Xavier University and a M.A. in Integrated Marketing Communications from Emerson College.



WIN

Conference Agenda

Sunday, May 1st

5:00 pm – 6:30 pm

Welcome Reception: Register – Refresh – Reconnect

Please join us in meeting new and old friends for cocktails and light appetizers before you enjoy a free evening to explore the local area.

Monday, May 2nd

7:30 am – 8:30 am

Continental Breakfast

8:30 am – 9:15 am

Conference Opening and WIN Welcome

9:15 am – 10:45 am

Keynote Speaker: Jennifer Sertl

Strategy, Leadership and the Soul: Transforming Your Organization and Yourself for the 21st Century

Jennifer will guide you through what it means to be strategic in the 21st century, what it takes to be a leader, and how the soul of your business as well as your personal soul will drive your business and personal success in years to come, through a new kind of organization called the Transorganization. The Transorganization demands leadership from every single employee, with each one taking responsibility for his or her own contribution and the success of the organization as a whole. They exercise power by sharing it and understand that the soul of the transorganization is the aggregate of the souls of each individual within it.

10:45 am – 11:00 am

Break

11:00 am – 12:00 pm

Greg Horn, Mitchell International
Collision Repair Industry Update

Greg will offer his insights on significant trends in the industry including what's new with automakers, data on accident frequency, vehicle repair severity and parts and paint usage, a property casualty update, and observations on what the new corporate average fuel economy standards mean for the industry.

12:00 pm – 1:15 pm

Lunch and WIN Annual Membership Meeting

1:15 pm – 2:15 pm

First Round of Breakout Classes:

- *Leadership from the Inside Out* – Jennifer Sertl

With her keynote session as a backdrop, Jennifer will teach participants how to balance work/life. After attending this session you will be more clear, consistent and confident as you communicate your value and learn to use time and energy in more productive and fulfilling ways.

- *You Are Your Business Card: Create Your WINning Image* – Ann Fulton

In a fast-paced hour, Ann will explore how to make a good first impression. She will discuss the myths of business casual and the essential components needed for a professional wardrobe at any level within the organization. You will learn about fabrics, color, accessories and how to achieve a more polished and professional image.

- *Social Media* – Helen Todd

Whether you are a social media guru or a newbie, if you want to know more about the social media landscape for business, this breakout is for you. Learn the benefits of being on the web, building and enhancing your presence on Facebook, and how to draw more people to your site.

2:15 pm – 2:30 pm

Break

2:30 pm – 3:30 pm

Second Round of Breakout Classes (repeated):

- *Leadership from the Inside Out* – Jennifer Sertl
- *You Are Your Business Card: Create Your WINning Image* – Ann Fulton
- *Social Media* – Helen Todd

3:30 pm – 5:00 pm

Networking Activity

6:30 pm

WIN Gala Dinner – San Diego Horn Blower Cruise

Share in a champagne toast and dinner aboard a private deck as we set sail to enjoy a beautiful sunset view of San Diego from the bay.

Tuesday, May 3rd

7:30 am – 8:30 am

WIN Scholarship Industry Walk

This voluntary walk is an opportunity to casually network with others, burn a few calories, and support the WIN Scholarship Fund. A donation of \$15 per walker is requested.

8:30 am – 9:30 am

Continental Breakfast

9:30 am – 10:30 am

Keynote Speaker: Lauren Fix

Using Your Feminine Force for Good Car-Ma

Lauren will draw upon her experiences to share tips for success in our day-to-day interactions in a male-dominated industry. She will address staying connected to those you network with, the glass ceiling as related to networking and advancement, and using your “feminine force” to create positive change and opportunities for achieving success in your professional and personal lives.

10:30 am – 10:45 am

Break

10:45 am – 11:45 am

Dr. Sara Mednick, University of California San Diego

Take a Nap: Change Your Life

Imagine a product that increases alertness, reduces stress, improves perception, keeps you looking younger, aids in weight loss, reduces the risk of heart attack, elevates your mood, and strengthens memory. The miracle product is the “nap.” Learn about the stages of the sleep cycle, along with beneficial techniques for falling asleep.

11:45 am – 1:00 pm

Lunch



WIN

Conference Agenda *continued*

1:15 pm – 2:15 pm

Third Round of Breakout Classes:

- *Lean in the Front Office*

We typically think of lean in the back of the shop, but some of the best opportunities to create value are in the front office. In this session we will discuss ways to weed out unproductive activities and improve operations in any office setting.

- *Hot Button Employment Issues* – Jim Webber

Attorney Jim Webber (with special input from Evil Skippy) will address emerging employment law issues that employers need to know including employee privacy rights, social media and the workplace, bullying and toxic employees, and the EEOC and religion.

2:15 pm – 2:30 pm

Break

2:30 pm – 3:30 pm

Panel Discussion: *Emerging Technologies and Repairability*

Moderated by Ruth Weniger, Airbag Solutions LLC

Change is a constant in our industry! Technology and material changes have a big impact on how we build and approach our businesses. Listen to a panel of industry experts talk about hybrids, new safety systems, and other new technology facing our industry, and the challenges and opportunities they present.

3:30 pm – 4:30 pm

Official Conference Closing

Registration is easy: Simply complete and return the enclosed registration page OR register online at:
http://www.regonline.com/2011_WIN_conference

Why wait?

Join the Women's Industry Network and reserve your space at the 2011 conference now!

“ 2010 WAS MY FIRST WIN CONFERENCE and I am already looking forward to the conference in San Diego! What I loved most about the conference is that it was all women! It was a great feeling to be able to network with gals who relate to what I go through in a male-dominated industry. I also really enjoyed how WIN works to equip each woman with the resources she needs to succeed: whether it's meeting potential clients, getting the training they need or even finding a job. I suggest any company out there who has women in their organization send them to the WIN conference. It will be the best investment you will ever make!”



Tifarah Senkow
Business Development Manager, Advantage

“ FOR ME, THE WIN CONFERENCE HAS BEEN INVALUABLE. The speakers are great, and the opportunity to meet so many dynamic women in our industry is wonderful. I have met many people over the past few years who I now consider friends and mentors. I know that if I have a problem or need advice or even just another perspective, there is a whole network of women who are willing and able to help.”



Shellie Andrews
Assistant Manager, Dana's Collision Center



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Driving the Future for Women in Collision Repair

www.womensindustrynetwork.com