

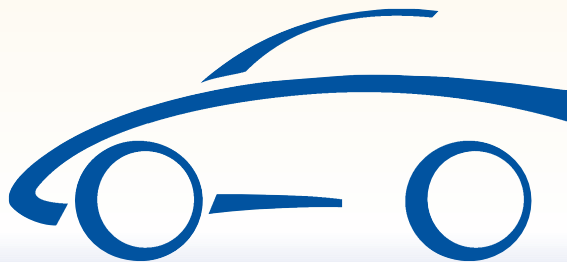
## WAAI MISSION STATEMENT

*The Women's Automotive Association International aims to further education and knowledge of automotive issues.*

*The Association is the automotive industry's premier professional organization, established in 1995, to:*

- *Recognize the achievements of women in the industry;*
- *Provide educational e-news to automotive career focused individuals;*
- *Build relationships through networking and other interactive forms; and*
- *Encourage growth through mentoring, educational endeavors, and scholarships.*

*The focus of the association is on the development and retention of women leaders and the education and support of all persons, without prejudice, who have an interest in the automotive industry.*



## DIRECTIONS to Bayside Expo Center

### From the South

Use Exit 15 off I-93. Take a right at the bottom of the ramp onto Columbia Road. Follow Columbia Road through the rotary and onto William Day Boulevard heading towards the beach. Drive past the State Police Station, which is on your right, and turn right at the blue sign for Bayside North Entrance Parking.

### From the South (alternative)

Use Exit 14 off I-93, the Southeast Expressway, when approaching from the south. Proceed onto Morrissey Boulevard northbound, staying left, past UMASS Boston up to the rotary and right onto William Day Boulevard. Head towards the beach and drive past the State Police Station, which is on your right, and turn right at the blue sign for Bayside North Entrance Parking.

### From the North

Use Exit 15 off I-93. Take a left at the bottom of the ramp onto Columbia Road. Follow Columbia Road through the rotary and onto William Day Boulevard heading towards the beach. Drive past the State Police Station, which is on your right, and turn right at the blue sign for Bayside North Entrance Parking.

### Public Transit

As a convenient alternative, take the T or Commuter Rail. The MBTA Red Line and Old Colony (Plymouth/Kingston & Middleboro/Lakeville) Branch of the commuter rail system both stop at UMASS/JFK station directly across the street from us. *Bayside Expo is offering its valued customers a free roundtrip trolley ride on Beantown Trolley from the T to its front doors! It's quick, comfortable, and a fun way to get to Bayside Expo, and you don't have to pay for parking!*



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**“Auto Dealers for Life”**

**Ethics, Diversity & Training,  
Profitability, Succession Planning**

**Women on Track  
Education Conference**

*Moderated by*

**Kathleen Sims**

President Coeur d'Alene Honda & Kia



# “Auto Dealers for Life”

## Women on Track Education Conference

Moderated by



**Kathleen Sims**  
President  
**COEUR  
D'ALENE  
HONDA  
AND KIA  
DEALERSHIP**

Kathleen Sims is president of Coeur d'Alene Honda and Kia, combined with a motorcycle dealership, which began in 1968. Along with running her dealership, she stays active in her community as a volunteer. She works with a juvenile diversion program, counseling first time offenders along with their parents, to help them avoid the court system by restitution and community service contracts. Kathy is an active Rotarian and Paul Harris Fellow. She is a member of her chamber of commerce for 30 years, a Board member of Idaho Auto Dealers, and she received the 1995 “Top Gun Award” by the State Legislative Director for the American International Auto Dealers. In addition to Kathy’s many other honors, in February 1998 she was elected and became the first woman in 75 years to join the Board of Directors of the National Automobile Dealers Association, representing the female Auto Dealers west of the Mississippi. A lover of politics, currently Kathy serves on the permanent Rules Committee for the Republican Party.



**Ray Ciccola**  
President  
**VILLAGE  
AUTOMOTIVE GROUP**

Raymond Ciccolo, president of Village Automotive Group, Boston, Mass., is secretary of the National Automobile Dealers Association and represents that state's franchised new-car dealers on the association's board of directors. An automobile dealer and a member of NADA since 1963, Ciccolo is currently secretary of the association's Finance Committee, serves on NADA's Dealership Operations, Industry Relations, Public Affairs and Government Relations committees. He is also a director of the Massachusetts State Automobile Dealers Association (MSADA) and a member of the MSADA Legislative Committee. Previously, he served as chairman of the National Volvo Dealer Council.

### TOPIC: Ethics of Dealers



**Anna Arnone**  
Executive Director, Dealer Operations  
**NATIONAL AUTOMOTIVE  
DEALERS ASSOCIATION**

Anna Arnone is executive director of the National Automobile Dealers Association's Dealership Operations. She is responsible for the administration, representation and supervision of the group's educational and consulting services, including Management Education, Dealer Candidate Academy, 20 Group, and in-dealership Consulting and Training, as well as the Association's membership division. Arnone oversees development of the association's Salesperson Certification program and staging of the convention workshop programs.

### TOPIC: Diversity & Training



**Linda Smith**  
Vice President & General Manager  
**PROFITPOINT GROUP**  
(an ADP company)

Linda Smith is Vice President and General Manager of the ProfitPoint Group (an ADP company), which is a consolidation of five leading automotive consulting firms. Linda's a graduate of the College of William and Mary and a licensed CPA. She began her career in the automotive industry with Performance Incorporated in 1989, where she was a 20-group facilitator as well as the company's CFO and partner. Linda developed numerous training programs for both manufacturer and dealership personnel in the area of dealership business management. She is a frequent speaker at both GM and Ford minority dealer conferences and was last year's keynote speaker at the CADA convention.

### TOPIC: Sustaining Profitability



**Bonnie Carson DiMatteo**  
President  
**ATLANTIC CONSULTANTS**

Bonnie Carson DiMatteo is the President of Atlantic Consultants, a consulting firm that helps companies plan and implement growth strategies, manage change and develop their leadership and organizational effectiveness to meet tomorrow's vision and today's challenges. She has consulted, coached, facilitated and trained in companies in the high tech, software, bio tech and pharmaceutical industries, service, hospitality, retail and manufacturing. At her firm Bonnie is a Certified Management Consultant. Atlantic Consultants is a division of Atlantic Counseling and Consultation, Inc. which she co- founded with her partner, Gerald DiMatteo in 1982.

### TOPIC: Succession Planning

Sponsored by



October 2003

2:00pm  
Network Dessert Reception  
2:30pm  
Panel Discussion and Q & A  
3:30pm  
Auto Show Tour

R.S.V.P.

JOIN THE WAAI...

Yes, I want to become a member.

\_\_\_\_\_ Please send me additional details.

Enclosed is my membership fee: \_\_\_\_\_ \$85 Regular \_\_\_\_\_ \$25 Student

Members Only:

Yes, I plan to attend. Please reserve \_\_\_\_\_ tickets at \$45 each

Non-Members or Guests of Members:

Yes, I plan to attend. Please reserve \_\_\_\_\_ tickets at \$65 each

Students (with current valid I.D.):

Yes, I plan to attend. Please reserve \_\_\_\_\_ tickets at \$25 each

Name \_\_\_\_\_

Business Title \_\_\_\_\_

Company/School Name \_\_\_\_\_

Company/School Address \_\_\_\_\_

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

Telephone (\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_) \_\_\_\_\_

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

Make Check Payable to: WAAI

Mail Payment to:

WAAI, P.O. Box 2535 • Birmingham, MI 48012

Sponsorship packages available.

Please contact: Lynn Wilhelm, WAAI EVP, (248) 390-4952 or Carol Hannon Caliendo, WAAI New England Director, (781) 235-9552

