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**New York Auto Show Meeting & Tour**  
**“Breaking Through the Noise: Effective Automotive Advertising”**

**April 24, 2003**

**Jacob Javits Convention Center**  
**New York City**

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**Sponsored by:**



Panelist Portfolio

**Women's Automotive Association International**

P.O. Box 2535 ? Birmingham, Michigan 48012

Phone 248-646-5250 ? Fax 248-646-6721

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## ***“Breaking through the Noise: Effective Automotive Advertising”***

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### **Moderator**

#### **Abby Auerbach, Executive Vice President, Television Bureau of Advertising**

- ? Ad Dollar Distribution Trends
- ? Consumer Target Changes
- ? Media Mix and New Media Supplements
- ? Effective Media Strategies
- ? Targeting: Geographic, Demographic and Ethnic

### **Speaker Panel**

#### **Creative Copy: Kerri Martin, Guardian of Brand Soul, MINI USA**

- ✍ Breaking Through the Clutter
- ? Risk Taking
- ? Advertising vs. Creative Content
- ? Launching a New Brand and New Automotive Segment

#### **The Client’s Perspective**

- ✍ Working through the Issues: Manufacturer, Marketer, and Retailer
- ? How an Established Brand Stays Fresh

#### **Media Planning: Alan Jurmain, Director, Media Services, Lowe Worldwide**

- ✍ Media Strategy
- ? Maximizing Creative
- ? How Media Impacts Creative

#### **Account Management: Susan Cantor, Executive Vice President, Lowe Worldwide**

- ✍ The Balancing Act: Creative, Client, & Media

#### **Reporting: Stefano Hatfield, Contributing Editor, Advertising Age & Creativity Magazines**

- ✍ Print Worthy: Effective Use of PR Dollars

## *Moderator*



**Abby Auerbach**  
**Executive Vice President**  
**Television Bureau of Advertising**

Abby Auerbach is Executive Vice President at the Television Bureau of Advertising. She was named to the position in September 2000.

She has direct responsibility for Marketing Research, Creative Services, and Communications at TVB and works with the TVB President on strategic direction and overall management of the company.

Ms. Auerbach joined TVB in June 2000 as Senior Vice President, Marketing. She has led TVB's effort to speed electronic connections between agencies, sales rep firms, and television stations (EDI). She has been instrumental in shaping TVB's initiative to revitalize Spot planning around geographic targeting.

Previously, Ms. Auerbach had been with Ogilvy & Mather for 17 years, the last nine years as Ogilvy's senior partner, director of local broadcast USA. She serves on the board of the International Radio & Television Society. She is a past chair of the Local Broadcast Committee of the American Association of Advertising Agencies (AAAA) as well as past chair of AAAA's EDI Task Force.

Ms. Auerbach is a graduate of Hofstra University, majoring in marketing and commercial design. She resides in Manhattan with her husband Michael and sons Sam and Eli.

The not-for-profit Television Bureau of Advertising ([www.tvb.org](http://www.tvb.org)) is the trade association of local television broadcasters. Its members include television broadcast groups, advertising sales rep firms, and nearly 500 individual television stations.

Email Address: [AAuerbach@TVB.com](mailto:AAuerbach@TVB.com)

## **Speaker Panel**



**Kerri Martin**  
**Guardian of Brand Soul**  
**a.k.a. Marketing Communications Manager**  
**MINI**

Kerri Martin joined the BMW Group in 1997 as the Brand and Event Marketing Manager for BMW Motorcycles. She got bit by the automotive bug in August 2000 when she was promoted to MINI USA's Guardian of Brand Soul, which charged her with the responsibility of re-launching the MINI brand in the United States. Her experience with fun, sleek and unique vehicles was forged in part during her previous tenure in the marketing department at the Harley-Davidson Motor Company.

Email Address: [Kerri.Martin@MINIUSA.com](mailto:Kerri.Martin@MINIUSA.com)



**Alan Jurmain**  
**Director of Media Services**  
**Lowes Worldwide**

Alan started his advertising career at Ogilvy & Mather in New York working on blue chip assignments including American Express and Kraft/General Foods.

He joined SSC&B as a Group Media Director in 1981 and managed a wide range of accounts including Heineken, Coca-Cola, and Unilever.

In 1987, Alan joined Scali, McCabe, Sloves as Media Director and helped manage all of the businesses, including Chase, Nikon and Mercedes Benz.

Three mergers later, Alan now oversees all US media activity for Lowe Worldwide... the world's 6<sup>th</sup> largest advertising agency network. Agency billings for 2002 are \$2 billion+.

He is a member of the Cable Board Advisory Committee, the AAAA's Media Directors Board, and is a frequent speaker on media issues for CNN, CNBC and various industry trade sources.

Alan received his B.S. Degree from the University of Florida. His many interests include biking, skiing, piano, fiction and, most of all, his wife Sharri and their two boys, Eric and Brian.

Email Address: [Alan.Jurmain@LoweWorldwide.com](mailto:Alan.Jurmain@LoweWorldwide.com)



**Susan Cantor**  
**Executive Vice President**  
**Director of Account Management**  
**Lowe New York**

Susan joined Lowe in 1994. As Head of Account Management, Susan oversees 120 people in the department, providing leadership on all client issues and advising on staffing, while representing the account point of view in all Agency matters. In addition to these duties, Susan is the Managing Director on the General Motors' GMC Truck account, overseeing both the National and Regional businesses, and MassMutual Financial Group.

Previously, Susan supervised the Burger King account for three years from 1994-1997, working on both the General market and Kids' sectors. During these very successful years for Burger King, Susan actively aided in the global expansion of the business from 1994 to 1996.

Prior to joining Lowe, Susan was Account Supervisor at Griffin Bacal. There she worked on various Hasbro businesses, including Girls' Toys, Tonka, and Playskool. Susan began her career in advertising at Griffin Bacal in 1989 working in New Business.

Susan grew up in New Jersey and graduated from the University of Michigan. She lives in Manhattan with her husband, Ross, and two daughters, Emily and Lauren. In her spare time, Susan enjoys running, reading and spending time with her family.

Email Address: [Susan.Cantor@LoweWorldwide.com](mailto:Susan.Cantor@LoweWorldwide.com)



**Stefano Hatfield**  
**Contributing Editor**  
**Advertising Age & Creativity Magazines**

Stefano Hatfield is the New York-based contributing editor and columnist for Creativity and Advertising Age magazines. He also writes the weekly "View from America" column for the Guardian newspaper's [mediaguardian.co.uk](http://mediaguardian.co.uk), and was previously editorial director of Ad Age Global, Creativity and [adcritic.com](http://adcritic.com). Before moving to New York from London in 2000, Stefano was the editor of Campaign magazine, and the advertising columnist for The Times of London and the Financial Times. Stefano has freelanced for a wide variety of magazines and newspapers on both sides of the Atlantic from the New York Post to the London Evening Standard.

Email Address: [SHatfield@Crain.com](mailto:SHatfield@Crain.com)

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## *Special Tribute to Genevieve LaRobardier, Esq.*

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### **WAAI honors Genevieve LaRobardier, Attorney, for her leadership, guidance and perseverance as General Counsel to the WAAI. (1997-2003)**

BIO: Mrs. LaRobardier brings a diverse background in foreign trade work, industrial management research and writing, and university teaching to bear on her legal practice. As a litigator, she focuses on complex litigation in Federal and State court, with particular emphasis on franchise law, RICO, stockholder derivative, antitrust and intellectual property issues.

Mrs. LaRobardier's background in foreign trade spawned her professional involvement in transnational legal issues. She has authored several articles on legal issues of import for foreign businesses, and has served, among other capacities, as Section First Vice Chair of the International Litigation and Arbitration Committee and the International Law Organizations Section of the New Jersey State Bar Association. For the drafting and enactment of the New Jersey's Foreign Country Money Judgment Recognition Act in 1997, Mrs. LaRobardier was awarded the coveted New Jersey State Bar Distinguished Legislative Service Award. She is a contributing author to the New Jersey Federal Civil Practice Handbook and New Jersey Federal Civil Procedure.

Mrs. LaRobardier is a member of the Bars of the State of New York and New Jersey; the U.S. District Court for the District of New Jersey; the U.S. District Court for the Eastern and Southern Districts of New York; the U.S. Court of Appeals for the Second and Third Circuits; and the United States Supreme Court. In addition to her membership to the New Jersey State Bar Association, Mrs. LaRobardier is also a member of the New York State and American Bar Associations.

Ms. LaRobardier has served as General Counsel to the New York Tri-State Chapter of the Women's Automotive Association since 1997 and as the organization's U.S. National General Counsel since 2000.

B.A., Barnard College, 1948

M.A.T., *summa cum laude*, Fairleigh Dickinson University, 1966

J.D., Rutgers University School of Law, 1983

(Editor and Judicial Board, Rutgers Law Review; Jessup International Moot Court Team)

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## *About the WAAI*

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### Mission Statement

The Women's Automotive Association International 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 forums; 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.

### International Governing Board of Directors (2003-2004)\*

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\*The WAAI is a non-profit, volunteer organization and continually seeks the assistance and sponsorship of individuals and companies. If you are interested in helping, please contact our office at 248-646-5250 or any member of the Board of Directors.

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Anne E. Dowling, Manager, Public Relations, Lowe New York

**Event Committee**

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Barbara Shipp-Clark, President, Automotive Employment Resources, LLC

**Special Assistance**

John Cantanese, Market Research Director, TVB  
David Duncan, Dealer Development Manager, MINI USA  
Jeannine Fallon, Public Affairs Director, Edmunds.com  
Elly Gusmano, Allied Printing  
Diane Thompson, Operations Manager, NY International Automobile Show

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