

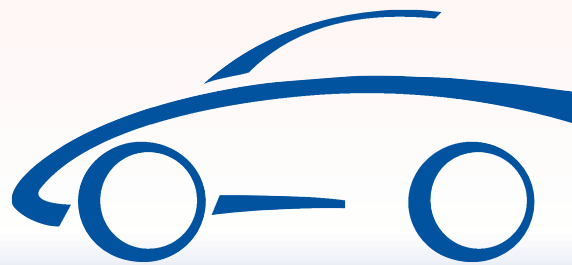
WAAI MISSION STATEMENT

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 the JACOB JAVITS CENTER

The Crystal Palace entrance to the Jacob Javits Convention Center is located on 11th Avenue at 35th Street. Upon entering the Center, use the escalators located in the middle of the Crystal Palace down to Level 1. Signs will direct you to Rooms 1D03 & 1D04, located adjacent to the Special Events Hall.

Parking lots and garages are conveniently located on West 34th Street between 8th and 11th Avenues, and on West 33rd Street between 8th and 10th Avenues.

Those traveling from New Jersey may wish to take the NY Waterway ferry from Weehawken, which drops passengers off on 12th Avenue, just behind the Jacob Javits Convention Center.

**NEW YORK INTERNATIONAL
AUTO SHOW**
Jacob Javits Convention Center
34th Street and 11th Avenue, NYC
Rooms 1D03 & 1D04



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Email: info@WAAI.com

Designed by George Gerard Associates, Inc., Roslyn Heights, New York

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**Women's
Automotive
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International**

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**AUTO
SHOW**

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**MEETING
&
PREVIEW**

8

**“BANG! Getting Your Message
Heard in a Noisy World”**

Special Guest & Best Selling Author

Linda Kaplan Thaler

"BANG! Getting Your Message Heard in a Noisy World"



Special Guest & Best Selling Author
Linda Kaplan Thaler
The Kaplan Thaler Group, Ltd.



CO-AUTHOR LINDA KAPLAN THALER

Linda Kaplan Thaler has been responsible for some of the most touching, relevant, and famous commercials during her twenty-four years in the advertising and entertainment business. She is acclaimed within the industry for her innovative and topical approach. Much of her work has become part of the American pop-culture landscape.

Today, Linda is the Chief Executive Officer and Chief Creative Officer of The Kaplan Thaler Group, Ltd., which she founded in 1997. KTG has been ranked by industry publications as the fastest-growing agency in the United States, and touted for its breakthrough creative and immediate results, with billings of over \$430 million. Advertising Women of New York named Linda Kaplan Thaler "2001 Advertising Woman of the Year". Linda is currently being featured in the prestigious *Wall Street Journal* "Creative Leaders" campaign known for honoring the brightest and the best creative talent in the business.

THE KAPLAN THALER GROUP

The Kaplan Thaler Group is a self-contained, highly prosperous and totally independent company and part of a much bigger and expanding universe. With its new parent, Paris-based Publicis Groupe, they are part of the world's fourth largest marketing communications holding company with access to global partners and research, technology, media buying and all other aspects of marketing.

THE BIG BANG PHILOSOPHY

A Big Bang was responsible for nearly doubling the annual sales growth for AFLAC insurance company. A Big Bang took Herbal Essences from a nearly extinct shampoo to a \$750 million worldwide brand. The Big Bang theory has catapulted The Kaplan Thaler Group from a small business in the top floor of a townhouse to the fastest-growing agency among the top 100 in the United States. Starting with just \$27 million in billings in 1997, we now have a roster of blue-chip clients with over \$350 million in billings. And, so you ask:

What is a BIG BANG, anyhow?
How do you turn your company into a BIG BANG factory?
Why does your company need a BIG BANG?

These are just some of the questions that Linda Kaplan Thaler will address during your meeting with her and the WAAI on April 8th.

Sponsored by



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8:00am
Continental Breakfast
8:30am
Speaker Presentation
10:00am - 12Noon
Sneak Preview Auto Show

The New York International Auto Show is the largest attended auto show in the country attracting over one million people!

NEW YORK INTERNATIONAL AUTO SHOW

Jacob Javits Convention Center
34th Street and 11th Avenue, NYC
Rooms 1D03 & 1D04

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 \$75 each
Name _____
Company Name _____
Telephone (____) _____

Non-Members or Guests of Members:
Yes, I plan to attend. Please reserve _____ tickets at \$100 each
Name _____
Company Name _____
Telephone (____) _____

Students (with current valid I.D.):
Yes, I plan to attend. Please reserve _____ tickets at \$50 each
Name _____
School Name _____
Telephone (____) _____

Speedy Registration: Fax to 845-348-1660
Make Checks Payable to:
WAAI • P.O. Box 2535 • Birmingham, MI 48012
Contact: Barbara Shipp-Clark, WAAI President, at 845-348-1660
or Barbara George, Eastern Regional Director, at 516-484-9666
Proceeds benefit WAAI Scholarship Fund.