

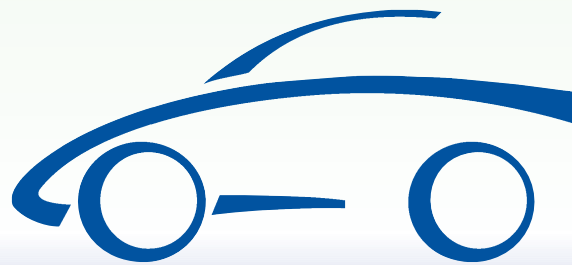
WAAI MISSION STATEMENT

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

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NY²
International

**AUTO
SHOW**

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**MEETING
&
TOUR**

**"Breaking Through the Noise:
EFFECTIVE AUTOMOTIVE
ADVERTISING"**

Moderated by
Abby Auerbach
Executive Vice President
**TELEVISION BUREAU
of ADVERTISING**

“Breaking Through the Noise: EFFECTIVE AUTOMOTIVE ADVERTISING”

Moderated by

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) is the trade association of local television broadcasters. Its members include television broadcast groups, advertising sales rep firms, and nearly 500 individual television stations.

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

Panel Discussion:
Kerri Martin

Creative Copy:

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 — Manufacturers, Marketers and Retailers"

- What the Client Wants vs. What the Creative Want to Do
- How an Established Brand Stays Fresh

Allan Jurmain **Director, Media Services, LOWE NY**
Media Planning: "Media Strategy"

- We Have the Creative, Now What's Our Media Strategy?
- Maximizing the Creative
- How Media Can Impact Creative

Susan Cantor **Executive Vice President, LOWE NY**
Account Management: "The Balancing Act — Creative, Client & Media"

Jean Halliday **Bureau Chief, AD AGE**
Reporting: "Print Worthy"

- How to Use PR Dollars Better

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8am
Continental Breakfast

8:30am - 10am
Panel Discussion

10am - 12pm
Auto Show Tour

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.

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 (____) _____

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Sponsorship packages available.

Contact Lorraine Schultz, Founder, (248) 646-5250.