



Women's Automotive Association International New York Auto Show Breakfast

**Don't miss our New York Networking Event
Thursday April 5th, 2007,
during the New York Auto Show Preview days!**

New York Auto Show Jacob Javits Convention Center

Thursday April 5, 2007

8:00 am - 10am

Breakfast/ Speaker and Speed Networking

Tickets: \$65 Members, \$85 Non Members

Tables of 10 \$750.00

Students \$35.

Speaker: Yvonne DiVita – Author



Author: Yvonne DiVita

Yvonne DiVita is the author of Dick*less Marketing: Smart Marketing to Women Online, a book about getting those baby boomer icons, Dick and Jane, to buy at your website. The deeper focus of the book is a look at how to get women to buy

from you in a digital world. She maintains a blog in support of the book, called Lipsticking, at www.lipsticking.com.



Yvonne is the president and founder of WME Books.com, a division of Windsor Media Enterprises, LLC. WME Books is an Author Services company specializing in “Authors Helping Authors”— write, produce, print, and market books using Print-on-Demand technology, blogs, and community building events.

Yvonne is the former President of the Rochester Professional Consultants Network, VP of Web Communications at RAMA (the Rochester chapter of the American Marketing Association), and serves on the board of the local Women in Communications Chapter. She is currently working on her next book – Smart Marketing TWO: Women and Web 2.0. Yvonne speaks on marketing to women online and has presented at such events as ad:tech New York and WOMBAT: Word of Mouth Basic Training in Florida, and Blogher, a women’s blog conference in San Jose, CA. She has been a guest blogger for Fortune Magazine and she is interviewed and quoted throughout the Internet on women’s issues, publishing, and blogging.

Speaker: Lauren Fix – Car Coach



Lauren Fix has appeared numerous times on Oprah, TODAY, The View, CNN, FOX, News, Headlines News, MSNBC, TBS Makeover and a Movie Inside Edition, The Early Show, NBC, ABC, CBS, Fox, The Weather Channel, ESPN, Discovery, Speed, B. Smith Style and National Public Radio. Lauren can be seen and heard from coast-to-coast.

She toured with O Magazine for “Oprah’s 2005 Live Your Best Life Tour” presenting motivational inspiration, consumer information and automotive advice.

Lauren is listed in The Yearbook of Experts, Authorities and Spokespersons since 1998.

Lauren Fix is the host and automotive expert for Talk 2 DIY Automotive, a show on Scripps Do-It-Yourself Network (DIY), airing in its 4th year. Lauren's two syndicated segments called: The Car Coach® covers car care tips and His Turn-Her Turn™ car reviews from a male and female perspective.

Lauren is the automotive editor of YourLifeMagazine.com and contributing to USA Today; Good Housekeeping; Woman's World; Redbook; Self; In Touch Weekly; Seventeen; Essence; Marie Claire; Prevention; Intellichoice; Motor Trend; Truck Trend; Hot Rod; Car Craft; TheCarConnection.com and familycar.com to name a few. 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!" with St. Martins Press, Feb. '08. She has recently partnered with Auto Trader as well! Click [here](#) to read the full article.

Contact Event Chair Ashley Antonio-Schneider via email:
ashley@paragonhonda.com

Sponsorship opportunities: Contact Lorraine Schultz 248-646-5250
lhswaai@aol.com

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Please make checks payable to: WAAI, PO Box 2535, Birmingham, MI 48012 or
Fax to: 248-646-6721 www.waai.com

No tickets will be mailed – reservations held at the door. For questions contact
248.646.5250