



# Women On Track

A WAAI E-Newsletter

We are very excited to introduce the inaugural issue of *Women On Track*, a newsletter for and about the people in our association.

We will cover a variety of topics such as important news on our association, calendar of events, industry and services updates, as well as highlights about our people.

We look forward to bringing you future issues and we hope you will look forward to contributing any topics.

~Heather Brenke  
WAAI E-Newsletter Director

April 2004

## INSIDE THIS ISSUE

Message from President

WAAI Article Reaches National Publication

Golf Outing Update

Calendar of Events

Membership Application

Spotlight - Saving Employers Real Costs

Highlights

*Women On Track*, WAAI's E-Newsletter, is a quarterly publication. To unsubscribe, or if you have any questions or comments, please contact:

Heather Brenke  
WAAI E-Newsletter Director  
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## MESSAGE

### FROM THE PRESIDENT

Most people would agree that there is no lack of significant contribution by women in the automotive or any industry in the world today. But the painful truth is, some of those contributions and the women who make them are the best-kept secrets in all of business.

While many women's organizations provide positive networking and support for women in the automotive field, few groups are dedicated to shining the spotlight on these success stories in order to motivate and support more achievement. But, recognition is what is so very special and powerful about the Women's Automotive Association International (WAAI). Bringing light to this one important element, together with our voice and growing roster of members, is what makes the WAAI the most powerful Women's Group in the Automotive Industry.

Established in 1995, the WAAI is in its 9th year as the first non-profit member organization founded for the primary purpose of recognizing the achievements of women in the automotive industry. Toward



that end, the WAAI holds several events throughout the year in which exemplary women are recognized and motivation by example is on the agenda. The WAAI provides tremendous access to knowledge, resources, contacts, and support from other individuals in the automotive industry. Educational e-news of particular interest to women in the industry; relationship building through networking and other forums; and the encouragement of growth via mentoring, educational seminars, and scholarships are just some of the benefits we offer as an organization.

Advancing the initial vision of the WAAI's Founder, my goal as your President and Executive Director is to preserve and enhance this vision while expanding the mission and benefits we provide to women throughout the automotive industry. Having begun my career in the automotive industry in Detroit in 1982, a time when women were viewed very differently than they are today and, suffice it to say, recognition in the workplace was virtually non-existent and the term "mentoring" was not an office buzzword, I understand the importance the WAAI offers as an avenue

Please see **PRESIDENT**, Page 2

**PRESIDENT**  
*Continued from Page 1*

for women in this industry to stay connected and as an opportunity to meet and network with other women who share a similar career interest.

Today, the WAAI operates under the leadership of a brilliant team of like-minded and committed individuals. The financial support of our sponsors and the input of volunteer directors contribute to the WAAI as the most powerful organization for women in the automotive industry. Women share a special place in the history of the automotive industry. It is the WAAI's goal to ensure the integrity and growth of that special place.

Until next time, thank you for joining us,

**Barbara J. Shipp-Clark**

President & Executive Director  
[bshippclark@waa.com](mailto:bshippclark@waa.com)

**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
- encourage growth through mentoring, educational endeavors, and scholarships

## WAAI Article Reaches National Publication

WAAI's article titled, ***A Real Source of Power for Women in the Automotive Industry***, can be found in April's publication of Dealer Marketing Magazine.

Special thanks to Brett Stevenson, Publisher of the magazine, for making this inclusion possible. Thanks also goes to Barbara George, Kelly Kane and Carol Caliendo for their efforts in bringing the material together.

Dealer Marketing Magazine can be found at:  
[www.dealermark.com](http://www.dealermark.com).



## Golf Outing Benefiting the WAAI International Scholarship Fund

The Women's Automotive Association International will soon host a golf outing in Temecula, CA at the Temecula Creek Inn to benefit its WAAI International Scholarship program. The details are as follows:

- \$135 per person
- 10 AM Shotgun Start
- Tournament Prizes
- Club Rental Available
- Beverage Cart & Snack Stations
- Box Lunch
- Silent Auction
- All American Barbecue
- Networking Reception
- Awards Presentation

More news to arrive soon. We hope that you can come out and join us.

CALENDAR OF EVENTS



**June 9, 2004**

**Bentley Troy (Troy, MI)**

WAAI Annual Business Meeting  
Keynote Speaker Sadie Bolos

**September 16, 2004**

**Detroit Athletic Club (Detroit, MI)**

8th Annual Professional Achievement Award Dinner & International Scholarship Award Program

**October 6, 2004**

**Automotive Hall of Fame (Dearborn, MI)**

Women in Racing, Honoring Janet Guthrie, Cocktail Reception/ Driver Meet and Greet

**November 5, 2004**

**Bayside Expo Center (Boston, MA)**

Women-on-Track Dessert Reception, Meeting and Tour of the New England International Automobile Show

**December 2, 2004**

**Troy, MI**

Women-on-Track Holiday Celebration

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MEMBERSHIP APPLICATION

**FROM THE MEMBERSHIP DIRECTOR**

I am just finishing my first quarter as the WAAI's membership director. To date most of my time has been spent on administrative tasks. We have centralized all of our contact information in an ACT Database that has increased our efficiency communicating in a timely fashion. If there is anyone you would like to add to our event mailing list, please send along their contact information to ensure invitations are sent to those interested. Also send me any updates to your particular contact information to keep us current.



We have some ideas about enhancing the WAAI website to further its benefits to members. For greater convenience you will soon be able to renew your membership and register for events on line. We would also like to launch a "Members Only" section with a member directory. As part of the Members Only section, we are considering a message board, chat room and/or virtual mentor interactions. In this way, WAAI becomes a forum for members to network. It might be to ask a quick question about career development, seek resources, or forge new relationships.

Your ideas and input are vital to the association's ability to grow and respond to the trends and challenges of the automotive industry. I look forward to hearing your ideas.

**Carol Hannon-Caliendo**

[membership@waai.com](mailto:membership@waai.com)

Join the WAAI Today!

New Member Application

NAME: \_\_\_\_\_ E-MAIL \_\_\_\_\_

COMPANY: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

May we use this info. in the member directory?  
YES \_\_\_\_\_ NO \_\_\_\_\_

Choose Your MEMBERSHIP STATUS \_\_\_\_\_

REGULAR MEMBERSHIP.....\$85

ASSOCIATE MEMBERSHIP.....\$45  
*(available to those who live 100 miles outside of regional office)*

SUSTAINING MEMBERSHIP.....\$125  
*(offers a high level of support for WAAI)*

STUDENT MEMBERSHIP.....\$25  
*(valid current I.D. required)*

Pay By CREDIT CARD (circle one)

VISA \_\_\_\_\_ MC \_\_\_\_\_ AMEX \_\_\_\_\_

ACCT. NO: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_

SIG: \_\_\_\_\_

Pay By CHECK

*Make check payable to WAAI*

*Mail check to WAAI*

*P.O. Box 2535 Birmingham, MI 48012*

*or call 248-646-5250 for assistance*

SPOTLIGHT

## AN OUNCE OF PREVENTION CAN SAVE EMPLOYERS REAL COSTS

By Linda M. McCabe  
President - American Patriot  
Glass, Inc.

New reports show how protecting your employees from auto accident injury can prove to be a profitable investment of time and resources.

In today's economy, we are focused on layoffs as a tool for cutting cost. However, there has been a lot of controversy geared at the bottom line with "company responsibility."

Employee injuries are a large part of health-related costs. For employers who are watching their costs, it would be wise to evaluate their potential health care savings from traffic safety programs.

According to a report published by the National Highway Traffic and Safety Administration (NHTSA) in 1994, motor vehicle crash injuries on and off the job cost employers almost \$55 billion. That is an astounding amount! One-third of this cost resulted from off-the-job injuries to workers and their families. Motor vehicle crashes imposed over an \$18 billion health fringe benefit bill on employers.

Employers' health care spending on crash injuries was nearly \$9 billion. Another \$9 billion was

spent on sick leave and life and disability insurance for crash victims. Off-the-job crash injuries cost over \$14 billion, accounting for 78% of motor vehicle crash injuries (88%).

To make a profit, employers would need \$547 billion in sales - over four times the annual growth in the U.S. economy. I can guarantee that these figures are much higher today.

As an employer, I am responsible for paying for injuries that occur both on and off the job. Under this report, motor vehicle crashes killed an estimated 2,000 people while they were working and injured 323,000. Over half of the injuries that occurred forced people to miss work. Overall, on-the-job crash injuries (fatal and non-fatal) amounted to about 6.2% of all crash injuries.

You may be surprised to hear that employer costs of auto crashes exceed \$4 billion in the two most popular states -- California and New York. Why? New York is among the highest in agriculture, land transportation and heavy construction industries.

Employer costs resulting from motor vehicle crashes fall into three categories: Health fringe benefit costs, non-fringe costs, and wage premiums.

The health fringe benefit costs

are costs of fringe benefits paid because of illness and injury, this includes contributions that mostly go to Workers Compensation, medical and disability insurance, health insurance, sick leave, social security, and life insurance to name of few.

Non-fringe costs include motor vehicle property damage and liability insurance, crash-related legal expenses, and the cost of unreimbursed vehicle damage and replacement. In addition, employers pay taxes to help fund police, fire, and ambulance services. Employers also lose productivity when employees suffer injuries preventing them or their co-workers from working a full capacity.

Finally, employers pay wage premiums to workers for accepting risky jobs. Individual workers and their families bear the non-monetary losses associated with workplace injury.

The 1994 economic cost of U.S. highway crashes was \$150 billion (Bincoe, 1996). Employers share this cost for medical care, lost wages, travel delay, and vehicle repair with government and insurers. Crash victims and their families suffer all of the quality-of-life losses, which are not costed.

So what can employers do to implement positive change and cost savings? Well, managed



Please see PREVENTION, Page 4

## PREVENTION

*Continued from Page 3*

health care has helped contain escalating medical costs on some level. However, prevention is the key here to control health care costs arising from injuries. By preventing motor vehicle crashes, the potential health care savings are large.

In balancing the goals of competitiveness and goodwill to employees, alternative strategies to cost cutting become attractive. Automobile and traffic safety programs are an alternative to reduce health care expenses without reducing the benefits offered to employees. The savings could be as high as \$50,000 per million vehicle miles of travel. That's something to look at.

*Statistics were provided by NHTSA; Census of Fatal Occupational Injuries; The National Institute of Occupational Safety and Health's; and the US Bureau of Labor Statistics*

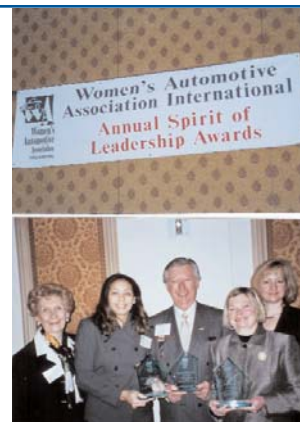
## SCHOLARSHIP NEWS

Each year, the WAAI awards scholarship assistance to students who are pursuing their education toward an automotive-related career. Applications for the 2004 award program are now being accepted for recognition in September. Visit the WAAI's website for an application or contact us at [scholarship@waai.com](mailto:scholarship@waai.com).

## HIGHLIGHTS

### 2004 SPIRIT LEADERSHIP AWARD RECIPIENTS

The WAAI hosted its 6th annual Spirit of Leadership Award Breakfast on Saturday January 31 at the Bellagio Hotel in Las Vegas, Nevada during the National Automobile Dealers Association Annual Convention.



This year's honorees included:

- Linda Miller, Manufacturing Director, Ford Motor Company (Manufacturer Category)  
Honorary Chairperson: Anne Stevens, Group Vice President, Ford Motor Company
- Kathleen Sims, Principal, Coeur d'Alene Honda & Kia (Dealership Category)  
Honorary Chairperson: Robert McGuire, Principal, McGuire Automotive Group
- Marjorie Staten, Executive Director, GM Minority Dealers Association (Supplier/Service Category)  
Honorary Chairperson: Gregory Jackson, President, GM Minority Dealers Association

The event was a tremendous success and the audience was captivated by the inspiring words delivered by the award recipients and honorary chairs. To learn more about the award recipients and the event, visit the WAAI's website, [www.WAAI.com](http://www.WAAI.com).

## THANKS TO OUR 2004 SPONSORS

Ford Motor Company  
GM Minority Dealers Association  
Greater New York Automobile Dealers Association  
Kia Motors America  
New York International Auto Show  
ProQuest Company

## VOLUNTEERS WANTED

The WAAI is continuously seeking volunteer assistance. If you are interested in helping with one of our exciting initiatives, please contact our office at 248-646-5250.

