



# Women On Track

A WAAI E-Newsletter

*Women On Track, a newsletter for and about the people in our association, covers 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

**July 2004**

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*Women On Track, WAAI's E-Newsletter, is a quarterly publication. To unsubscribe, or have questions or comments, please contact: Heather Brenke, WAAI E-Newsletter Director at [enews@WAAI.com](mailto:enews@WAAI.com)*

## MESSAGE

### FROM THE CEO

Eight years ago WAAI was just a vision. These past few years have been dedicated to building this vision by creating opportunities for women as leaders and role models and encouraging our young women to consider the automotive industry. We have awarded scholarships to students showing interest and talent valuable to this exciting industry. We are still dedicated towards the same goals.

We have come a long way towards our goal. It is important to thank our Board of Directors, Trustees, and the loyal Members for their passion, dedication, time and effort to help this organization be what it is today.

Our special thanks go to Barbara Shipp-Clark who is responsible for our terrific website ([www.waai.com](http://www.waai.com)). Also for re-structuring our office procedures to meet professional standards. We are grateful to Lynn Wilhelm who has planned all the award events with a very capable committee including Jean Kordenbrock, Kelly Kane, Judith Kiefer, Mary Mihalic and Mary Wetzel. Lynn has stepped in as our new President.

Our Membership Director and

Eastern Regional Director, Carol Hannon-Caliendo deserves a great big thank you for organizing our membership to such a very professional status. Also, many thanks to Heather Brenke for our e-newsletter and Dan Neville for overseeing our finances.

This year, we have a new partner...it is very exciting to welcome the Phoenix Mills Women's Museum. You will be hearing much more about this wonderful museum, which has a great leader in Lynn Bankes, currently a Wayne County Commissioner.

To help us build, we would appreciate your membership. Women have fought a long, hard battle for their rights, which today some take for granted. "Women supporting Women in the Automotive Industry"...that is our mission. The most important lesson I have learned these past few years is the value of good people aligned towards a set of common goals insures success.

Your involvement in WAAI is important to us. Thank you for your continued support and commitment to support women in the automotive workplace.

Best Wishes,

**Lorraine Schultz**  
Founder/ CEO

MESSAGE

## PRESIDENT'S MESSAGE

I am honored and pleased to assume the duties of President of the Women's Automotive Association International. I would like to take this opportunity to thank outgoing President Barbara Shipp Clark. Her leadership and dedication have put us on the path to success.

I look forward to continuing our progress by developing new and exciting relationships. The WAAI has hit the ground running after our very successful Annual Meeting at Bentley of Troy. We have a number of projects we are working on in Detroit including the Professional Achievement Award, Women in Racing honoring Janet Guthrie, our new partnership with the Phoenix Mill Museum and the Pioneering Women Award and many more.

Thanks to our all of our board members, advisors, trustees and associates who have continuously supported the WAAI. Special thanks to Carol Caliendo, Membership Director, Heather Brenke, Newsletter Director, Jean Kordenbrock, Development Director, Kelly Kane, PR Director, Mary Mihalic, Secretary and Dan Neville, Treasurer. All of our members are vital to our continued success and we appreciate their commitment to our growth.

Finally, I want to congratulate our CEO, Lorraine Schultz, on her latest accolade being named one of Detroit's Enterprising Women. This award will be part of a national tour exhibited at the Detroit Historical Museum in October.

**Lynn M. Wilhelm**  
President

## PHOENIX MILL WOMEN'S MUSEUM



**A photo taken in 1923 shows the exterior of Henry Ford's Phoenix factory, where women earned as much as the going rate for men.**

Between 1919 and 1940, Henry Ford created 27 Village auto parts factories in Michigan farmland.

The third to open was the Phoenix Mill, a factory that only employed women.

The Phoenix Mill had female supervision and the women made the same amount of money as men. As a condition of employment, the women could not be married. However this changed in 1940 when the Mill unionized.

Wayne County currently owns the factory and created a 501(c) 3 called the Phoenix Mill Women's Museum to restore and preserve the old factory site.

The Phoenix Mill will live on as a Women's Auto Museum and serve as a testament to women in the auto industry and the labor movement. The museum will also showcase the Mills years of operation from 1922-1948 and the accomplishments of women in more recent times.

**To learn more about the Women's Museum and to become a Charter Member, contact  
Lynn Bankes, President or  
Debbie Wannamaker, Vice President,  
Old County Building, 600 Randolph,  
Detroit, MI 48226 or (313) 224-0946.**

Help preserve and create Women's History.  
We have been neglected too long.

**CALENDAR OF EVENTS**



**September 16, 2004**

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

8th Annual Professional Achievement Award Dinner and 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

**February, 2005**

**New Orleans, LA**

Spirit of Leadership Award  
National Association of Auto Dealers

**April 2005**

**New York, NY**

Meeting and Tour of the New York International Automobile Show

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**ANNUAL MEETING RECAP**

The 2nd Annual Meeting was held June 9, 2004 at Bentley Troy (Troy, Michigan). Special thanks go out to our Sponsor - Bentley Troy - for making our event a memorable evening. Everyone enjoyed the music, cocktails and hors d'oeuvres and especially the opportunity to view the beautiful automobiles.

**WAAI HIGHLIGHT**



Christine Cortez, a past recipient of the WAAI Spirit of Leadership Award, was recently featured at the Daimler Chrysler Management Club meeting in April 2004. Pictured from left to right: Betty Bright, Lynn Wilhelm, Christine Cortez and Mary Wetzel

**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

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

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)*

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MESSAGE

## PRESIDENT EMERITUS

### A Time for Reflection. Appreciation & Transition

Remember the days when you were really young and time felt like an eternity? The times when the school year felt like it would never end or the summer approached and it seemed it was going to last forever. Remember the two-week vacation you had with your parents and you wondered how you would survive without your friends, or the time when you were leaving high school to go to College and the change felt like you were saying goodbye to your home forever?

I remember. I remember what it was like to learn that time goes by really fast; that friends are always near and the occasional get-togethers are as significant as the daily ones. I remember when change became a good thing and not about saying goodbye.

These memories and lessons are precious. I share them with you as I reflect and appreciate the time I have spent working with the WAAI, and the leadership experience and the relationships I have gained in doing so.

On the eve of June 9, 2004, during the WAAI's Annual Business Meeting, I became the first President Emeritus of the WAAI and Lynn Wilhelm became your new President. I have worked in the automo-



tive industry since 1982. It was in 1995 that I became a member of the WAAI and in 1997 an officer of its Board of Directors. As a senior officer of the WAAI, and its President for the past two years, I have had the privilege of working with an accomplished team of business professionals to not only restructure the WAAI but to create a worldwide web presence, a master membership database, an E-Newsletter, on-line financial reporting, and many member benefits and operational standards of excellence.

With the transition of my president role, I do not say goodbye, rather I say that I look forward to talking with you again soon. I will continue to support the WAAI and provide input and direction when needed. I will also continue to service the automotive industry throughout my next stage of career by supporting the Internet's first comprehensive resource for automotive employment information: [www.EmploymentResources.com](http://www.EmploymentResources.com) and [www.Auto-motiveEmploymentResources.com](http://www.Auto-motiveEmploymentResources.com).

I am very proud to have been an instrumental part of founding the WAAI. I will remember last year, and all of the other years, for our successes and the promise the WAAI has for a prosperous future. From the bottom of my heart, thank you for the support, for the friendship, and for the memories.

Sincerely,

**Barbara Shipp-Clark**  
President Emeritus

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OTHER EVENTS OF INTEREST

## MOTORSPORTS HALL OF FAME OF AMERICA

### 2004 Motorsports Hall of Fame Induction Awards

July 29, 2004 at the State  
Theatre in Detroit

NASCAR executive Bill France Jr., road racing and Indy car champion Bobby Rahal and drag racing legend Joe Amato will lead a class of seven racing greats into the Motorsports Hall of Fame of America when the organization stages its 16th annual induction ceremony on Thursday, July 29, 2004 at the State Theatre in Detroit.

These three, along with Los Angeles Times racing reporter Shav Glick, multi-class sports car champion Geoff Brabham, driver-designer-builder Don Vesco and 1950 Indy 500 winner Johnnie Parsons will join the 138 racers already enshrined in the Motorsports Hall of Fame.

For more details and ticket purchase information visit [www.mshf.com](http://www.mshf.com). The **Motor - sports Hall of Fame and Museum** honors and preserves the achievements of the greatest legends of motor-sports on land, sea, and in the air.

2004  
Women's Automotive  
Association International

**8th Annual  
Professional  
Achievement  
Award**

*Thursday, September 16*

**Dinner & International  
Scholarship Award  
Program**



Honoring:  
*Dr. Rose Ryntz*  
Director  
for  
Advanced  
Materials  
Engineering at  
Visteon  
Corporation



**Detroit Athletic Club**

241 Madison Avenue  
Detroit, MI 48226  
313-442-1069

**SCHEDULE**

6:30-7pm  
Cocktail Reception,  
7pm  
Dinner  
8pm  
Presentation

**Ticket Sales/Sponsorship**

\$ 150 members  
\$ 200 non-members  
\$ 35 full-time students  
\$ 2,500 corporate table sponsor (8)

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Association International**

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## SPOTLIGHT

# THE AUTOMOTIVE INTERNET TODAY

By Jeannine Fallon -  
Edmunds.com

There was a time when pundits predicted that the Internet would put car dealerships out of business. That theory has gone the same way as the classic line that individuals would never need to have their own computers.

Today there is hardly an automotive professional who doesn't regularly use the Internet, and essentially the same is true for car shoppers. Both groups benefit from the transparency of information, and save money and time when making good use of the Internet's resources.

Automotive professionals price, promote and sell vehicles far more effectively when they know who consumers are, what they want and expect and what is influencing their behavior. The Internet is a terrific, usually free resource that can easily be used for achieving these goals. For example, marketers can use the Internet to put a finger on the pulse of consumers by reading online discussions at Edmunds.com Town Hall (<http://www.edmunds.com/apps/townhall/welcome.jsp>) and other automotive communities. There, consumers convey honest opinions and real-world experiences that expensive focus groups and delayed-gratification direct response campaigns might never uncover. In addition,

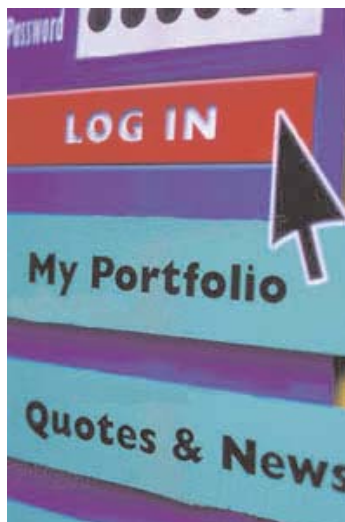
executives from Chevrolet, Ford, Saab, Subaru and Toyota have recently used Edmunds.com Town Hall for two-way communication with owners, which has generated good will that translates into customer loyalty.

The technology of the Internet also makes it possible to learn what interests consumers at essentially any point in time. Tracking services allow Web sites to evaluate consumer behavior such as cross-shopping research trends. For example, site traffic analysis shows that in June 2004, 41.8% of the visitors to Edmunds.com who looked at the redesigned 2005 Chrysler 300 didn't research any other vehicle, while the others checked out an average of three competitors each, most often the Dodge Magnum, Infiniti G35 and Acura TL. By comparison, in June 2003 only 13.9% of the visitors to Edmunds.com who researched the 2004 Chrysler 300M looked just at that vehicle, while the others checked out an average of nine competitors each. The detailed analysis available is of great use to those who set prices and incentives for these vehicles, and to those who make advertising decisions.

From the consumer's perspective, the Internet houses a wealth of free, useful information including transaction

prices, incentives, ownership cost projections, competitive vehicle research, buying advice, expert test-drive reviews, other consumers' experience...the list is nearly endless. Automotive professionals benefit from paying close attention to the coverage of their products on trusted Web sites so they know what consumers are learning. Consumers are likely to believe established online sources, and whether a dealer delivers the expected experience can directly affect customer satisfaction. Web sites are typically open to suggestions and other input from automaker representatives to ensure accurate, comprehensive coverage that facilitates fair, efficient transactions where realistic expectations are established and met.

Perhaps it goes without saying that automotive professionals can greatly benefit from using the Internet to research their competitors at no charge. For example, the free vehicle comparison tool at <http://www.edmunds.com/apps/nvc/edmunds/VehicleComparison> instantly provides a matrix contrasting data points such as prices, specifications, warranties, incentives and ownership costs for up to five selected vehicles at one time. And, the Edmunds.com's Future Vehicles database at <http://www.edmunds.com/future/index.html> allows product planners to easily check avail-



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**INTERNET**  
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able information on what their competitors have in store for coming model years.

While the vast majority of automotive professionals are discovering new uses for the Internet everyday, there are still some who resist in fear of the Internet's impact on their business. Like it or not, the transparency of information is here to stay - we might as well embrace it and make the most of what it can do for us.

**By Jeannine Fallon**  
**Edmunds.com**  
**jfallon@edmunds.com**



**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@waa.com](mailto:scholarship@waa.com).

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