

## ***Women's Automotive Association Newsletter February 2007***

**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 - Room 1A03  
Breakfast/ Speaker and Speed Networking  
Tickets: \$65 Members, \$85 Non Members  
Tables of 10 \$750.00  
Students \$35.**

**Contact Event Chair : [ashley@paragonhonda.com](mailto:ashley@paragonhonda.com)**

**Sponsorship opportunities: Contact Lorraine Schultz 248-646-5250  
[lhswai@aol.com](mailto:lhswai@aol.com)**

### **Behind the Scenes at NADA: The WAAI Spirit of Leadership Luncheon**



Ask Patty President, Jody DeVere, also President of the [Women's Automotive Association International](#) (WAAI), which was originally founded by the wonderfully sweet Lorraine Shultz. At this year's 2007 National Automobile Dealers Association conference in Vegas, the WAAI women held a classy, star-studded event. The stars were the wonderful honorees – the women leading the way in the automotive industry!



The luncheon was beautiful and full of excitement for the future of women in the industry. The food was scrumptious too (check out the fancy salad in the photo to the left!). The WAAI honored four lovely ladies: Cynthia Ferguson, Susan Givens, Rita Case, and Jill Lajdziak

**About the 2007 Award Recipients:**



**Jill Lajdziak** is the Saturn Division General Manager. She is responsible for the brand's sales, service and marketing operations. Jill has been with Saturn since 1986, previously serving in Marketing, Retail Network Development and Customer/Retail Operations & Strategies. Jill also has valuable automotive retail experience, previously serving as a sales and service representative at a GM dealership. She is a native of Brillion, Wisconsin. Jill is a graduate of the University of Wisconsin with a Bachelor of Science degree in Business Marketing and Management.



**Susan Givens** is the Vice President of Systems Marketing, dba AutoSuccess Magazine. Susan started with Systems Marketing in her final semester at the University of Louisville where she received her degree with a major in Business Management and a minor in International Business. She soon became a part owner with the company. The focus of the magazines is to create a positive avenue for the readers to learn and grow. Susan has made this way of thinking part of her everyday life.



**Cynthia Ferguson** is AutoTrader.com's Northwest Regional Director. Cynthia has over 25 years experience in newspaper and online media advertising sales and management. In 2004, as a District Sales Manager for Autotrader.com, Cynthia's team was awarded "Corporate Volunteer of the Year" by Crisis Nursery in Phoenix, Arizona. Continuing with commitment to community as a central core value, under her direction, the North West Region focuses heavily on community involvement.



**Rita Case** is COO of the Rick Case Automotive Group, a group of 14 dealerships in three states. Automotive News ranked the Rick Case Automotive Group in the top 20 largest dealership group in the U.S. Rita Case is dedicated to customer service and community support, and is passionate about the automobile business. She is committed to exceeding their customer's expectations and treating every customer as her best friend.



#### **About the WAAI:**

The Women's Automotive Association International (WAAI) was founded in 1995 when Lorraine Schultz brought to life the vision of an organization dedicated to the development and advancement of women as automotive industry leaders. Today, the organization continues to thrive throughout the United States and Canada as the leading women's global organization dedicated to this purpose. The WAAI is a non-profit, professional society comprised of women who are key players in all aspects of the automotive industry.

The WAAI is dedicated to:

- recognizing the achievements of women in the automotive industry;
- providing education and news of particular interest to women in the industry;
- building relationships through networking opportunities and the other forums;
- encouraging growth through mentoring, educational endeavors and scholarships.

Corporate sponsors for the 2007 event included [AutoTrader.com](http://AutoTrader.com) and [AskPatty.com](http://AskPatty.com). And we want to thank all the lovely ladies of the WAAI for their help and support in organizing this event!

***Looking to mentor young women seeking careers in the automotive industry? Contact Lindsey Agor our WAAI Northwood Midland Campus Student President for details:***

***agorl@northwood.edu***

**A warm welcome to our newest members:**

**Linda Browning - Student**

***Hanna Diver - Toyota***

***Alice DeCristo - Toyota***

***Joyclyn M. Water's - General Motors***

***Raquel Case - Rick Case Automotive***

***Rita Case - Rick Case Automotive***

***Robyn Schiverholz - Mile One***

***Cheryl Lynn Loughlear - Dealer Mine***

***Featured WAAI Member:***

Meet Amy Mattinat:



Amy's career in the automotive industry began at Auto Craftsmen Ltd., an independent Import Dealership located in Montpelier Vermont. Over the years Amy has done almost every job in the place. From cleaning lady to mechanic's helper, bookkeeping and marketing, to salesperson and service advisor. From part-time to full time, she took on more and more responsibility until she became so integrated in the life of the business and the customers that she was asked to become a business partner.

She has become passionate about creating Automotive Excellence within her business. Amy feels that good communication is the essence of being able to explain, suggest and fix any problem her clients may have. She has created a business that is both pleasing to the eye as well as comfortable and fun. She spoils her client base and they love it!

Encouraged to "spread the word," Amy writes a monthly newsletter, and has written both newspaper and magazine columns on automotive repairs, maintenance, car care and safety. After selling used cars for 6 years, she has also written an easy to use manual, "How To Buy A Great Used Car," available at [www.usedcarexperts.com](http://www.usedcarexperts.com). She believes that everyone deserves to purchase a quality car no matter what their budget is. They just need to do their "homework!"

Wanting to spread automotive excellence throughout the country, Amy is teaching other shops how to improve communication with their customers and how to create lasting, top-notch

customer service.

She is a board member on the education committee for the Women's Car Care Council, belongs to WAAI (Women's Automotive Association International,) and AWARE (Advancing Women in Automotive Retail Enterprises). She is delighted to be on the advising board of AskPatty.com

You can purchase " How to buy a great Used Car" by Amy Mattinat by going to this site:  
[www.usedcarexperts.com](http://www.usedcarexperts.com)

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