



## WAAI Novmeber 2006 NEWSLETTER

Women's Automotive Association International

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Official Newsletter of the Womens' Automotive Association International

1-248-646-5250

### Are Female Auto Execs a Dying Breed?



Anne Doyle of [Automotive News](#) wrote recently about something that has been screaming in my brain since the news of Anne Stevens departure from Ford Motor Company last month. My shock and disbelief that she was leaving Ford still has me reeling...

Anne Doyle writes, "Don't look now; the old-boy culture may be coming back.....When the highest-ranked woman in the automotive industry walks out, it's time to say out loud what so many have been whispering."

"The Detroit 3 are losing women's leadership talent almost as fast as they are losing market share."

"The 1990s were heady days for ambitious, talented women at what used to be the Big 3. So many highly skilled female engineers, designers, lawyers, plant managers and other professionals broke through into leadership positions that Automotive News in 2000 published its first list of "[100 Leading Women in the North American Auto Industry](#)." The land of greatest opportunities seemed to be the Big 3; the imports were well behind. "

"That was only six years ago, but today it seems like a very long time ago."

"The most alarming indicator of the state of the domestic auto industry is not vehicle inventories, stock prices or health care costs. It's the talent drain."

#### Departures

Here are some of the top women who have left Ford, GM and DaimlerChrysler in the past 5 years (and where they went).

#### **FORD**

- **Elizabeth Acton**, treasurer (Comerica)
- **Anne Doyle**, director, North America public affairs (consulting)
- **Karen Francis**, CEO, ConsumerConnect (Limerick Lane Cellars, then Publicis & Hal Riney)
- **Barbara Gasper**, VP, investor relations (MasterCard Worldwide)
- **Janet Mullins Grissom**, VP, Washington affairs (Johnson, Madigan, Peck, Boland & Stewart, a Washington lobbying firm)
- **Kathleen Ligocki**, VP, customer-service division (Tower Automotive)
- **Kristin Odeh**, director, global consumer systems (Dell)
- **Kathy Oswald**, executive director, human resources customer operations (Right Management Consultants)
- **Anne Stevens**, executive VP; COO, the Americas (Carpenter Technology Corp., effective Nov. 1)
- **Jan Valentic**, VP, global marketing (Young & Rubicam)

- **Mary Ann Wright**, director, sustainable mobility technologies and hybrid vehicle programs (Collins & Aikman)

## GENERAL MOTORS

- **Mary Boland**, North America VP, finance (Levi Strauss)
- **Annette Clayton**, North America VP, quality (Dell)
- **Maryann Goebel**, North America chief information officer (DHL)
- **Debra Kelly-Ennis**, COO, Saab Cars USA (Diageo North America)

## DAIMLERCHRYSLER

- **Michelle Cervantez**, VP, marketing, Mercedes-Benz (Hyundai Motor America)\*
- **Julie Roehm**, director, Chrysler, Jeep, Dodge marketing communications (Wal-Mart)
- **Karenann Terrell**, VP & CIO, Chrysler group and Mercedes-Benz NAFTA (Baxter International)

I attended the 100 Leading Women event in 2005 and was so impressed with the progress we were making as women from 2000 to 2005. Why are these top women leaving to go other industries?

With more than 50% of new cars sold to women in the US and 85% of new car buying decisions influenced by women, the billion dollar question is : Who will be the key influencers to guide marketing, design, strategy and sales efforts from the top down to attract, retain and keep loyal women customers to these brands? With the ranks of top executive women at the Big 3 dwindling, will it be left to the automotive 'ole boys club?

Supporting the Women's Automotive Association International with your membership, sponsorships, scholarship support, mentoring young women in our ranks and supporting and attending WAAI events is one thing you can do to help keep women from leaving the industry by supporting each other.

I encourage each of you to Step Up and make a commitment to get active in your participation in the Women's Automotive Association International today. Please email your thoughts and comments to me!

Jody DeVere  
 President  
 AskPatty.com, Inc.  
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 Women's Automotive Association International  
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## Take the WAAI Membership Survey

We want to know how we can improve our programs and support of WAAI members. Please take 10 minutes and complete an online survey designed to get your feedback :

Click this link to take the survey:

<http://www.questionpro.com/akira/TakeSurvey?id=539272>

For questions or more information about this survey contact Heather Conary, Directory Dealer Relations Email : [Heather\\_Conary@downeasttoyota.com](mailto:Heather_Conary@downeasttoyota.com)

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## Northwood University Student Women Mentoring Opportunity

Lindsay Agor our Northwood Midland Campus President of student members is seeking mentors for female students.

From Lindsay: The MI campus student membership is up and running. We have some fun activities planned for our girls. We are also working on getting a WAAI sponsored speaker to come to campus to talk about all types of diversity and how to deal with diversity in the work place. The committie has also started planning the January recruitment day. Some of us will also be down to Detroit on the 26th for the Professional Achievement event. The girls are great and its going to be an amazing year.

My idea is that Northwood participants will be matched up according to their career goals with women who are in positions similar to where the northwood girls would like to end up. For example: Sarah would like to work for a high line dealership, eventually one day working to the position of general manager. We will try to match Sarah with a women who is a general manager of a high line dealership. Sarah will then be able to build a relationship with this women where she can ask for help building or refining her resume, getting a summer internship position, or even possibly getting help with finding a job. Sarah could also even ask her mentor which classes she should look at as electives that would be most relevant to the industry. It is my hope that the mentor program will make the gap between the Northwood women and the women in the industry smaller. The ethnicity optional area of the mentor form is if a northwood participant would rather have a women of her ethnic background than one in the particular area of the industry that she is interested in. If we could start receiving volunteers from the professional women in WAAI that would be great. Let me know what I can do to help. The girls are really excited for this and so am I. I think it would be one of the most beneficial aspects of being a member on the Midland Campus.

Contact Lindsay Agor at email: [lindsay.agor@gmail.com](mailto:lindsay.agor@gmail.com) or Ph (585) 330-1526 to become a mentor today!

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## Spirit of Leadership Event Committee Volunteer Opportunity!

We will be honoring four outstanding women at our Spirit of Leadership event in Vegas during NADA Febrauary 3, 2007. This event is our premier event of the year and our largest fund raising opportunity for scholarships for young women seeking careers in the automotive industry.

We need volunteers to help make this event a success!

Please contact Marcela Fink - Spirit of Leadership 2007 event chair to volunteer to help with this event :

1. Table Sponsorship Sales
2. Program Advertising Sales
3. Ticket Sales
4. Printing
5. Public Relations - Press release and getting our event into trade publications and newsletters
6. Event Hostess
7. Sponsorships for Student Member Tickets

Contact Marcela Fink **Today** to volunteer to be a part of the Spirit of Leadership event committee  
Email: [carfink@bellsouth.net](mailto:carfink@bellsouth.net) PH 305-259-2067

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## FROM the COACH'S CORNER

Did you know that WAAI now has a professional Coaching Team? Whether you want to resolve life/balance issues, improve relationships, powerfully set and achieve goals, create breakthroughs in performance, energize your team...or explore possibilities in any other area of your life, we're just a call or email away. See us at <http://www.waai.com/affiliates.asp>

### Blind Spots

Sometimes, the obvious is hardest for us to see. This is especially true with what I call our "blind spots" – facts, alternate points of view, issues and solutions that others might see clearly, but are either invisible to us, or we stubbornly refuse to believe.

Everyone has blind spots, of course, But the most damaging to us as leaders, are the Limiting Beliefs that exist within ourselves and our organizations.

Limiting beliefs have many origins: cultural, religious, social and experiential. And, curiously, every organization develops its own unique set.

Some broad examples of organizational limiting beliefs include:

- We have to put up with bad attitudes from star performers
- It didn't work in the past, so it won't work now
- There's no way we can get the money, so why even bring it up
- Management never listens
- Union employees are lazy
- The only way to improve margins is to cut costs, programs and staff

Any one limiting belief can hold your organization back from reaching its full potential. Yet, the fact is, there are a multitude of limiting beliefs that exist at every level.

Let's take one from the above list. What are the implications of the limiting belief "Management never listens"? Right now, it is not only sapping the enthusiasm from employees, but it is stealing countless innovative ideas from our organizations – innovative ideas that could quite easily counter another common limiting belief, "The only way to improve margins is to cut costs, programs and staff."

The challenge is that in order for our organizations to see and address their blind spots, we, as leaders, must first acknowledge our own.

Get some feedback and be brutally honest with yourself. What are you not seeing? Not admitting? Is there anything you don't want to hear, or that you stubbornly refuse to accept? What assumptions have you never questioned?

At your next staff meeting, I encourage you to ask each individual to take a moment and write down at least two limiting beliefs that they feel are holding them or the organization back. Then go around and post each contribution on flip chart.

Whether or not you're surprised at what comes up, don't discount anything, or give them "I knew that!" Have the group prioritize the most destructive limiting belief and do something about it.

Then celebrate: you just eliminated a blind spot!

Frances Fujii is a Life & Success Coach with more than 20 years' experience facilitating client breakthroughs in personal empowerment, interpersonal communication and team development. Frances' upcoming workshop, "Reinventing Yourself After 50: Making Sure the Best is Yet to Come," is November 3-5, 2006. For more information, log onto [www.ReinventingYourselfAfter50.com](http://www.ReinventingYourselfAfter50.com)

To find out how working with a professional Coach can benefit you, call any member of the WAAI Coaching Team for a complimentary consultation. Click here for details:  
<http://www.waai.com/affiliates.asp>

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### **Professional Achievement Awards Event**

A special thanks to all who attended, sponsored and supported our Professional Achievement event October 26th, honoring Pamela Rodgers, at the Detroit Athletic Club!

#### **Again, thank you to our Sponsors:**

AskPatty.com  
 AutoTrader.com  
 CarsMagazine.com  
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 General Motors  
 General Motors Diversity  
 General Motors Minority Dealers Association  
 National Colorectal Cancer / EIF Foundation  
 Northwood University  
 On Wheels, Inc.  
 Road and Travel Magazine  
 Automotive Hall of Fame

#### **MEMBER BENEFITS**

When you join the WAAI, you become part of the automotive industry's premier professional organization dedicated to the recognition,

advancement and support of women in the industry. The WAAI is the automotive industry's largest professional businesswomen's organization.

**Membership includes:**

- Invitations to all events and programs of the WAAI.
- Reduced administration price to events and programs.
- Scholarship opportunities.
- Professional development opportunities.

**Plus, more:**

- Enhance your career using proven strategies, techniques and tactics.
- Manage the challenging interplay between career and personal objectives to get ahead effectively and quickly.
- Bolster your career by networking with automotive leaders.
- Learn from professionals in the industry.
- Increase your knowledge of automotive issues, industry analysis, product development and marketing.
- Support and encourage the advancement and growth of women in the automotive industry.
- Demonstrate a commitment to education and growth within your career.
- Inspire entry into the automotive industry through mentoring and education.

**ANNUAL MEMBERSHIP**

Regular Membership \$85

Associate Membership \$45 (Available to those who live 100 miles outside of a chapter office.)

Sustaining Membership \$125 (Offers a high level of support for WAAI.)

Student Membership \$25

**JOIN THE WAAI**

To register or renew your membership with the WAAI, download our Membership Application here <http://www.wai.com/membership.asp>, or if you prefer, please [Contact Us](#), PH 248-646-5250.

Thank you!