



Featuring author of “big bang” theory of advertising

Women’s Automotive Association International to host its 7th Annual NY Auto Show Meeting & Sneak Preview

Detroit, MI – March 23, 2004 – The Women’s Automotive Association International (WAAI) will host its 7th annual meeting and sneak preview during New York’s International Auto Show. This year’s meeting topic features best selling author and creative ad agency legend, Linda Kaplan Thaler, who will discuss the award winning philosophy presented in her book **“BANG! Getting your Message Heard in a Noisy World.”** (written by Linda Kaplan Thaler and Robin Koval) Presented in conjunction with the New York Auto Show at the Jacob Javits Convention Center, the meeting will begin with a continental breakfast at 8 AM on Thursday, April 8, 2004.

As with past seminars orchestrated by WAAI, the audience will consist primarily of automotive marketing and advertising professionals; dealer principals, executives and sales reps; manufacturer corporate and field representatives; other automotive agents and suppliers; and the media. Following the 8 AM continental breakfast, the unabashedly creative Ms. Thaler will speak about how she has successfully created chaos in order to generate disruptive messages, campaigns and cultural icons that simply could not be ignored. Her ad agency, the Kaplan Thaler Group is the country’s fastest growing ad agency, so her track record is well-documented with such “Big Bang” marketing legendry as AFLAC, Clairol Herbal Essences, Continental Airlines and Toy “R” Us. Democratic strategist James Carville said, “If Al Gore had had the book in 2000, George Bush would not be sitting in the White House.”

Following what should be a spirited presentation, guests are invited to take a free sneak preview of the Auto Show before the show officially opens to the public. Co-sponsors are the Greater New York Automobile Dealers Association and the New York International Auto Show.

Details and seminar tickets are available through WAAI’s President/Executive Director Barbara Shipp-Clark at (845) 348-1660. Cost is \$75 for WAAI members, \$50 for students and \$100 for non-members. A portion of the ticket fee will be contributed to WAAI’s scholarship fund. Autographed copies of **“Bang! Getting Your Message Heard in a Noisy World”** written by Linda Kaplan Thaler and Robin Koval (October 2003, Currency/Doubleday) will be available for discount purchase during the meeting.

About WAAI

Women’s Automotive Association International (WAAI) is the industry’s premier professional organization that:

- ? recognizes the achievements of women in the industry;
- ? provides educational e-news to automotive career-focused individuals;
- ? builds relationships through networking and other interactive forums; and
- ? encourages growth through mentoring, educational endeavors and scholarships.

WAAI’s focus is on the development and retention of women leaders and the education and support of all persons, without prejudice, who have an interest in the automotive industry.

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