

# SPiRiT OF LEADERSHIP

## LAUNCH YOURSELF TO THE NEXT LEVEL AND LET THIS BE THE YEAR YOU SHOW THEM ALL!

Have you been looking for an event that not only provided you with professional development but the opportunity to network and develop real lasting relationships in the future?

Have you ever wished there was something else other than golf that would allow you to do business in a relaxed atmosphere?

WE DID, but the reality is the type of experience we wanted didn't exist. So we decided to create it, and we thought you may want to join us in a retreat that will have lasting effects both personally and professionally!

Come and join us on Saturday evening as we honor some of the most powerful women in Automotive during our award reception and listen to Edie's message "You Pave the Way...takes True Grit."

On Sunday, we start our first annual Invitation Only Leadership Retreat. Women participating in the retreat are some of North America's biggest movers and shakers including our keynote Terre Thomas, daughter of Danny Thomas (Founder of St Jude Children's Research Hospital) who will be sharing with us her inspiring story.

The small intimate event will allow these power-players the opportunity to develop meaningful relationships that will be mutually beneficial.

### WAAI AWARDS DINNER & YOU PAVE THE WAY LEADERSHIP RETREAT

The Venetian Las Vegas Nevada  
Saturday February 4<sup>th</sup>, 2012 6:30 pm  
Sunday February 5<sup>th</sup>, 2012 8am - 2pm  
(Retreat Limited to 75 Women)



**Saturday Keynote**  
**Edie Hand**  
You Pave the Way



**Sunday Keynote**  
**Terre Thomas**  
St. Jude's Hospital

### HONORING



**Jodi Kippe**  
Partner  
Crowe  
Horwath LLP

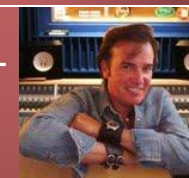


**Audrey Zavodsky**  
Professional  
Racer



**Cherie Watters**  
GM Puente  
Hills Hyundai

### SATURDAY ENTERTAINMENT ROBBIE RHODES



Saturday February 4<sup>th</sup>, 2012 |  
WAAI Spirit of Leadership Dinner

\$ 150.00

Sunday February 5<sup>th</sup>, 2012 | Limited Seating  
You Pave the Way Leadership Retreat \$ 1,295.00

### Retreat Special Pricing

If you reserve and pay for the Retreat by 12/31 you will receive a dinner ticket for free.





## A WORD FROM THE FOUNDER OF WAAI

Lorraine Schultz began making history during a time in the automotive industry when there were probably 400 men to ever one woman employed. In 1999, the Automotive Hall of Fame awarded its Distinguished Service awards to women for the first time since 1945. Lorraine Schultz, a member of its Board of Directors and Founder of the Women's Automotive Association International, had a lot to do with that decision.

It is with great pleasure that I am pleased to present to you in conjunction with *You Pave the Way* our brand new Program for the upcoming **2012 NADA Conference**.

This year we have made some changes and have brought on world class speakers such as author and powerhouse Edie Hand, spokesperson and activist Terre Thomas of St. Jude's Children Research Hospital. We have also introduced an invitation-only leadership retreat with some of North America's most influential and powerful women.

I would encourage you to get involved and not miss out on this unique opportunity!

*Lorraine*

## 2012 WAAI SPONSORSHIPS

### **Diamond Sponsorship | \$25,000**

Event Sponsor for Reception and Retreat  
Two complimentary tables of 8 at reception  
Two Attendees to Women's Leadership Retreat  
Ad on our website for six (6) months  
2 Full Pages Ads in Program Book  
Digital Signage during the event

### **Platinum Sponsorship | \$10,000**

Choice of:  
Spa Sponsor for Leadership Event  
Lunch Sponsor for Leadership Event

And:

One complimentary table of 8 at reception  
Two Attendees to Women's Leadership Retreat  
Ad on our website for three (3) months  
1 Full Page Ad in Program Book  
Digital Signage during the event

### **Gold Sponsorship | \$5,000**

Choice of :  
Program Book Sponsor  
Breakfast Sponsor for Women's Retreat

And:

4 Tickets to the Reception  
Ad on our website for one (1) months  
1 Full Page Ad in Program Book  
Digital Signage during the event

### **Silver Sponsorship | \$2,500**

Entertainment Sponsor  
2 Tickets to the Reception  
½ Page Ad in the Program Book  
Digital Signage during the event

### **Bronze Sponsorship | \$1,000**

¼ Page Ad in the Program Book  
Digital Signage during the event

### **Friend of WAAI | \$500**

Recognition in the Program Book  
Digital Signage during the event

### **Edie Hand Book Sponsorship | \$1,250**

Provide a gift to every woman at the retreat that will be cherished for years to come.

#### **EVENT CONTACT**

Lori Sousa, WAAI Treasurer  
Phone: 561-752-0199 | Cell: 561-441-4833  
[lsousa@dealerriskservices.com](mailto:lsousa@dealerriskservices.com)

### **Spirit of Leadership Event Committee**

**Chairperson** Lori Sousa, CEO, Dealer Risk Services , Inc  
Karolyn Hart, VP, Windsor Essex Economic Development Corporation  
Lizelle Landino, National Dealer Advocate, PCG Digital Marketing  
Marcela Fink, President, Choice Technology  
Jody DeVere, CEO, AskPatty.com  
Edie Hand, Founder of Edie Hand Foundation /You Pave The Way Programs



# LEADERSHIP RETREAT

Limited to the first 50  
Reservations

7:45 - 8:15	Registration   Breakfast
8:15 - 8:45	Introduction   Speed Networking
9:00 - 10:00	Keynote   Terre Thomas
BREAK	
10:15 - 12:15	The Mastermind Experience
12:30 - 2:00	Lunch and Networking
2:00 - 4:00	Spa Retreat

## Official End of Retreat

7:00 - ??? Girl's Night Out

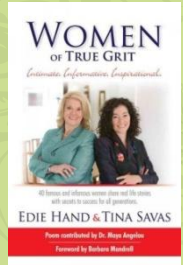
For those interested in continuing the retreat into the evening, there will be several opportunities made available during the course of the retreat.

### What is the Mastermind Experience?

The Mastermind Experience is a formal meeting of a specified group of people who come together to create power and co-ordinate knowledge to provide solutions for one another. The Mastermind experience can be formed around any type of subject matter, and can even take place in single environments for teams or groups focused on a similar goal.

### What Should I Expect?

1. You will realize you are not in business alone. The Mastermind Experience will provide support to entrepreneurs and business leaders.
2. You will be able to look at the future potential of your business through the eyes of others. You will see where their business has taken them and create a similar road for yourself.
3. You can learn from the mistakes of others, and not repeat them, instead implement changes to avoid mistakes along the way.
4. You can provide insight to others about your unique business as well as your experiences.
5. You will gain new perspective on your business and the world around you.



## YOU PAVE THE WAY EDIE HAND

Edie shares with women of all ages the important journey of a woman's worth through her 3P's. They are Passion, Perseverance, and Positive Projection.

In this program Edie shares some of the tales from her recent book with, co-author Tina Savas, entitled, "Women of True Grit." Edie's story-telling will encourage you to set the bar a little higher and pave the way a little farther.

You too, can pave the way, and become a woman of true grit, if only you will mentor someone else to pass it on. After hearing some of the challenges women have faced and overcome the audience will be spiritually reinvigorated and ready to take on the world.

Visit: [www.ediehandfoundation.org](http://www.ediehandfoundation.org)

# REGISTRATION AND SPONSORSHIP FORM

Last Name	First Name	
Street Address		
City	Province/State	ZIP
Phone	Email	
Additional Guests	Name	Name
	Name	Name
<p><i>For full tables, please provide a full list on a separate sheet of paper or via email.</i></p> <p><i>Mail Registration With Check made payable to: Women's Automotive Association International PO BOX 3425 Boynton Beach, FL 33424 or, Fax Registrations to: 248-387-3550, or pay via Credit Card call Lori Sousa 561-752-0199</i></p>		

## ADMIN

RECEPTION TICKETS \$150 X	No. of Tickets:	TOTAL:
LEADERSHP RETREAT ONLY \$1,295 X	No. of Guests:	TOTAL:
DINNER AND RETREAT \$1,395 X	No. of Guests:	TOTAL:
DIAMOND SPONSORSHIP \$25,000		TOTAL:
PLATINUM SPONSORSHIP \$10,000		TOTAL:
GOLD SPONSORSHIP \$5,000		TOTAL:
SILVER SPONSORSHIP \$2,500		TOTAL:
BRONZE SPONSORSHIP \$1,000		TOTAL:
FRIEND OF WAAI \$500		TOTAL:
<b>TOTAL AMOUNT DUE</b>		<b>TOTAL:</b>

WHO IS ATTENDING THIS  
YEAR'S EXCLUSIVE 2012  
YOU PAVE THE WAY  
RETREAT?

Leading professional women  
in the following industries  
have already confirmed their  
attendance for this year's  
retreat:

Automotive  
Economic Development  
Government  
Television/Film  
Insurance  
Financial Services  
Healthcare  
International Relations  
Entertainment  
Publishing

Women's Automotive Association International  
PO Box 3424  
Boynton Beach, FL 33424  
waaai.com  
spiritofleadership.weebly.com



**EMPOWER THE NEXT GENERATION TO DRIVE  
THE AUTOMOTIVE INDUSTRY TO THE NEXT  
LEVEL WITH WAAI. HERE'S HOW!**

The International Scholarship Committee wants to make a significant contribution to those individuals currently employed within the automotive industry, as well as to set the foundation for students who are pursuing their education toward an automotive-related career.

Established in 1997, the Professional Achievement Award is presented annually to a professional woman in the automotive industry in recognition of her Commitment, Professionalism, and Success in the automotive industry.

Established in 1999, the WAAI's "Spirit of Leadership" award is presented annually to professional women in the automotive industry in recognition of their significant accomplishments in their profession, community, and family.