



## Why Send Your Team to the Women in Auto Care Conference?

Investing in your people is one of the most impactful decisions an organization can make. The Women in Auto Care Conference delivers measurable value—both professionally and personally—while directly supporting the growth, retention and leadership development of your team.

**A Strategic Investment in Talent Development:** The Women in Auto Care Conference is designed to equip professionals across the automotive aftermarket with practical tools, leadership strategies, and industry insights they can immediately apply in their roles. Attendees return more engaged, confident and prepared to contribute at a higher level within their organizations.

**Industry-Specific Education:** This conference offers education tailored specifically to the automotive aftermarket—addressing real challenges, emerging trends, and opportunities across the supply chain. Sessions are led by industry experts and thought leaders who understand the unique dynamics of our industry, ensuring learning is relevant, actionable, and timely.

**Earn Continuing Education Units (CEUs):** Participation in the Women in Auto Care Conference qualifies for Continuing Education Units (CEUs) through Northwood University. This adds measurable professional value for attendees while supporting ongoing learning and credentialing goals.

**Strengthen Leadership & Professional Skills:** Attendees gain practical tools in leadership, communication, and personal effectiveness—skills that translate directly to improved performance, collaboration, and confidence in the workplace. The conference environment encourages growth at every career stage, from emerging professionals to seasoned leaders.

**Unmatched Networking Across the Industry:** The conference brings together professionals from every corner of the automotive aftermarket—manufacturing, distribution, service, education, and beyond. Attendees build meaningful relationships with peers, mentors, and industry leaders, creating connections that often lead to long-term collaboration, mentorship, and career advancement.

**A Strong Return on Investment:** Sending an employee to the Women in Auto Care Conference delivers value far beyond the event itself. Organizations benefit from:

1. Increased employee engagement and retention;
2. Enhanced leadership and communication skills;
3. Broader industry knowledge and cross-functional insight; and
4. Stronger connection to the automotive aftermarket community.

**A Commitment to Growth and Inclusion:** Supporting attendance at the Women in Auto Care Conference demonstrates your organization's commitment to professional development, leadership growth and a more inclusive, forward-thinking industry.