WOMEN IN AUTO CARE is a global community of auto care industry professionals who help transform the lives of those who transform the auto care world. For more than 20 years, Women in Auto Care (formerly the Car Care Council Women’s Board) has served as the leading organization of women in the auto care business. The organization supports women in the industry as well as female students aspiring to careers in auto care.
WOMEN IN AUTO CARE
The Women in Auto Care Leadership Conference is devoted to supporting women in the automotive industry. The community is comprised of auto care professionals dedicated to providing opportunities, education and career leadership to women in the auto care industry.

EDUCATION
Professional development sessions such as…
- First-hand Career Journeys
- Unleash the Power of Mentoring
- Elevate Your Influence
- Next Level Negotiations
- Small Business for Big Thinkers
- Modern Leadership
- How to Impact and Inspire Your Team
- What Motivates Me
- Conversational Intelligence

Industry updates such as…
- The State of North American Relations
- Talking Shop – Best Practices

NETWORKING
New Member Welcome Lunch
For those new to the Women in Auto Care community or a first-time attendee to the conference, this informal gathering is a great way to meet the Women in Auto Care committee members and learn tips on how to get the most out of the conference.

Receptions
Mix and mingle with your fellow attendees to network and make connections.

Coffee Breaks
Sponsored pick-me-ups between sessions; network, recharge and enjoy.

Breakout Sessions
Structured, educational events that facilitate making new connections and learning from peers.

Dinner and Drinks
Wine, dine and network during dinner to meet and connect with your colleagues.

WHY ATTEND?
The Women in Auto Care Leadership Conference provides attendees with dynamic speakers and workshops including personal and professional development and updates on industry trends. All attendees receive continuing education units (CEU) credits toward their Automotive Aftermarket Professional (AAP) or Master Automotive Aftermarket Professional (MAAP) professional designations.

Our conferences have been accredited by Northwood University since 2012.
WINTER 2019 | NEW ORLEANS

SPEAKERS AND TOPICS

Lelia Gowland
“Maintain Your Sanity and Avoid Burnout When the ‘Stuff’ Hits the Fan”
“Strategies to Increase Influence That Work for Women (and Everyone)”

Angela Chiang, director of international affairs, Auto Care Association
“Navigating Trade and Tariffs”

Bea Wray, “Leadership Styles”

Neen James, Author, “Attention Pays”

Mandy Pumilla, principal, Picnic Media, “Coaching Yourself to Success”

Sarah “Bogi” Lateiner, master mechanic, TV Host
“If You Can Dream It, You Can Build It”

RETAILERS PANEL

Barbra Fielden, product manager, O’Reilly Auto Parts

Brandi Garnder, merchandising director, AutoZone

Laura Soave, executive vice president, Ichan Automotive Group LLC

SUMMER 2018 | TORONTO

Our first-ever international conference and biggest conference to date. Women in Auto Care partnered with Automotive Industries Association of Canada.

SPEAKERS AND TOPICS

Amy Jo Martin, New York Times bestselling author and podcast host

Annie Hotte, chief people officer, Uni-Select

Fotini Iconomopoulos, advisor and trainer

Kathy Korman Frey, founder and CEO, The Hot Mommas Project

Michel Ray, Lead Yourself First Institute

Petrina Gentile, award-winning automotive journalist

SUMMER 2019 | DETROIT

Our second international conference through a partnership with Automotive Industries Association of Canada.

SPEAKERS AND TOPICS

Judi Holler, author, speaker and #FearBOSS

Melissa Marshall, speaker, Microsoft Most Valuable Professional (MVP); founder, Present Your Science

Dahlia El Gazzar, Idea Igniteur + Tech Evangelist

Amy Peterson, co-founder and CEO, Rebel Nell

Adam Frye, director of business innovation, WeTech Alliance
GIVING BACK

Through Women in Auto Care events, the attendees are given the opportunity to give back to the community with volunteer activities. These have included assembling kits for the homeless and putting together activity kits for children’s hospitals in New Orleans and Detroit.

Our annual party with a purpose event is a huge hit with the attendees and acts as a scholarship fundraiser to continue to support and grow the scholarship program aiding young women seeking careers in the auto care industry.