



Women's Automotive Association International to Honor Four Outstanding Executives at Annual Fundraiser Luncheon

The Women's Automotive Association International (WAAI) will present its 11th annual "Spirit of Leadership" awards to four outstanding women executives at a fundraiser luncheon to be held during the 2006 National Auto Dealers Association (NADA) convention. The "Spirit of Leadership" awards honor women professionals who have played a significant leadership role in the automotive industry.

Birmingham, MI ([PRWEB](#)) January 5, 2006 -- The Women's Automotive Association International (WAAI) will present its 11th annual "Spirit of Leadership" awards to four outstanding women executives at a fundraiser luncheon to be held during the 2006 National Auto Dealers Association (NADA) convention. The "Spirit of Leadership" awards honor women professionals who have played a significant leadership role in the automotive industry. This year's luncheon will be held at the Rosen Plaza Hotel Orlando, Florida on February 11th from 11:30 am to 2pm.

"The four women we are honoring this year are an inspiration for all women to achieve the highest level of success in a leadership role and in service to their communities," said Lorraine Schultz, Founder of the WAAI. "Recognition of these outstanding women highlights the many diverse opportunities available to women in the automotive industry."

Proceeds from ticket and table sales will help the WAAI provide scholarships for young women seeking careers in the automotive industry. Tickets prices are \$65.00 for members and \$75.00 for non-members and can be purchased by contacting the WAAI at 248-646-5250.

About the 2006 Award Recipients:

Jennifer Lanzafame is the Director and Co-owner of the Cessnock Automotive Group located in Newcastle, Australia. The Lanzafame's purchased their first franchise in 1998, a run-down, unprofitable Mitsubishi dealership in a rural area. Through their hard work and efforts, they turned this dealership around and went on to purchase and operate several other profitable franchises. Jennifer is involved in sponsoring local community events and fundraisers to benefit her community. Cessnock franchises include: Mitsubishi, Toyota, Mercedes Benz and Chrysler Jeep dealerships.

Nancy Phillips is the Founder of Nancy Phillips Associates Inc., the nation's only woman-owned automobile dealership broker. Nancy's unwavering standards of integrity, discretion and perseverance have been the key factors in the company's track record of consistent annual growth. A long-time supporter of children's welfare, Ms. Phillips is a founding member of the New Hampshire Automobile Association's Charitable Foundation (NHAHACF) which funds and administers the "Kids and Company: Together for Safety" program in all public and private elementary schools in New Hampshire.

Deborah Renshaw is a NASCAR professional race car driver and first female to lead a lap in a NASCAR Craftsman Truck Series race. Deborah is also a graduate of the NADA Dealer Academy and Northwood University with her Bachelor's degree in Business and an Associate's degree in Automotive Marketing and is active in supporting students seeking careers in the automotive industry through her participation in the Northwood Alumni Association. Deborah is featured in the January 2006 issue of Car and Driver Magazine as



one of the top ranking women race car drivers in the US.

Tere A. Zubizarreta is the President and CEO of Zubi Advertising, the largest independently owned Hispanic advertising agency in the United States. Zubi Advertising has headquarters in Miami and satellite offices in Detroit, Los Angeles and Dallas, where the agency creates award-winning advertising for local, national and multinational businesses. Zubi Advertising was founded by Tere in 1962 with a single client with a retainer of \$465.00 and now has projected billings of over \$147 million. Tere has been an active community leader serving on the board of organizations such as the Orange Bowl Committee, the Beacon Council, Miami Children's Hospital Board of Trustees, United Way of Dade County, and United Way of America where she became the first Hispanic women to chair a committee and be elected to its Board of Governors.

Past WAAI honorees include: Candida Romanelli, Show Director of the New York International Automobile Show and Vice President Greater New York Automobile Dealers Association; Patricia Roberts, General Director of General Motors' Women's Retail Initiative; Linda Miller, Manufacturing Director Ford Motor Company; Kathleen Sims, President Coeur d'Alene Honda & Kia; Marjorie Staten, Executive Director GM Minority Dealers Association and Christine Cortez, Senior Vice President, Daimler Chrysler Global Parts & Services.

About the WAAI

The Women's Automotive Association International (WAAI) began in 1995 when Lorraine Schultz, Founder, brought to life the vision she had to establish an organization dedicated to the development and advancement of women as automotive industry leaders. Today, the organization continues to thrive throughout the United States and Canada as the leading women's global organization dedicated to this purpose. The Women's Automotive Association International is a non-profit, professional society comprised of women who are key players in all aspects of the automotive industry.

The WAAI is dedicated to:

- * recognizing the achievements of women in the automotive industry;
- * providing education and news of particular interest to women in the industry;
- * building relationships through networking opportunities and other forums;
- * encouraging growth through mentoring, educational endeavors and scholarships.

Corporate sponsors for this year's event include:

Autobase Inc.

Autobase is the nation's leading supplier of technology-based customer relationship management (CRM) and business development (BDC) solutions for the automotive industry. Our rich history spanning 17 years, strong reputation, comprehensive industry knowledge, and pioneering work in feature-rich CRM and BDC technology have long impacted the bottom line for aggressive dealers nationwide.

Autobyte Inc.

Autobyte Inc. (Nasdaq: ABTL), a leading Internet automotive marketing services company, helps retailers sell cars and manufacturers build brands through marketing, advertising, data and CRM products and programs. It's estimated that every 7.4 seconds an American car shopper requests a vehicle through Autobyte, which owns and operates the automotive websites—Autobyte.com, Autoweb.com, Carsmart.com, Car.com, AutoSite.com,



Autoahorros.com, and CarTV.com.

CallSource Inc.

CallSource provides online call-tracking and recording solutions that allow companies to measure and increase return on advertising investment. CallSource also offers expert statistical and performance analysis services to improve an organization's marketing and call-handling effectiveness, training and coaching to help companies convert more callers into customers, and U.S.-based call centers to respond to clients' after-hours and overflow call traffic.

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WOMEN'S AUTOMOTIVE ASSOCIATION INTERNATIONAL

<http://www.waai.com/spiritofleadership.asp>

248-646-5250

Online Web 2.0 Version

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