



by **Marcy Tieger**
WIN

Off to a winning start

By now you have no doubt heard about the Women's Industry Network (WIN), which this past spring held its first annual conference in Phoenix, Ariz. The conference welcomed 113 women from all segments of the collision industry, including collision shops, information providers, parts suppliers, education and insurance.

With the generous sponsorship of many supportive industry partners, including BASF, WIN was able to provide what was often described as a "comfortable" environment for education, information sharing and networking, consistent with our charter. Topics included recruiting more women into collision repair, leadership lessons, the business case for more women in the industry, an overview of the industry and "Things My Mother Never Taught Me About Being a Woman in Business." Significantly, three female tech-school students in attendance were given special recognition by WIN's welcoming membership.

WIN's mission is to encourage, develop and cultivate opportunities to attract women to the collision-repair field while recognizing excellence, promoting leadership and fostering business ties among the women who are shaping the industry. And while the conference represented a visible "kick-off" of WIN's efforts, it is by no means

all that the organization has to offer. WIN members have access to a network of industry professionals who have volunteered their time to help each other in a multitude of areas: starting your own collision shop, selling to a male customer base, work-life balance and conflict resolution, to name just a few.

Although still in its formative stage, WIN will have a presence at NACE this fall. We plan to focus efforts on offering outreach (including scholarships to female technical school students) and spotlighting the women and men committed to advancing women in the collision industry.

For further information about WIN or details on membership, please visit **womensindustrynetwork.com** or call 714-299-3346.

Marcy Tieger serves on the board of the Women's Industry Network, a not-for-profit organization based in Washington, D.C.