

# **OWNING IT: How to Effectively Communicate with Women Employees and Customers**

## **May 1, 2021 2:30 pm to 4:00 pm (Central)**

### **DESCRIPTION**

Purpose: To provide participants with a view on what it is like to be a woman owner, manager or partner and how to best communicate with female customers

Objectives or Outcomes:

Participants will learn the challenges faced by women in the role of owner or manager in the auto repair shop industry.

Attendees will walk away with tools and ideas they can apply immediately to their shops on how to better communicate and work with female employees and customers.

An awareness as to the role women play in the auto repair industry.

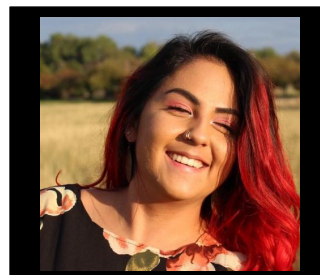
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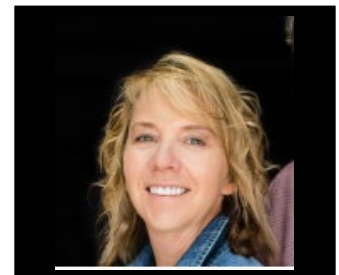
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