



December 15, 2008 ·
Vol. 15, No. 50

www.CrashNetwork.com

· **WOMEN IN THE INDUSTRY:** Speaking last month at Akzo Nobel's 10th annual dinner recognizing the "Most Influential Women in the Collision Repair Industry," Marcy Tieger of consulting firm Symphony Advisors said U.S. Department of Labor statistics indicate the number of female collision repair technicians nationwide doubled from 1999 to 2007. But at a total of 2,000, women still account for less than 2 percent of technicians. She said the industry needs to increase its efforts, as firefighters have done, to make women who are succeeding in the industry more visible as role models to girls and young women. She held up a "NASCAR Barbie" from a decade ago, when the doll was dressed in a racing uniform and was promoted as helping "girls to aspire to join the growing field of women in auto sports." Holding up a more recent NASCAR Barbie sporting jeans, knee-high boots and a bare midriff, Tieger read from the doll's box that this Barbie is "ready to cheer Jeff Gordon on." "This Barbie ain't racing no car," Tieger said. "She's not going to be in the pit crew. She's not going to manage a race team. She's just going to watch. What are girls seeing? What are their role models? Do they believe they are welcome? Do they believe there's a place for them in our industry? As influential women and men in the industry, it is important that we think about that 11-year-old girl, who has her own tool set, who likes to tinker, who loves cars, and who wonders if there's a job for her that blends all of these interests."