



## **Three Top Automotive Women to Join the Advisory Panel of Ask Patty**

*Becky Cherneck of Chernek Consulting Inc., Elizabeth Daniels of Daniels Chevyland, and Dana Schaeffer of Chop-Shop Customs will join the AskPatty.com, Inc. Expert Advisory Panel.*

Sarasota, FL PRWEB) May 4, 2007 -- AskPatty.com, Inc., announced today that three top automotive industry women will join the automotive advisory panel of industry-expert women for their new woman's portal, Ask Patty. The Ask Patty website at <http://www.askpatty.com> that launched June 8, 2006, provides a safe place for women to get advice on car purchases, maintenance and other automotive related topics online.

Introducing the newest Ask Patty Expert Panel Members:

Becky Chernek is the president and founder of Chernek Consulting Incorporated. She was first exposed to car sales while helping her father run their family owned Cadillac and Pontiac dealerships in Maryland. Since then, she has enjoyed an exemplary sales career spanning almost two decades, and experienced every aspect of the car sales process, including: sales manager, general sales manager, and district sales manager. She is AFIP certified and has worked with many industry leaders, including JM&A and AutoNation.

For the past seven years, Becky has devoted her energy to helping others achieve sales excellence. She has helped hundreds of car, RV and marine dealerships throughout the United States and Canada refine the sales process and increase their profits.

Elizabeth Daniels is a fourth-generation owner of Daniels Chevyland. She did not inherit the dealership, but rather earned her place in it. She began her career in the automotive business in 1985 as a service cashier and worked her way through the various departments, including finance. She eventually became the marketing director and later worked alongside her father as general manager. As Owner and General Manager since 1999, Elizabeth has served her dealership with leadership and guidance. Elizabeth holds numerous affiliations within the community and the industry at large. Her wealth of experience and unique insight as a woman business owner has afforded her the opportunity to serve in various capacities.

Some of her affiliations include GM Certified Used Vehicles Dealer Work Group, GM Women's Dealer Advisory Council, Colorado Springs Auto Dealers Association, NADA Dealer Academy, Chevrolet Dealership Management School, Palmer Land Trust, Pikes Peak Therapeutic Riding Center, and Pikes Peak United Way.

Dana Schaeffer married into the car industry back in 1993. Her husband owned a 1956 Chevrolet Belair mild custom and together they would travel up and down the East Coast to car shows, enjoying the hot rods and cool people they met. It's during this time that Dana found out she actually enjoyed the hobby on her own terms. In early 2004, Dana and her husband opened up Chop-Shop Customs in Woburn, MA where they specialize in hot rod auto body, paint and metal fabrication. She is currently the Business Development Manager for the shop and handles all the advertising, communications and website management.

Dana is Assistant U.S. Director of Representatives for New England for the Right Coast Association. She is also Media Relations Director for Bearing Burners Car Club of Massachusetts and webmaster for the Massachusetts

Association of Automobile Clubs. At the SEMA show in 2006, Dana was honored with an achievement award recognizing her continued support for the SEMA Action Network's legislative efforts in the State of Massachusetts.

In their automotive advisory roles, Cherneck, Daniels, and Schaeffer will respond to questions from consumer women on automotive related topics via the website. The Ask Patty interactive advice blog launched May 22, 2006.

"We are very grateful to be adding these top women to our Advisory Panel," says Jody DeVere, President of Ask Patty. DeVere continues, "Each of these women have great experiences in the automotive industry and will provide added resources to the women who visit Ask Patty." According to DeVere Ask Patty provides the safe environment for women to get advice and information needed to feel empowered and confident when they go to their local dealership for car service, repairs, maintenance and to negotiate and purchase a new or used vehicle.

Peter Martin, CEO of AskPatty.com adds, "Our Advisory Panel keeps growing and we are thrilled to be adding even more qualified women to the board. This addition just expands the reach of Ask Patty and will elevate the woman consumer's experience on the site."

#### About AskPatty.com, Inc.:

Ask Patty provides women consumers an opportunity to send questions about car buying, selling, repair and maintenance to a panel of expert automotive women and is a safe online place to share and discuss their car buying experiences. Women can submit posts directly to the Ask Patty website by going to <http://www.askpatty.com>. The Ask Patty advisory panel of automotive expert women is headed up by Deborah Renshaw -- professional NASCAR driver, and is comprised of women who hold various leadership positions in the automotive industry.

Women purchase over 50 percent of all vehicles sold in the United States each year and influence 85 percent of the buying decisions, spending over \$80 billion. Yet, shopping for and buying a car can be a challenge for women who are first time car buyers or for women who had a bad experience in the past with a car salesman or dealership.

Properly armed with the right tools and training your dealerships can increase its share of the largest and fastest growing demographic of new vehicle buyers in the U.S. -- Women Consumers. The Ask Patty Certified Dealer program was designed specifically for car dealerships to attract, sell, retain and keep loyal women consumers.

AskPatty.com is a member and 2006 corporate sponsor of the Women's Automotive Association International based in Detroit, MI, (<http://www.waai.com>), on the Women's Board of the Car Care Council, (<http://carcare.org>), a SEMA member (<http://www.SEMA.org>) and a member of the SEMA Business Women's Networking Group.

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