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AAA AUTO CLUB SOUTH WELCOMES SANDRA HOFMANN TO BOARD OF DIRECTORS

TAMPA, FL (Oct. 25) --- Sandra Hofmann has been elected to the AAA Auto Club South Board of Directors. Sandy is currently serving as the Executive Vice President and Chief Operating Officer for Turknett Leadership Group in Atlanta, Georgia. Turknett Leadership Group is a character-based management and consulting firm that focuses on aligning strategy, leadership and culture by providing services in the areas of Executive Development, Selection & Integration; Succession Planning; Team Assessment and Development; Ethics, Retention and Culture Consulting.

Sandy is also “CIO-in-Residence” with the Advanced Technology Development Center. Headquartered at Georgia Tech, ATDC is a nationally recognized science and technology incubator that helps Georgia entrepreneurs launch and build successful companies.

On joining the AAA Auto Club South Board, Ms Hofmann stated “It is an honor to be joining an organization that delivers exceptional value and one which, as a Auto Club member, I have long held in high esteem. I am eager to contribute to the Board.”

“Hofmann’s leadership characteristics, broad management experience and excellent ability to present and discuss information promise to be an asset to the AAA Auto Club South Board of Directors,” said Kevin Bakewell, senior vice president, AAA Auto Club South.

Sandy Hofmann has over 25 years of manufacturing experience focused ERP and CRM experience and has held senior management positions in software development, quality assurance, technical and professional services, client management and customer support operations. In addition to 14 years with IBM, Sandy broke the executive gender barrier at Simplex. She later joined MAPICS, their first woman to be a member of the executive team, as Vice President and General Manager prior to stepping into the unique dual role of CIO and Chief People Officer.

Ms. Hofmann's management philosophy, leadership characteristics and business results have been acknowledged by numerous industry recognitions: Georgia CIO Leadership Association (GCLA) selected Sandy as the Georgia CIO of the Year in the 2003 regional category. The award honors individuals who have demonstrated outstanding technology leadership in Georgia and excellence in managing their organization's enterprise wide information systems. In 2003 she was selected as one of five finalists for Woman of the Year in Technology by Georgia Technology Association and again in 2004 she was one of seven finalists. Articles highlighting Sandy's results have been published in CIO and CFO Magazine, CIO Insight, and Human Resource Executive. Sandy is an often requested speaker and panelist for technology and community events.

Sandy's influence reaches beyond her professional undertakings and she is very engaged in her community with the promotion of technology and ethical leadership. She currently serves on the Board of Directors for TechBridge and is chair elect for the Board of Directors for the Society for Human Resource Management (SHRM-Atlanta chapter). She is also a member of numerous advisory boards including TechLINKS and Kennesaw State University Cyber Crimes Institute.

Sandy graduated from Georgia State University with a bachelor of science in education and has completed an intensive program for executive management at Stanford University.

AAA Auto Club South is the fourth largest affiliate within the AAA federation with 70 branches serving nearly 4 million members in Florida, Georgia, the western two-thirds of Tennessee and Puerto Rico. Since its founding in 1938, AAA Auto Club South has worked to protect and advance freedom of mobility and improve travel safety.

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Photo available upon request.