

National Association of Women in Construction



Career

Education



Future



THE CONNECTION

Connecting leaders and members
to news from NAWIC

December 2015

Stay Ahead! The Connection is designed to keep you informed with pertinent Association news. Read up on timely announcements and messages from the NAWIC Board, and learn about the outstanding activities our regions, chapters and members are involved in!

ANNOUNCEMENTS

Get connected to what you need to know!

Happy holidays from the NAWIC staff!

The NAWIC staff wishes you and your family a very happy and safe holiday season. NAWIC's national office will be closed Dec. 24, 2015 through Jan. 1, 2016.



Learn about the Health
Insurance Marketplace
& your new coverage options.

GET ANSWERS NOW

Need health coverage? The Health Insurance Marketplace is the place for you.

Having trouble finding health insurance that fits your needs and your budget? Look no further than the Health Insurance Marketplace. All plans in the Marketplace cover essential health benefits and pre-existing conditions.

Visit HealthCare.gov to find the latest, most accurate, information about the Marketplace. Learn how the Marketplace works, who can apply for coverage, how to lower your costs, and more. When you're ready to apply and enroll in coverage, HealthCare.gov is the place for that, too!

No matter where you live, you may be able to buy insurance from private health plans that cover a comprehensive set of benefits, including doctor visits, hospital stays, preventive care, and prescriptions. And plans in the Marketplace must treat you fairly—they can't deny you coverage because of a pre-existing condition. With a single application, you'll also find out if you qualify for Medicaid or the Children's Health Insurance Program, or can get savings to use right away to lower your health insurance premiums.

Getting covered is especially important for women. Before the Health Insurance Marketplace opened in January 2014, approximately 17 million women, or 17 percent of American women ages 19 to 64, were uninsured. With the Marketplace, that rate dropped by almost 5 percent, with more than 4.3 million American women getting coverage by mid-2014. Even so, there's still a great need for coverage so that even more women will have access to the care they need.

HealthCare.gov is your best source of information about the Marketplace. You can read important information, print checklists, and watch videos to help you apply and enroll.

If you have questions about what the Health Insurance Marketplace offers, visit HealthCare.gov or call the Marketplace Call Center toll-free at 1-800-318-2596. TTY users should call 1-855-889-4325. Tell the customer service representative if you need help in a language other than English. You can also visit Localhelp.healthcare.gov to find help in your area.

Be a Part of Research on Women in Construction

Participate in research on the recruitment of women in construction. Jobs in the construction industry are historically considered to be non-traditional occupations for women. This research is intended to better understand past and current recruitment of women into a nontraditional field and how they are received once they have entered the industry. It gathers information from women in the industry about their career paths, their leadership and communication styles, feedback they have received throughout their career, and their experience with mentoring and recruitment efforts. This information will provide insight into which personality, leadership, and motivational traits are inherent in those women who chose this non-traditional occupation. To participate in this anonymous research, please visit the link here. This survey has 27 questions and should take approximately 15 minutes.



Get Ready for WIC Week 2016

Time during the holiday season tends to fly by. The next thing you know another year has started. It's tempting to burrow in and just relax after the hustle and bustle of December. However, WIC Week 2016 is just around the corner. It is time to start planning. Visit the WIC Week website here for information about WIC Week, forms and to order the 2016 pins and posters. You may also visit the WIC Week Store to order your posters and pins.

The pins and posters are going fast so order early. The posters are two sided again this year so you can use them for WIC Week and then turn them over and use the rest of the year. Be ready for WIC Week 2016 with pins and posters for all your chapter members!

NAWIC seeks NAWIC national officer and director candidates

Would you like to become a Region Director or a National Officer? Is there someone in your chapter who has what it takes to lead? The NAWIC office is seeking qualified members to submit for candidacy for the offices of President-elect, Vice President, Secretary and Treasurer. If your chapter has one or more prospective candidates, please click here for more information and instructions.

The NAWIC office is also looking for qualified members of to submit for candidacy for Region Director for the Midwest Region, the North Central Region, the Northeast Region and the Pacific Southwest Region. If your chapter has one or more prospective candidates for Region Director, please click here for more information and instructions.



Support Special Spaces

Special Spaces is a 501 (c) 3 nonprofit that creates extreme one-day dream bedroom makeovers for children battling life-threatening illnesses. We are currently recruiting all over the country for dedicated volunteer directors to help us further our mission by creating rooms for children in their community. Special Spaces has 39 chapters across America and we need more! As a Special Spaces Director, you will be fulfilling the dreams of children with life-threatening medical illnesses, creating that "special space" that only they can imagine while keeping their medical needs in focus. This process will encompass everything from interviewing the child and their family, to fundraising, designing and installing their dream bedroom with the assistance of a local volunteer staff.

For more information contact Jennifer at Jennifer@specialspaces.org or visit our website at www.specialspaces.org.

NAWIC Items on Sale in December

The NAWIC store offers a wide variety of NAWIC jewelry, ranging from officer guards and longevity pins to membership pins and pendants. The store also carries silver bracelets,

charms and necklaces. In addition, it features a limited supply of NAWIC promotional items, which are currently on sale.

- NAWIC Etched Key Chain, originally \$4, sale price \$3.50
- NAWIC 60th Anniversary Tote Bag, originally \$12, sale price \$10
- NAWIC Travel Mug, originally \$14, sale price \$13
- NAWIC Gusseted Card Case, originally \$9, sale price \$8
- NAWIC Membership Pin, sale price \$48

Visit the store online here.

Membership has its privileges

Your NAWIC membership can save you and your employer money while turning a profit for the Association. NAWIC's member service providers offer you discounts on courses and publications, health insurance, shipping, office supplies and on travel-related services. For example, ConsensusDocs offers discounts on construction contracts and documents. Simply click here to see the complete list and access the rest of NAWIC's member services.

NAWIC Career Center offers employment tools, jobs targeted to NAWIC members

Employers want you. The NAWIC Career Center features hundreds of jobs that employers want you to see. Where do employers go when they want a talented woman with experience in the construction industry? They go to the NAWIC Career Center. You can post a résumé, view jobs and set up personal job alerts. Best of all, it's free. Visit the NAWIC Career Center today.



The NAWIC/UPS Savings Program can help you ship more efficiency

When it comes to order fulfillment, inventory management, and customer billing NAWIC members are always looking for ways to be more efficient and reduce costs in their outbound operations.

By integrating UPS shipping technology with your existing order management and accounting systems, you can reduce order fulfillment time and reduce errors. You can also prepare your shipments choosing from the broadest portfolio of package and freight services in the industry.

NAWIC Members can realize the following discounts:

- Up to 28 percent on UPS Next Day Air® and Worldwide Express®
- Up to 21 percent on UPS 2nd Day Air®
- Customized pricing on LTL freight shipping (Call for a free quote)

The NAWIC/UPS Savings Program offers free enrollment for all members, with no fees or minimum shipping requirements.

Enroll online!

Call: 866-443-9303, ext. 4082

Email: upsfreightassociations@ups.com

To learn more, visit savewithups.com/nawic.



Plan to attend New York Build 2016

New York Build 2016 (March 7 -8, 2016) is the leading construction expo to focus on New York. The expo will include a two-day conference and 24 training workshops (CPE accredited) that attendees

are welcome to attend, plus they'll have the chance to hear from 50-plus industry expert speakers from government and the construction industry. The event will take place at the Javits Center, welcoming thousands of attendees and accommodating 200-plus booths all showcasing the latest projects, developments, investment and opportunities around New York. The exhibition, conference and training workshops are free to register for online here.

To receive the agenda or for further information, please contact kaltrina@oliverkinross.com or call 917-981-0774.

Follow us on Twitter @NewYorkBuild, #newyorkbuild.

CHAPTER OFFICER REMINDERS

Are you a chapter officer? Get helpful tips and reminders here!

Chapter Presidents

You should have received the Free From NAWIC Mailing in your mailbox in October. The mailing included a sample of each available Marketing Tool and an order form. Free From NAWIC items can be obtained anytime by ordering online or submitting a Marketing Tools Order Form to the NAWIC Office.

Chapter Treasurers

We need your help keeping your chapter informed of who has renewed based on payments for the 2015-2016 fiscal year. The NAWIC Office sends chapter treasurers rosters of renewed members with the email notification of ACH payments on the 15th and 30th of every month. It is the treasurer's job to keep careful records to show who has and who has not renewed based on payments received. Often times, members

believe they have renewed (for various reasons), when in fact their payment has not been received at the NAWIC Office. The treasurer's accurate records and communication of those records with other officers will help keep your chapter informed.

Chapter Membership Chairs

The 2015-2016 Marketing Tools are now available from the NAWIC Office. Please remember to destroy all of your old membership applications. New membership applications for the 2015-2016 year can be printed from NAWIC Online, or you may order a supply of them from the NAWIC Office. You may also request updated versions of other NAWIC materials and brochures by ordering online or completing the Chapter Marketing Tools order form. Give these informative pieces to prospective members, so they can discover the value of NAWIC membership.

NATIONAL OFFICER'S MESSAGE



NAWIC Vice President Stephanie Crane Urges You to Share NAWIC

By Stephanie K. Crane, CIT, NAWIC Vice President

Our new NAWIC year is in full swing and by now each of our Regions has held their Annual Planning Conference. For the majority, this was the first meeting of the newly merged regions. They were full of new faces, new friends and lots of new ideas!

This year President Riki F. Lovejoy, CBT, CIT is focusing on change in our Association, our industry and ourselves. Embracing change is a step forward and a positive outcome is up to us. We have the opportunity to take these changes and use them to grow our Association and to grow women in the industry, as well as grow ourselves. We can make our Association a resource for women in the industry as we continue to grow our membership.

As I was getting ready to write this article I decided to do a Google search of "women in construction." NAWIC is the first website listed, along with many region and chapter websites. So, we are right there for women to see if they're looking. However, we've got to make sure we are spreading the word to those who aren't looking. During the course of this search I found blogs written by women in the construction industry, yet these women aren't members of NAWIC. As members of this great Association we need to make sure these women know about us.

Our communication skills are our best asset when attracting new members. How did you find out about NAWIC? Most of you will probably answer this question the same way I did ... someone told you about it. Not many of us were looking for NAWIC when we found it. There are so many ways to share our Association with others. Social media, word of mouth through friends and co-workers, branding and good old-fashioned "snail" mail. Let's use our resources to bring NAWIC to women in construction. So what are some ways we can do that?

While at lunch a few weeks ago, I had someone "pay it forward." I posted about this on my Facebook in hopes other people would decide to do the same. There were some amazing Northeast NAWIC members who decided they would use this opportunity to perform a good deed mentioning the NAWIC Vice President as their reason for doing. This gave me an idea, why not use our social media accounts to help each other out. Let's post about the great ideas we have for recruiting new members in our own chapters and share with the hashtag #nawicpayitforward. We could share ideas in just minutes and our fellow NAWIC members could view all these great ideas just by searching the hashtag.

Let's start by "paying it forward" to our current members. By doing this we can "pay it forward" to those who still don't know about NAWIC. Let's give them the opportunity to one day do the same for other women in the industry and those who are seeking new career opportunities.

Growing our membership is the future of this Association and the key to our future is you!

Thanks to the amazing Northeast Region ladies who inspired #nawicpayitforward!

REGIONAL ROUNDUP

Region Directors report on NAWIC activities across the country.



Midwest Region | Debbie Speake

Happy Holidays from the Midwest Region! The generosity of our NAWIC chapters is once again evident with the numerous community service events that are being participated in across the region. The list is huge, but these are a few: food collection and disbursement, clothing drives, meal prep and service, adopting a family, and much more. It is said that it is better to give than to receive. There truly is no greater joy than to watch those around you as kindness is bestowed upon them by the generosity of others.

With the APC season behind us, it is time to look towards WIC Week. The theme of “Be the Change. You. Your Industry. Your NAWIC.” will be the guide to the success of your WIC Week. Focus on implementing necessary changes and embracing them not only during this week, but through out the year. Construction is most definitely an industry of change and NAWIC needs to change with it in order to continue to be the best organization to be part of growing your career.

Forum season is also just around the corner and the Midwest Region is busy planning a spectacular event in Branson, Mo. The City of Branson is very excited about having NAWIC visit in April and is offering many discounts and ideas for family fun in case you can extend your stay a few days. Details will be forthcoming very soon.

It is my wish for everyone to have a very safe holiday season as we travel to spend time with our loved ones. Happy holidays from the Midwest Region.



North Central Region | Anne Pflieger, CIT

Tap into NAWIC: Experience the Flavor was the theme for the North Central Region's APC in Kalamazoo, Mich., Nov. 6-7. And what an experience! Something that we were able to offer for the first time was CEU credit for almost all of the presentations, tours and workshops. One of those workshops was “How to Leverage Social Media for Your Business.” As a preamble to the workshop, Katrina Reed from the Kalamazoo/Battle Creek, Mich. Chapter put cards on tables throughout the meeting space asking attendees to take pictures and post them on social media sites with #tapintonawic.

“Be The Change. You. Your Industry. Your NAWIC.” is President Riki F. Lovejoy's tagline for this NAWIC year. Attendees at APC were asked to think about how they were going to “Be The Change” this year and what this tagline personally means to them. The attendees came up with some great answers to the question. They were encouraged to take this exercise back to their chapter to have members come up with how they too can “Be The Change.”

In April at Forum, the North Central Region will be electing a new Director. At APC Rita Brown from the Detroit, Mich. Chapter and Jenny Mangas from the Cincinnati, Ohio Chapter announced their intention to run for director. The North Central Region is fortunate to have two members running. This way the region can vote on who will be the next director.

The North Central Region has done a wonderful job retaining members so far this year. As of the middle of November we are at 76 percent for the region. The national Membership Committee's goal is 85 percent retention, which is 5 percent higher than last year at the same time. Congratulations to the following chapters who have already met or exceeded the retention goal.

- Cleveland, Ohio Chapter #156
- Lansing, Mich. Chapter #177
- Toledo, Ohio Chapter #282

With the holidays already upon us, have you thought about your goals for the New Year? How do you plan to reach them? Hopefully, for your chapter, your goals will be to be grow and prosper! The best way to reach your goals is to put them down on paper, place them in a prominent place, review them regularly and track your progress. Make 2016 your best year ever! My wish for you and your chapter is simply continued health, happiness and greatness! May the New Year bring you all of those things and so much more.



Northeast Region | Catherine D. Schoenenberger

The holidays are once again upon us! We hustle and bustle all year long, and it's truly amazing how much more hustle and bustle we are capable of during this season.

This is my mantra during these next few weeks, "Breathe. Breathe in through your nose. Breathe out of your nose. Pay attention to just your breath." This takes literally three seconds, and it's amazing how centered you become. Now, having said that, get ready for some phenomenal reports from the Northeast Region, together again.

Our Fall Conference in Sturbridge, Mass. in October was a success. We had 59 in attendance officially, with ages ranging 19 to 86 years young! Our key workshop explored the Introvert and Extrovert in all of us. Awareness of ourselves and these personality traits in others were the foundation in discovering how to have "a successful difficult conversation." Professional coach (and also Boston, Mass. Chapter #15 member), Nancy McCabe, was right on the mark. With 14 first timers in the room, too, her facilitation of message further defined the true value of NAWIC.

All of our Northeast Chapters have incredible talent out in front. Here are a few highlights. The Greater Washington, D.C. Chapter #67 is showing prevailing signs of how resiliency is paying off. Hats off to Romina Byrd for stepping up as Chapter President. The Greater Rochester, N.Y. Chapter #341 is absolutely on fire. Chapter President, Melissa Geska, is the primary reason. I do believe we'll be fitting Melissa for that red jacket! The Capital District, N.Y. Chapter #261 has done an outstanding job planning their entire year, revealing a balanced focus on women's issues, safety, education and community involvement. The Baltimore, Md. Chapter #135 is keeping it connected. Corey McGrath and Jennifer Sproul are both sought after women in construction in Baltimore. Their recent invite to sit at a round-table discussion at the Governor's Office of Minority Affairs further proves the credibility and recognition of NAWIC as of voice of the industry, and as a voice for women. Across the Northeast, Block Kids and WIC Week plans are shaping up, too. Pray that this Region doesn't experience the weather of last year. My travel plans are in the works to get to the Wilmington, Del. Chapter #96 blockbuster of a Block Kids event in early February!

I am looking forward to all the reports on chapter events during this blessed time. NAWIC members shine like no other in our community involvement, gracious deeds and charitable contributions. Thank you all for extending yourselves, and please take time for you. Enjoy this day and all that it has for you. It is after all, the present.

"Beyond a wholesome discipline, be gentle with yourself. You are a child of the universe, no less than the trees and the stars, you have a right to be here ..." — *Desiderata*



Pacific Southwest | Lorelee Langworthy, CBT, CDS, CIT

The Pacific Southwest Region wishes you "Happy Holidays" as we move from Thanksgiving into the Christmas season. I have to say that this is one of my favorite times of the year. It is a time when we can focus on what is important to us and what brings meaning to those around us. I trust NAWIC is on your list of importance. Take the time to share how NAWIC has enriched your life both personally and professionally. There is never a better time to share your experiences and encourage other women to join you in your NAWIC experience.

APC for the Pacific Southwest Region was held Oct. 16-17 in Midway, Utah. It was a beautiful setting, snuggled up against the mountains just outside of Salt Lake City. With about 50 attendees, we were large enough to get a true cross-section of our members and yet still intimate enough to really enjoy our welcome party and team building events.

We had dynamic speakers both Friday and Saturday as well as leadership workshops. Our business session was full of debate as we refined our guidelines and policies. I believe these documents are living documents that should be reviewed each year and adjusted to meet the current direction that our Association is striving to achieve.

Many of our chapters have already started to hold their program events and are focusing on their community outreach projects. I am pleased to see the diversity in the way we reach out into our communities. With APC behind us, we are looking forward to our Forum, which will be held in April at the Radisson Hotel at the Santa Maria Airport in Central California. WIC Week is also on our minds. It will be here before you know it. What unique way can you think of to get NAWIC out in front of our employers and fellow female co-workers?

Membership continues to be a focus for the Pacific Southwest Region. I am pleased to say we ended the 2014-2015 year second in membership totals. I am challenging my Region to beat the numbers this year in both retention and new members. I know we can reach our goals.

Happy holidays to you all from the Pacific Southwest Region.

CORNERSTONE

Get connected to the latest news from NAWIC Committees.

Strategic Planning

By L'Tryce Slade, MRP, JD, Strategic Planning Chair

Change Is a Part of Strategic Planning

Why can change be difficult? Many people feel that the difficult part of change is anticipating, managing and surviving it. Change tops the priority list at virtually every association. The goal is to maintain a steady course in a rapidly changing environment when the leadership changes every year or two. You must determine your organization's key foundation that is stable. You can look to the current NAWIC Strategic Plan to find the key foundation of NAWIC. You should also personalize your strategic plan to fit your chapter needs of the members. You must serve the members needs in order to secure continued growth. As the members grow the strategic planning needs will change due to growth of the chapter. Your chapter structure itself should be fast, flexible, and effective in decision making so opportunities aren't lost. Your chapter should assess the skills leaders and staff develop to function effectively in an environment where change is the rule, not the exception.

Three key points are, one, to enable an association to establish a reasonable framework for making short-term tactical decisions in an uncertain environment to deal with

change. Secondly, the *Process* can bring a sense of identity and priority back to help leaders achieve consensus on the association's activities. Thirdly, the irony inherent in Strategic Planning is that an association must work the plan, yet remain flexible and open to change.

U.S. Transportation

By Cari Durbin

Every year since 2009, the U.S. Department of Transportation has awarded Transportation Investment Generating Economic Recovery (TIGER) grants for safety, innovation, and opportunity transportation projects. It has provided nearly \$4.6 billion to 381 projects in all 50 states, the District of Columbia and Puerto Rico, including 134 projects to support rural and tribal communities. Demand for TIGER has been overwhelming, with the Department receiving more than 6,700 applications requesting more than \$134 billion through the program's seven rounds.

TIGER continues to invest in transformative projects that will provide significant and measurable improvements over existing conditions. The awards recognize projects nationwide that improve important crossing points between cities with bridge replacement and rehabilitation projects, address safety concerns with road and bridge projects, enhance freight and commuter rail systems, work with local communities, large and small, to make better transportation systems, improve access for shipping ports, and create partnerships for sustainable communities.

Read about the details of completed projects at www.transportation.gov/tiger/spotlight.

So, what is needed to make these projects happen? A well-trained workforce. As NAWIC members we know that there thousands of job opportunities in our industry. The U.S. Departments of Transportation, Education, and Labor joined efforts and released a report, "*Strengthening Skills Training and Career Pathways across the Transportation Industry.*" It identified employment hot spots in the transportation that included good-paying, high-demand jobs with requirements for education and work experience as well as on the job-training requirements. Future growth is expected in all areas of transportation. For every \$1 billion in transportation infrastructure investment, 13,000 jobs are projected to be created over the next decade. This simple fact makes the efforts of NAWIC and our work with training, education, and recruitment even more important.

Source: www.dot.gov/blog/fastlane

Legislation and Policy

By L'Tryce Slade, MRP, JD, Legislation and Policy Chair

Public-Private Partnerships

Public-private partnerships (P3s) are procurement delivery method that is increasing as more and more states encourage the private sector to finance, deliver, or maintain facilities, infrastructure, or services for public use. Some states are allowing the use of P3s and unsolicited proposals for P3 projects.

An unsolicited P3 proposal (UPP) refers to a written proposal submitted by a private entity (the offeror) to a public entity for a P3 project that is not in response to any request for proposal issued by the agency. Proposals are not submitted in response to any specific request, a private entity can submit a UPP to propose new P3 projects as well as to suggest new ideas to improve current public-private development and technologies. UPPs encourage private entities to be innovative and create ways to deliver public projects. The strength of UPPs is that the proposals are identifying a current unmet need. Unsolicited proposals can also offer more efficient models for public agencies to manage existing projects, services, or programs.

Membership

By Hilda F. Cox, AC, CIT OSHA, Membership Chair

"Be the Change," is an awesome challenge from our NAWIC national President, Riki Lovejoy! And change is what you have done, positive change! Since Oct. 1 you have increased our membership by 243 members.

What is your chapter doing to help NAWIC grow? What are you doing to help NAWIC grow? Many of you have taken the challenge to step out of your box and do something new. Many of you want to do something, but just don't know what to do. Contact a successful chapter in your region and ask what is working for them. A success in one area of our country may be a flop in another area. You must try, before you will know if it will work for your chapter.

President Lovejoy has challenged us to do at least one "something new" this year. You will never know if an idea was good unless you try. And please remember, you must try something four times before you know whether it was successful. My chapter, the Greater Little Rock Chapter, had a golf tournament for several years. At one point we had great participation. Then it fizzled out. It fizzled to the point that the last tournament we barely made \$1,000. We needed something new, so we tried hosting a Bowling Tournament. That first year, we had five teams participate. There was discussion of not hosting again, but we did. And were we glad we did. The next year we filled the team slots three weeks

before the tournament. This year we are going for the entire bowling alley.

These activities can be a great recruiting tool and social event for our industry as well as a fundraiser. I truly believe one of our best tools for recruiting is to let potential members see what a great time we have together. If those in the industry see us laughing and supporting each other, they will want to be a part of our fantastic Association!

If you *believe* in NAWIC, those you talk to will know you believe in NAWIC. Your tone and body language will tell your listener that you believe. Believe you are the positive change for your chapter and for our Association, and you will "Be the Change!"

NAWIC/OSHA Alliance

By Schelle Wood, NAWIC/OSHA Alliance Chair

This month your NAWIC/OSHA Alliance Committee focuses on Women in Construction!

According to U.S. Bureau of Labor Statistics the number of women employed in the U.S. construction industry grew substantially, by 81.3% from 1985 to 2007. However, due to a loss of more than 2.5 million construction jobs from 2007 to 2010, there has been a sharp decline of women working. As illustrated below in Table I, and since its peak in 2007, more than 300,000 women workers left the construction industry by 2010. While only nine percent of U.S. construction workers are women, see Table II, which is a relatively small percentage compared to other industries, there were still more than 800,000 women workers employed in construction (i.e., managerial, professional, administrative, and production employees) in 2010. Of those, approximately 200,000 were employed in production occupations, such as laborers, electricians, plumbers, etc.

Table I: Number of Women Workers in Construction, Selected Years, 1985-2010 (All types of employment)

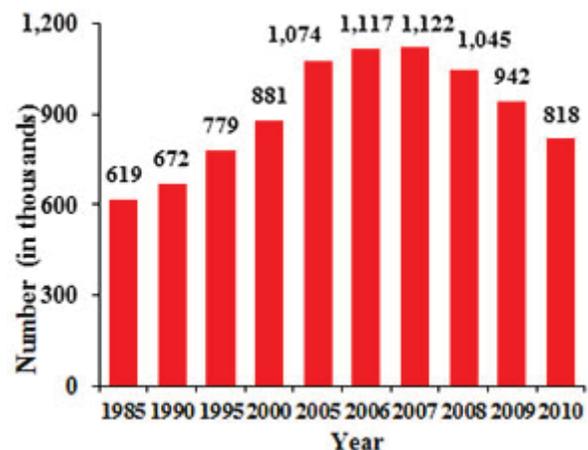
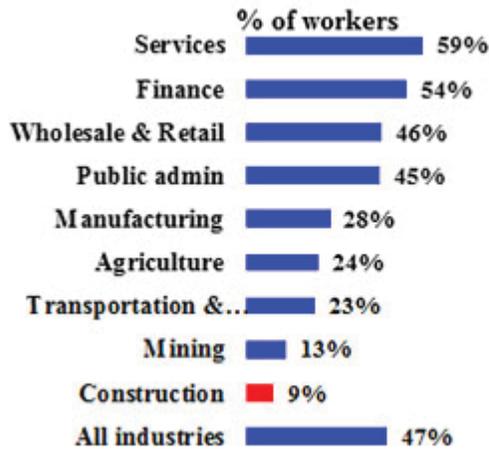


Table II: Percentage of Women Workers, by Industry in 2010
(All types of employment)



In addition to the primary safety and health hazards faced by all construction workers, there are safety and health issues specific to female construction workers. These safety and health hazards in construction create barriers to women entering and remaining in this field.

The Centers for Disease Control and Prevention in its April, 2012 Workplace Safety and Health Topics, Women's Safety and Health Issues at Work, said "While both men and women working in construction face many of the same risks, there are some unique issues that are of greater concern to women."

PR/Marketing

By Diandra Staples, PR/Marketing Chair and Laurie A. Jimenez, PMP, DTM, PR/Marketing Co-Chair



The PR/Marketing Chairs have been working hard to continue the success started during the 2013-2014 and 2014-2015 years.

We are still focused on Taking Aim for NAWIC, and have incorporated TEAM: Together Everyone Achieves More!

We started the new NAWIC year by initiating Survey Monkey to solicit reports from the chapters each month. This new method of reporting should be much easier for each chapter, as the

form is very easy to complete. Once the reports are gathered in Survey Monkey, they will be forwarded to the region chairs for compilation. The region chairs can then submit their reports each month to the national chairs.

In the month of October we received reports from all Regions, as shown below.

Region	Number of Chapters reporting
Midwest Central	8
Pacific Northwest	8
South Central	8
Northeast	7
Southeast	7
North Central	5
Pacific Southwest	5
South Atlantic	1

Region chairs, please encourage your chapters to participate in reporting their PR/Marketing efforts. You can offer awards at Forum for participation, if you like. There will be awards in key areas presented at AMEC in San Antonio. If you need ideas for awards or help with encouraging your chapter chairs, please reach out to us (Diandra and Laurie). We are here to help you.

Highlights

Discover how members and chapters are enhancing their success.

Share Your Chapter News

Has one of your chapter's members received an award? Do you have photos of your latest chapter activity? Is your chapter making news? If the answer to any of these questions is yes, please take a moment to email Autumn Daughetee at autumnd@nawic.org.

The Highlights section of the newsletter was created to showcase our members and chapters, so the next time an award is won or your chapter does something newsworthy, please remember to share it with your fellow NAWIC members.

An Inside Look on Hypothermia

Hypothermia occurs when an individual's core body temperature decreases to a level where muscular and cerebral functions become impaired. The most common cause of this loss of body temperature is exposure to cold and/or wet conditions. When exposed to cold conditions, the body can lose heat through a variety of routes. These include conduction (contact with cold or wet objects, such as snow or wet clothing), convection (heat being carried away from the body by wind; i.e., wind chill) and evaporation (sweating and respiration). Once the body's core temperature begins to drop, the symptoms of hypothermia will begin to appear.

Hypothermia Recognition

The symptoms of hypothermia are varied and depend on the body's core temperature. A person suffering from a mild case may exhibit shivering and a lack of coordination, while a person suffering from severe hypothermia may be incoherent, exhibiting muscular rigidity and possible cardiac arrest.

The chart below shows common symptoms and corresponding treatments that can be administered in the field:

Severity	Body Temp (°F)	Symptoms
Mild	98.6-97°	Shivering begins.
	97-95°	Cold sensation, skin numbness, goose bumps, lack of hand coordination.
Moderate	95-93°	Intense shivering, general lack of muscular coordination, slow or stumbling pace, mild confusion, pale skin.
	93-90°	Violent shivering, gross lack of muscular coordination, mental sluggishness, amnesia, difficulty speaking.
Severe	90-86°	Shivering stops, muscular stiffness, extreme confusion or incoherence, irrational behavior, inability to stand, skin appears blue and/or puffy.
	86-82°	Muscular rigidity, semiconscious, pulse and respiration decrease, dilation of pupils, skin ice-cold to touch.
	82-78°	Unconsciousness, pulmonary edema, pulse and heart-beat erratic, cardiac and respiratory failure, death.

Hypothermia Treatment

When the signs of hypothermia are detected, it is critical to begin treatment immediately—even in mild cases. The first and most important step is to eliminate the victim's exposure to cold or wet conditions (i.e., seek shelter if outdoors). Additional treatment methods, depending on severity, include:

- Mild hypothermia: Remove all wet clothing and replace it with dry clothing or blankets. Encourage the victim to stay active and to drink a warm (not hot), sweet liquid. Avoid offering liquids containing alcohol and/or caffeine; alcohol can increase heat loss and caffeine tends to cause dehydration.
- Moderate hypothermia: Replace all wet clothing with dry clothing or blankets. Be sure to cover the victim's head, as this is a major source of heat loss. If the victim is able to swallow without danger, give him/her warm, sweet liquids to drink. Place warm objects, such as hot water bottles, next to the victim's head, neck, chest and groin to help increase core body temperature; body-to-body contact is also an effective means of warming a victim. Finally, take the victim to a medical facility as soon as possible.
- Severe hypothermia: A person suffering from severe hypothermia can easily be mistaken for dead. Even if the victim is cold, rigid and has no detectable pulse, continue treatment. (There are numerous cases of a seemingly lifeless victim being brought back to full consciousness and good health.) It is vital that a person suffering from severe hypothermia get to a medical facility as quickly as possible, even before treatment is attempted. While waiting for professional assistance, replace the victim's wet clothing with dry clothing or blankets. Be sure to handle the victim gently, as the heart is susceptible to cardiac arrest when it reaches temperatures below 90°F. If the victim does suffer a cardiac arrest, administer CPR until professional help arrives.

Hypothermia Prevention

It is very important for employers to understand that individuals react differently to changes in core body temperatures. Exposure to the same temperatures and elements will affect individuals differently. Some people will succumb to cold injuries and illnesses quicker than others, so it is important to allow employees sufficient time to get out of the elements and warm up, without fear of criticism compared to other employees' needs.

You can significantly reduce the risk of hypothermia by taking the following precautions before you head out into cold, wet conditions:

- Wear proper clothing. The ideal clothing for spending extended periods in a cold and/or wet environment includes a breathable layer next to the skin (such as cotton or polypropylene), an insulating middle layer (wool, which continues to insulate even when wet, is a good choice) and a waterproof, but breathable, outer layer (such as nylon or Gore-Tex® fabric).
- Stay hydrated when outdoors.
- Use the buddy system to operate as a team when spending time outdoors.
- Familiarize yourself with the signs of hypothermia; early recognition can prevent a life-or-death situation.

Commonly Asked Questions

Q. Can hypothermia be a problem even if the temperature is well above freezing?

Yes. Hypothermia can occur any time the body cannot generate enough heat to maintain its core temperature, regardless of the time of year. Even on a sunny summer day, a person immersed in 40° to 50°F water may reach the point of exhaustion (due to a lowered core temperature) in as little as 30 minutes, and death from hypothermia can result in only three hours.

Q. Can the medications I'm taking make me more susceptible to hypothermia?

Yes. A number of commonly prescribed medications can affect your resistance to hypothermia. Sedatives, anti-depressants, tranquilizers and cardiovascular drugs can all affect the body's ability to regulate temperature. If you are concerned about the effect your medications may have on your body's resistance to hypothermia, please contact your doctor or pharmacist for more information.

Cold Weather Precautions

Dressing Properly for the Cold

Dressing properly is extremely important to preventing cold stress. When cold environments or temperatures cannot be avoided, the following would help protect workers from cold stress:

- Wear at least three layers of loose fitting clothing. Layering provides better insulation.
- Tight clothing reduces blood circulation. Warm blood needs to be circulated to the extremities. Insulated coat/jacket (water resistant if necessary)
- Knit mask to cover face and mouth (if needed)
- Hat that will cover your ears as well. A hat will help keep your whole body warmer. Hats reduce the amount of body heat that escapes from your head.
- Insulated gloves (water resistant if necessary), to protect the hands
- Insulated and waterproof boots to protect the feet

Safety Tips for Workers

- Your employer should ensure that you know the symptoms of cold stress
- Monitor your physical condition and that of your coworkers
- Dress appropriately for the cold
- Stay dry in the cold because moisture or dampness, e.g. from sweating, can increase the rate of heat loss from the body
- Keep extra clothing (including underwear) handy in case you get wet and need to change
- Drink warm sweetened fluids (no alcohol)
- Use proper engineering controls, safe work practices, and personal protective equipment (PPE) provided by your employer

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