

# National Association of Women in Construction



Career

Education



Future



## THE CONNECTION

*Connecting leaders and members  
to news from NAWIC*

February 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!*

#### WIC Week 2015 is Almost Here

Get ready ladies. WIC Week 2015, March 1-7, is almost here. It's also your chance to celebrate NAWIC's 60th Anniversary. Visit the WIC Week website for information about WIC Week, forms and to order the 2015 posters and pins. We have limited availability of both, so order today. 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.

#### Attend Your Region Forum 2015

Your region's Annual Forum is coming to a city near you this spring, and you will not want to miss all that your region has in store for you. Due to the upcoming region mergers, these will be the last Forums for most regions. Annual Forums offer educational seminars, solutions for your business and career, networking and more.

And don't forget the fun! Forums will be held all over the country, so don't miss the opportunity to attend a NAWIC Forum near you. Check out [www.nawic.org/nawic/Region\\_Forum.asp](http://www.nawic.org/nawic/Region_Forum.asp) for the 2015 Forum Preview Guide.

#### NAWIC Seeks NAWIC Region Director Candidates

Have you decided that now is the time to take the next step on

your leadership journey? Now is your chance to serve NAWIC as a region director. Do you know another NAWIC member who would be a great leader?

The NAWIC office is seeking qualified members of NAWIC to submit for candidacy for region director for the new Southeast Region (2 and 3), the new South Central Region (5 and 7), the new Pacific Northwest Region (9 and 10) and also for the South Atlantic Region. If your chapter has one or more prospective candidates for region director, please click here for more information and instructions. Deadlines are approaching quickly, so submit your candidacy today.

#### Nominate a Member Today for a NAWIC National Award

Each year, NAWIC awards three outstanding members one of its three national awards. The awards are the Lifetime Achievement Award, the Member of the Year Award and the Future Leader of the Year Award. Nomination forms are now available online, so nominate a NAWIC colleague today. Simply log into the website at [www.nawic.org](http://www.nawic.org). Then go to Member Center > Committees > Awards and download the forms.

The Lifetime Achievement Award was established to recognize outstanding efforts of a NAWIC member who has been actively involved throughout their NAWIC membership. A member is only eligible to win this award once.

The Member of the Year Award was established to recognize outstanding efforts of a NAWIC member who has been actively involved throughout the current NAWIC year. A member is only eligible to win this award once.

The Future Leader of the Year Award was established to recognize outstanding efforts of a new NAWIC member who has been actively involved throughout their first two NAWIC years as of May 31 of the current year. A member is only eligible to win this award once.

All nominations and required forms must be received by Dede Hughes at dedeh@nawic.org by June 1, 2015. The winners of each award will be recognized at the NAWIC Awards Gala, Saturday, Sept. 5, during the 2015 Annual Meeting and Education Conference in Nashville, Tenn.



### Save on UPS Shipping

Logistics saves money. Save up to 28 percent on UPS shipping thanks to the National Association of Women in Construction. Sign up today.

Take advantage of special savings on UPS shipping offered to you as a member of NAWIC. You can save up to 28 percent on air and international express shipping services. For complete details or to sign up, click here or go to [www.savewithups.com/nawic/](http://www.savewithups.com/nawic/).

Save more. And get more for your business. Along with the savings, you'll have the power of logistics on your side. You get outstanding reliability, greater speed, more services and innovative technology. UPS guarantees delivery of more packages around the world than anyone, and delivers more packages overnight on time in the U.S. than any other carrier, including FedEx. Simple shipping. Big savings. That's logistics.

### Check Out NAWIC Merchandise On Sale

The NAWIC Store is having a sale! Does your chapter need speaker gifts? Would you like a little something to gift your fellow members for WIC Week? If the answer to any of these questions is yes, check out these great NAWIC-branded items on sale in February.

- Large NAWIC Padfolio—regular price \$15, sale price \$6
- Small NAWIC Padfolio—regular price \$10, sale price \$5
- NAWIC Pen Gift Set (in box) —regular price \$11, sale price \$7
- Etched NAWIC Key Chain—regular price \$5.50, sale price \$4
- NAWIC Collapsible Can Cooler—regular price \$3, sale price \$2
- NAWIC Wine Gift Bag (wine not included)—regular price \$6, sale price \$4.5

Hurry and get your NAWIC items while supplies last. Visit the NAWIC Store online at [store.nawic.org](http://store.nawic.org).

### Rent a Tabletop Display for Your Next Outreach Event

Did you know that the NAWIC office has 6-foot tabletop displays that you can rent for your chapter or region events? You can find more information and an order form at [www.nawic.org](http://www.nawic.org) > Member Center > Member Forms, by clicking here or by contacting Crissy Ingram at [crissy@nawic.org](mailto:crissy@nawic.org) or 800-552-3506. These are great marketing tools for Block Kids events, membership drives, construction expos and more!

### Membership Has its Privileges

Your NAWIC membership can save you and your employer money while turning a profit for the Association. NAWIC's member services providers offer you discounts on courses and publications, health insurance, shipping, office supplies and on travel-related services.

Simply go to [www.nawic.org](http://www.nawic.org) > Member Center > Member Services 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 resume, view jobs and set up personal job alerts. Best of all, it's free. Visit the NAWIC Career Center at [www.nawic.org/nawic/Career\\_Center.asp](http://www.nawic.org/nawic/Career_Center.asp) today or click here.

### CHAPTER OFFICER REMINDERS

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

### Chapter Presidents

If you haven't already, please contact members who have not renewed. Divide the list among other officers, so they can help. Inform non-renewing members of upcoming events and how they can get involved. Encourage them to renew by explaining their value to the chapter and the value they receive by getting involved. Email the membership department at [membership@nawic.org](mailto:membership@nawic.org) to obtain a list of non-renewing members in your chapter.

### Chapter Treasurers

If you haven't already, please complete your chapter's IRS Compliance Certification Form and mail it to the NAWIC Office.

They were due to us Nov. 1. The NAWIC Office uses the information provided on the IRS Compliance Form to report to the IRS if your chapter must file an IRS 990 or 990T return for the 2014 calendar year. The IRS requires the NAWIC Office to report which chapters must file an IRS 990 or 990T. To avoid all chapters being audited by the IRS, it is pertinent we receive this form from each chapter. Note: Please do not send copies of your tax return to the NAWIC Office. Your IRS 990 or 990T are due to the IRS Feb. 15, 2015.

## Chapter Membership Chairs

When a prospective member calls the NAWIC Office requesting local chapter information, we refer them to you by giving them your name and phone number. When you field a call from a prospect, be sure you have information to share with them about upcoming chapter events and available programs.

Prospective members are looking for knowledge, education and networking opportunities. So, we want to make sure you return calls from prospects promptly. Following up with prospects and personally inviting them to your next meeting will help your chapter grow.

## NATIONAL OFFICER'S MESSAGE



### Don't Be Afraid of Change; Embrace it

By Stephanie Crane, CIT, NAWIC Treasurer

It's a new year and 2015 is officially rolling along. A lot of people make resolutions. Some stick to them and some don't. With every resolution comes that undeniable word that we all fear—change. Some people accept change and move on, others try to avoid it every step of the way.

My husband is one of those people who hate change and he will fight and avoid the change going on around him. A perfect example of his inability to change was switching to a smart

phone. Most of us have had these for years, we love them, and we can't live without them. He wanted nothing to do with them, except that his job was requiring him to change from the Motorola Razr Flip phone (no, I'm not kidding!) to an iPhone. As we stood in the store to get the phone and the customer service representative tried desperately to figure out how to get his contacts from that type of phone to the new one, my husband became more and more agitated. He finally walked out of the store to get some air, at which point the CSR said, "He doesn't like change does he?" Ha, understatement of the year! Well, to make a long story short, he now has his iPhone and realizes all the things it can do and how it makes his life so much easier. Siri is now his best friend! The moral of my story is change can be a good thing making our lives easier and affording us more opportunities.

As we all know, we have lots of changes coming up in our Regions on Oct. 1 and we're all trying to wrap our heads around this change and work through the hesitations and hard work that come along them. **Remember that change is not something to be feared, but a path to a new beginning.**

I was listening to someone speak last week and they said something that really made me think. "Instead of making resolutions, why don't we come up with solutions?" Think about it, we all come up with resolutions to lose weight, quit smoking, spend more time with family, etc. Unless we put solutions in place to make these changes in our lives then our resolutions usually fall by the wayside. As members we have the ability to be a part of these solutions and be a part of something great. We all get to be a part of an event that will always be a part of NAWIC history.

The Pacific Southwest Region has already made its transition and is working to continue its success. Regions, let's put solutions in place as the rest of us make these transitions. Let's make changes for our Association that will define the success of our future!

*"Change does not change tradition. It strengthens it. Change is a challenge and an opportunity, not a threat." —Prince Philip of England*

## REGIONAL ROUNDUP

Region Directors report on NAWIC activities across the country.



### Midwest Region (13) | Diane I. Mike, CBT

I know many of you have made your New Year's resolutions already, but I encourage you to do something different this year. Set a NAWIC goal for yourself and share that goal with a fellow NAWIC member. I don't mean just state your goal to someone, but actually share it and the reasoning behind it. Maybe, just maybe, that someone will be able to help you attain your goal, whether by serving as a mentor, connecting you to a person or persons to help you or just holding you accountable to the achievement of your goal. We have so much talent and experience in our Association. Reach out and use the resources within the Association to develop yourself personally and professionally.

This is always an exciting time for our Association and our members—especially this year. WIC Week is fast approaching. So is Forum season. At Forums, new regional directors will be voted in to lead our newly formed regions. Finally, new national board candidates will be announced soon.

Midwest Region 13 is gearing up for the Forum season. The Greater Sioux Falls Chapter #237 is hosting this year's Forum in Sioux Falls, S.D. We will be celebrating our region's 40th anniversary at the welcome party by taking a trip back in time to 1975. Friday's slate of seminars is in place and Saturday's meeting will be filled with Association information and a presentation by President-Elect Riki Lovejoy, CBT, CIT. This should be a fun weekend for all. I hope you will consider joining us.

Congratulations to all the chapters in Midwest Region 13 for doing such an awesome job increasing membership. We are not even halfway through our NAWIC year and we have recruited 31 new members. We only need 26 more to reach our national goal of 57. I know we can meet and exceed that goal by the end of the NAWIC year.

Special Kudos to Fargo/Moorhead, N.D. Chapter #246, which has almost doubled its membership since Oct. 1 and has officially hit double-digit membership of 10 as of Dec. 31. I would also like to acknowledge the Chicago Metro Chapter for recruiting six members this year and the Cedar Rapids/Iowa City chapter for having the highest retention percentage in the region with 95.45 percent. Great job ladies!

Midwest Region 13 wishes everyone success and happiness in 2015.



### Northeast Region (1) | Sharon B. Adkins

Got the winter "blahs?" Then this is a good time to check out your NAWIC chapter's calendar for upcoming events! Take advantage of the value of NAWIC to heat up your career!

Even though it is a cold winter here in the Northeast, Region 1 chapters from north to south have a lot of things going on ranging from Hard Hat Happy Hours and networking in New York to joint association meetings with groups like ASPE in Philadelphia to professional development programs on how to keep that work/life balance in Baltimore. It is also the time of year for Block Kids competitions and planning for WIC Week.

Northeast Region (1) also has its eyes set on heading south in the spring to attend Forum in the Washington, D.C. area April 17-18 at the Sheraton Suites Old Town in Alexandria, Va. Save the date! Plan on coming early or staying late. There is so much to do and see!



## Pacific Northwest Region (9) | Sarah L. Webb, CDS, CIT

The New Year is off to a great start. We are working on our WIC Week plans, our Chapter Strategic Plans, Forum 2015 plans and our membership and retention plans. With all this planning, success is inevitable!

Our Oregon Chapters are once again hosting a Coastal Retreat. All Region 9 and 10 members are invited to attend. This year the Retreat will be held on Feb. 27-March 1 at the Hallmark Inn located at 744 SW Elizabeth in Newport, Ore. Mary Louise VanNatta, CAE, Chief Executive Officer of VanNatta Public Relations, will be speaking on Personal Branding. The registration fee is \$50. If you would like more info, please contact Tricia Mosier at [triciamosier@whiteoakconstruction.net](mailto:triciamosier@whiteoakconstruction.net).

Does everyone have their plans made for the Divine Region 9 final Forum? Get your tickets now to join us on April 30 in Anchorage, Alaska! Don't miss out on seminars like Ice Road Builders "Building a Road to Know Where," Cold Climate Housing: It's not just for building igloos; Navigating the Military to Civilian Highway; and Eagles, Polar Bears and Caribou, Oh My!



## South Atlantic Region (11) | Samantha Hedgepath

The South Atlantic region celebrated the holidays thoroughly with all kinds of gatherings, teammate events, holiday parties and numerous other events. Now with the holidays behind us we are concentrating on getting our Block Kids events conducted and getting our plans for WIC Week underway.

We've added 17 new members in the first quarter. I can only imagine the growth for the rest of the year will be fabulous. Congratulations to the Columbia, South Carolina Chapter #113 for reaching their 85 percent retention + 20 percent growth goal already this year. We have several chapters who are adding members and doing wonderful things.

Each month our chapters are submitting their meeting invitations for the regional newsletter and it's so great to hear all the exciting things they are doing. Each chapter is very active in reaching out to people in their area as well as in their teammates' areas

to help grow membership across the board. I'm truly excited to see where we will grow from here.

The South Atlantic region is truly showing the NAWIC spirit!



## South Central Region (5) | Miki C. Haas, CIT

The chapters of Region 5 have been working hard on recruitment as well as retention. Some have even reached back into past rosters, making an effort to rekindle the interest of past chapter members.

WIC Week plans are coming together and when you think all of the excitement is over, there seems to be more forthcoming.

As the time is fast approaching for our Region's final Forum, the Mississippi Gulf Coast Chapter is busy preparing for the biggest and best one ever. In an area where there is something for everyone, we expect a tremendous turnout.

Endeavoring to charter a new NAWIC chapter is usually a big challenge. We used to have a Region 5 chapter in Lake Charles, Louisiana. Our first planning meeting found us hosted by 25 of the city's leaders including representatives of McNeese State University; all letting us know that they would be very interested in having a NAWIC chapter

as part of their community. Joining me in representing NAWIC was NAWIC President Sandy Field, CBT, CIT; Houston Chapter President Becky Richter; Baton Rouge Vice President Phyllis Chapman; and former NAWIC member and past Region Director Cathy Brady. The hospitality shown to us was overwhelming. The Houston Chapter and the Baton Rouge Chapter will be working on this chartering together. I promise you will be hearing a lot more about this exciting endeavor.



### South Central Region (7) | Jennifer M. Swinney, CBT, CDS, CIT

The holidays were a time for rest and relaxation, but clearly that didn't apply to Region 7 as they brought in 16 new members in December and January! If they can do that during the "slow season," I can't wait to see what they will do as WIC Week approaches! Region Membership Chair Rhonda Nebgen and Region PR/Marketing Chair Laurie Jimenez teamed up to excite the chapters and to find new ways to promote their events in order to bring in new members. We are also exceptionally lucky to have National PR/Marketing Chair Wanda Bledsaw in our region, as she is phenomenal at sending out great information and encouraging participation for the committees.

Region 7 is also fortunate to have National WIC Week Chair Traci Garner-Davis as our Region Chair. Traci is hard at work revving up the chapter chairs and encouraging them to plan their WIC Weeks and put on successful events to promote women in construction. We have a lot of work to do to make our region chair proud of us again, but I know the Region 7 chapters are up for the challenge and excited to think outside the box!

Region CAD Chair Francine Hawkins-Alegeh worked diligently with the participating chapters and gathered all the submittals to be reviewed and judged by her team. Region Block Kids Committee Chair Lisa Huerta has been doing a great job keeping in contact with the chapters hosting the competition, and I think it's going to be another tough choice for the judges this year. Both contest winners will be announced at Region 7 Forum.

Speaking of Forum, the San Antonio, Texas Chapter is diligently working on planning the final Region 7 Forum to be held April 17-18. If you want a "helpful hint" about the keynote speaker, be sure to check out the Region Facebook page for more info. Forum will be held during the San Antonio annual Fiesta celebration, so we encourage everyone to make a fun vacation out of the trip. Join us for Forum and stay for the amazing once-in-a-lifetime events during Fiesta 2015! (Fun Fact: The Fiesta Battle of Flowers Parade is the only one in the country to be planned and directed completely by women!)



### Southeast Region (3) | Jill Hanson, CIT

I am finally getting back into that regular schedule after the holiday season. The chapters throughout Region 3 are in full swing with lots of activities—from golf tournaments to Block Kids. Our calendars are getting busy.

I'd like to give a big shout out to Greater Palm Beach, Fla. Chapter #87 and Region 2's Greater Birmingham, Ala. Chapter #53 for teaming up to co-host the Southeast Region's APC 2015 to be held in Birmingham, Ala. We're looking forward to a great meeting!

Several Region 3 members will be attending Region 2's Forum in Atlanta, Ga., April 24-25. We're looking forward to getting a jump-start on building some new relationships with our Region 2 sisters.

The Southeast Region (3) Forum 2015 has a theme of Pearls, Pumps and Hard Hats: From the Field to the Boardroom. The Miami, Fla. Chapter #41 is in tackle mode as

they put plans in place for Region 3's final Forum, May 15-16, in beautiful Key Largo, Fla. Make your plans now to attend and help Region 3 celebrate this momentous occasion before we officially merge with Region 2 to become the new Southeast Region. We love having out-of-region attendees visit us. Make it part of your vacation plans and come to Key Largo!

# CORNERSTONE

Get connected to the latest news from NAWIC Committees.

## WIC Week

By Traci Garner Davis, WIC Week Chair

### WIC Week is Around the Corner

WIC Week is almost here, March 1-7. Are you ready? I hope all the chapters are getting prepared, sharing the word, and getting excited. WIC Week is about spreading the word about NAWIC and this year, it's also about saving lives. Is your chapter joining NAWIC's WIC Week nationwide blood drive?

Finally, have you contacted your local radio stations, local television stations, local newspapers, and any of NAWIC's corporate sponsors located in your area? If not, do it today. Don't wait.

Let me know if I can help you in anyway. Call me at 817-308-1237 or email me at wicweek@gmail.com.

## OSHA Alliance

By Schelle Wood, OSHA Alliance Chair

### OSHA has new reporting requirements

The NAWIC/OSHA Alliance will be posting important information for our members and the companies they work for in the Connection Newsletter to bring safety awareness and important information to membership. Look for more information in the coming months.

### OSHA UPDATE: NEW REPORTING REQUIREMENTS START JANUARY 1.

**Starting January 1, 2015:**

**All employers \* must report to OSHA:**

- All work-related fatalities within 8 hours

**Within 24 hours, all work-related:**

- Inpatient hospitalizations
- Amputations
- Losses of an eye

\*Employers under Federal OSHA's jurisdiction must begin reporting by January 1. Establishments in a state with a state-run OSHA program should contact their state plan for the implementation date.

Beginning Jan. 1, 2015, there will be a change to what covered employers are required to report to the Occupational Safety and Health Administration. **Employers will now be required to report all work-related fatalities within eight hours and all in-patient hospitalizations, amputations, and losses of an eye within 24 hours of finding out the incident.**

Previously, employers were required to report all workplace fatalities and when three or more workers were hospitalized in the same incident.

The updated reporting requirements are not simply paperwork but have a life-saving purpose: they will enable employers and workers to prevent future injuries by identifying and eliminating the most serious workplace hazards.

Employers have three options for reporting these severe incidents to OSHA. They can call the nearest area office during normal business hours, call the 24-hour OSHA hotline at 1-800-321-OSHA (1-800-321-6742), or they can report online at [www.osha.gov/report\\_online](http://www.osha.gov/report_online). For more information and resources, including a new YouTube video, visit OSHA's webpage on the updated reporting requirements.

## Sign up for QuickTakes, OSHA's free biweekly newsletter

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Secretary of Labor Thomas E. Perez launches unprecedented partnership for safety: More than 1 million workers across the country expected to "Stand-Down" to prevent falls in construction

**In this issue**

- Secretary of Labor Thomas E. Perez launches unprecedented partnership for safety: More than 1 million workers across the country expected to "Stand-Down" to prevent falls in construction
- Stand-Down safety events scheduled at more than 25,000 workplaces nationwide
- OSHA launches annual summer campaign to prevent heat-related illnesses
- Burlington Northern Santa Fe Railway ordered to pay more than \$525,000 to terminated workers who were retaliated against for reporting injuries
- Chicago engineering company cited again for failing to protect construction workers from trenching hazards
- New York fire retrofitter faces \$160,000 in OSHA fines for failing to correct fire, mechanical and electrical hazards
- Semiannual regulatory agenda published
- OSHA and the American Staffing Association form alliance to protect temporary workers
- Assistant Secretary Michaels addresses oil and gas industry leaders at annual onshore drilling conference
- NIOSH seeks help to characterize risks during chemical blowback in oil and gas extraction
- "Deadly Dust" video aims toward far reaching out the message on silicosis
- New educational resources available to protect workers from heat illness and falls
- Follow us on Twitter and visit us on Facebook
- Job openings

Secretary of Labor Thomas E. Perez and Assistant Secretary of Labor for Occupational Safety and Health Dr. David Michaels today announced the kick-off for the national fall safety stand-down, reaching more than 1 million workers and bringing together tens of thousands of businesses across the country. Falls are the leading cause of death in the construction industry. In 2012, 279 construction workers lost their lives in falls from heights and more than 8,800 construction workers were seriously injured by falls. From June 2 to 6, employers and workers are voluntarily stopping work to talk about saving lives and preventing fatal falls, reaching more workers, businesses and workplaces than ever before.

"This is an unprecedented effort with a record number of participants coming together for worker safety," said Secretary of Labor Thomas E. Perez. "The economy is on the rebound, housing starts are on the rise, and the summer construction season is getting underway. Now is the time to focus on this vital safety issue and make sure all construction workers get to come home at the end of every workday."

"Our message is "safety pays and falls cost,"" said Assistant Secretary of Labor for Occupational Safety and Health Dr. David Michaels. "We emphasize planning ahead, providing the right equipment—such as guard rails or safety harnesses, lincs and anchors—and training all employees, three simple steps can save lives."

During this week OSHA is partnering with the Associated General Contractors, the Associated Builders and Contractors, the National Association of Home Builders, the National Roofing Contractors Association, the Steel Erection Association, more than ten international unions including the Carpenters, the Laborers' Union, the International Brotherhood of Electrical Workers, the Ironworkers Union, CPWR, community organizations, faith-based organizations and universities nationwide.

The national stand-down is part of OSHA's third annual [Fall Prevention Campaign](#), launched in partnership with the National Institute for Occupational Safety and Health, National Occupational Research Agenda, and CPWR, the Center for Construction Research and Training. For more information on the national stand-down, read the [press release](#) and statements from [Secretary Perez](#) and [Assistant Secretary Michaels](#), or visit [OSHA's National Safety Stand-Down page](#) and read [OSHA's blog](#).

QuickTakes is a free e-newsletter delivered twice monthly directly to the inboxes of nearly 72,000 subscribers, including stakeholders from across industry, academic institutions, community organizations and advocacy groups, as well as many managers and workers.

QuickTakes highlights up-to-the-minute news in occupational safety and health to assist employers and workers in finding and preventing workplace hazards. Each issue provides updates about OSHA initiatives, regulations, significant enforcement cases, publications, advisory committee and stakeholder meetings and educational resources. Each story links to OSHA webpages and other online resources where readers can go to get additional information. Past issues can also be viewed online through the QuickTakes archives.

Stay well informed about workers' rights and the most important developments in on-the-job safety and health by subscribing to QuickTakes today!

## U.S. Transportation

By Cari Durbin, U.S. Transportation Chair

As many of you know, technology is not lost in the “nuts & bolts” world of construction. So, many new things have been developed to make the work more precise. I am amazed by all these new things. Who would have thought that a bulldozer could be operated by a computer to grade a road? How about sensors that detect traffic flow? What about all the technology in the surveying field? It's all beyond me now because I learned many, many years ago on instruments that were manually operated. The students coming out of training programs are equipped to start work with the skills needed for our modern construction world.

The Federal Highway Administration (FHWA), in conjunction with a number of state transportation departments, has encouraged the use of innovative technology and methods. The program, Every Day Counts, in its fourth year, helps identify and rapidly deploy many innovations and investments in the infrastructure system by shortening the project delivery process, enhancing roadway safety, reducing congestion, and improving environmental sustainability. All issues that effect NAWIC members as professionals and as users of our infrastructure.

And here is some news for veterans and possible employers of veterans. USDOT's Office of Small and Disadvantaged Business Utilization (OSDBU) is helping veterans expand their opportunities within the industry across the country. They are participating in several national events to meet face to face with participating veteran business owners to discuss small business programs and available transportation-related contracting opportunities. They point out that veterans have

the skills, discipline and leadership necessary to begin and operate successful businesses. There are more than 21 million Veterans and more than 250,000 U.S. service members transitioning from the military each year. More information is available from OSDBU at [www.dot.gov/osdbu](http://www.dot.gov/osdbu).

## Membership

By Vickie Nickel, CIT, Membership Chair

What would we do without duct tape? Duct tape was created and manufactured around 1942 and the original use was to keep moisture out of ammunition cases. Military personnel quickly discovered that the tape was very versatile and used it to fix their guns, jeeps, aircraft, etc. After the war, the tape was used in the booming housing industry to connect heating and air conditioning ductwork together. Today, duct tape is the most versatile tool in the household and comes in a range of colors and designs.

So, you might be asking, “What the heck does duct tape have to do with membership?” Think about what holds our chapters together? Thinking ... thinking ... thinking. “Well, Vickie, I don't think its duct tape ... LOL.” No, it's not, but wouldn't be great if it was! We would have 100 percent retention because all of our members would be duct taped. We wouldn't lose anyone.

So, what is holding our chapters together? We members, the volunteers, are holding our chapters together. Volunteers are the essential resource for our Association.

## Target Goal: Engage Members

### Tips On Engaging Members:

- Get to know your members and understand their goals, abilities, and interests.
- Orientation. Help all new members develop a solid understanding of NAWIC—our mission, core purpose, goals and culture.
- Regardless of your chapter size, busy members can sometimes feel swamped. We are so glad to have a new recruit that we might sometimes forget to offer a proper welcome or orientation.
- Take opportunities to demonstrate how important their efforts are towards making an impact.
- Make sure volunteers are given the tools to become a leader in NAWIC. NAWIC offers many resources and handbooks regarding committees and board positions at all levels. Clear communication about expectations and roles will help make your volunteer role experience a positive one.
- First impressions really do make a difference. Remember in Jerry Maguire when Dorothy said, “You had me at hello.” We all want to matter. **TARGET:** Before your next



NAWIC meeting, ask to see the list of who has RSVP'd. Then target a couple of guests and members that you don't know and introduce yourself. Be genuine and listen to what they have to say. "I'm all about that bass, 'bout that bass, no treble..." Well, it's all about that guest and member if you get my drift. Make them feel special.

- Say "Thank You!" and recognize your volunteer's efforts. Say thank you often and sincerely.
- As members, we all have our own reason for joining NAWIC and making the commitment to volunteer.

**TARGET:** Volunteer. Be the duct tape that helps hold your chapter together!

For more on engaging members, see the PowerPoint presentation presented at AMEC 2014, which is posted in the [www.nawic.com](http://www.nawic.com) Member Section under Committees > Membership & Marketing > Membership & Marketing Toolbox > Engage Members.

## Highlights

Discover how members and chapters are enhancing their success.

### **NAWIC Member Angie McElroy Honored for Mentoring Work**

Angie McElroy, a member of the NAWIC Tampa, Florida Chapter #36, was recently named a 2014 Outstanding Community Ambassador Honoree-Southeast Division by Oldcastle Materials.

McElroy has been an active member of National Association for Women in Construction (NAWIC) for the last 20 years. The organization provides a support network for women and focuses on professional development, education, networking, leadership training, public service and more. She was recently a keynote speaker and course facilitator for "Introduction to the Tools of the Trades," a class offered to disadvantaged young women. All participants in this program required sponsorship, and McElroy was instrumental in raising funds for many, including sponsoring one young lady at her own expense. In addition, McElroy oversaw the NAWIC certificate program for the PACE Center (Center for Girls of Lee County), which provides opportunities to see the construction/design/trade as an obtainable and successful profession. McElroy has unwaveringly dedicated her time and energy to this organization aimed at disadvantaged young women in the community.

**Leader... for the advancement of women and the construction industry:** McElroy contributes to the advancement of women and sharing the rewards of working in the construction industry. Throughout her involvement with NAWIC, she has served in several leadership positions. Lives

are impacted and changed by the work McElroy does on behalf of this organization in business and in the community.

**Educator...** creating educational opportunities for advancement: McElroy put together a self-study program to promote and attain a Construction Industry Technician or CIT certification. Thanks to her commitment and leadership of the CIT education program, two more CIT course programs were held and the Atlanta Chapter went from having a single CIT certification to 18.

**Nurturer... the growth of young builders:** McElroy has organized many Block Kids Building contests for young builders, grades 1 through 6. This introduces young children to the world of construction in a creative and expressive manner using building blocks and their imaginations. She understands that reaching kids early provides them with a greater awareness of construction in a fun and interesting way.

**Mentor... changing the lives of at-risk young women in high school:** McElroy volunteers to help with a new mentoring program. PACE Center for Girls, Inc. is a community-based, non-residential prevention, diversion, and early intervention program and serves more than 2,000 girls each year as an alternative to incarceration by providing therapeutic support services, individualized and group counseling, a gender-specific life management curriculum, academic education, individualized attention, parental involvement, community service and three years of follow up transition services. PACE supports the mission of the Department of Juvenile Justice by preventing juvenile delinquency, teen pregnancy, substance abuse, academic failure and welfare dependency. McElroy recognized this as an opportunity to share her knowledge, experience and time to have an impact on the young women in the program.

**Recognition and Future:** In 2001 McElroy was Region 3 Member of the Year. A few years later, in 2005, she was named Member of the Year for Region 2. She was named Chapter Member of the Year for the Atlanta, Ga. Chapter in 2005 and 2006.

At the urging and support of several friends and company support, Angie will campaign for the position of Region Director of the new consolidated Southeast Region of NAWIC in 2015. If successful, she looks forward to helping the region members become a united group by sharing ideas and activities. In her words, "Together we can make each chapter stronger and the organization more influential in the lives of members and the construction industry."

## **Teresa Irby-Butler Joins Greeley and Hansen as Managing Director**

Greeley and Hansen, a global civil and environmental engineering, architectural, and management consulting firm, has named Teresa Irby-Butler as the new Managing Director of the firm's Construction Engineering and Management (CE&M) Operating Group, based in Chicago. Irby-Butler, who most recently served as Regional Resource Manager of the water construction management group for ARCADIS-US, has more than 15 years of diverse construction management experience working on a wide range of water resources projects.

As the Managing Director, Ms. Irby-Butler will have broad responsibility for leading the firm's global CE&M staff and business operations, providing high-level project delivery oversight and leading business development activities. "Teresa's strong technical background and leadership experience in successfully managing construction engineering operations for a variety of large, complex water and wastewater projects, both domestically and internationally, will bring added value in the delivery of client projects," said Paul Vogel, Executive Vice President of Western Operations.

"We're pleased that Teresa has joined our firm in this key leadership role," said John C. Robak, President and Chief Operating Officer. "Greeley and Hansen is focused on achieving sustained future growth, and Teresa is a highly qualified and motivated professional who can help accelerate the firm's ongoing efforts to achieve our growth objectives in the construction engineering and management area."

"I'm looking forward to leading the firm's efforts to expand business operations in construction engineering and management by collaborating with clients and providing exceptional service on their construction projects," said Irby-Butler.

A registered Professional Engineer and a Certified Construction Manager, Irby-Butler holds a master's degree in Civil/Environmental Engineering and Construction Management from Arizona State University, and a B.S. in Civil Engineering from the University of South Alabama. In addition, she attended the United States Military Academy at West Point. She is also a member of the National Association of Women in Construction.

## **SMPS Announces Call for Entries for 38th Annual Marketing Communications Awards Program**

### ***Discounted Entry Deadline: March 2, 2015***

The Society for Marketing Professional Services (SMPS), the premier A/E/C marketing and business development association, is accepting entries for its 38th Annual Marketing

Communications Awards (MCA) competition. The MCA program is the longest-standing, most prestigious awards program recognizing excellence in marketing communications by professional services firms in the design and building industry. The entry deadline is March 2, 2015. SMPS members along with nonmembers working in the A/E/C industry are eligible to enter.

Each year, this competitive awards program receives entries from around the globe. Firms can select from among 21 marketing communications categories in which to enter their work, ranging from advertising, annual reports, and corporate identity, to media relations, social media, and Web sites. There is no limit to the number of categories a firm can enter. Most categories are open to both print and electronic projects. In 2015, a new online entry registration process has been implemented in order to make entering the MCA program quicker and easier.

Entries will be evaluated during the in-person judging event, April 25, in Columbus, Ohio, by more than 50 distinguished jurors from across the U.S. and Canada. These jurors will include professional services marketers and business developers, communications and public relations professionals, graphic designers, architects, engineers, contractors, and media. Jurors use a numerical scoring system based on five criteria to assess each entry's effectiveness and return on investment, in addition to quality, message, and design.

Dawn Wiford, CPSM, marketing specialist with Shook Construction, and Ryan Konst, PE, CPSM, vice president of Schaefer, are serving as co-chairs for the 2015 competition. "The MCA program is one of the most important programs that SMPS organizes each year," Wiford observes. "It provides an opportunity for marketers to evaluate our work from the past year and celebrate the marketing accomplishments of our industry. It also encourages us to excel and push the limit in marketing communications for years to come."

Co-chair Ryan Konst noted, "SMPS Columbus once again will showcase our city to our nationwide SMPS family. Schaefer, Shook Construction, and m+a architects are thrilled to have the opportunity to facilitate the annual MCA judging event, which includes the evaluation of the highest quality national A/E/C marketing content. We consider SMPS the best resource for our industry and the MCA competition is a celebration of what we've achieved over the past year and sets a clear tone for the future of our industry. We cannot wait to see what our colleagues enter!"

Event host Suzanne Cody, CPSM, marketing manager of m+a architects, shares, "To host this year's MCA program is in itself exciting. Further, to participate in a process that will honor the best of the best in our industry is going to be a great honor. We welcome everyone to Columbus for this great event."

Visit [www.smps.org/mca](http://www.smps.org/mca) for detailed competition information, including categories and submittal requirements, comprehensive FAQs, deadlines and fees, along with a link to the new online entry form. In addition, you can view examples of previous winning entries.

Award winners will be announced and honored on Aug. 20, at a formal Awards Gala during Build Business: go beyond, the SMPS Annual Conference ([www.buildbusiness.org](http://www.buildbusiness.org)), in Los Angeles, Calif. Winning entries will be on display throughout the conference. Building industry editors and association leaders will be invited to select the Best of Show recipient from among the first-place-winning entries. Award winners will be announced on the SMPS website and via press releases sent to national industry publications.

For more information on the 38th Annual Marketing Communications Awards Program, please contact: JH Flores at 703-549-6117, x228, or Molly Dall'Erta at 703-549-6117, x231.

## **NAWIC Membership Brings Friendship, Support**

Dede Hughes, NAWIC Executive Vice President, would like to share an email she received recently that details an aspect of NAWIC membership that your chapter may not be highlighting.

*Dear Dede,*

*Promoters will tell you all of the advantages of membership in their organization. I know for a fact that one of the best*

*[advantages] that NAWIC has, which is never mentioned is the most important one of all. The #1 value [in a NAWIC membership] is everlasting friendships, even with people you have never met. These friendships are formed without you even knowing it.*

*In 2007 my husband was diagnosed with lung cancer. When word got out to NAWIC members, prayer chains went all over the world for him. The upper one-third of his right lung was removed and he is well and still, at 76 years of age, works everyday at our business.*

*Last month we had the tragic loss of our one-month-old great-grandson, Benjamin. Emails, cards and phone calls came from all over. They came from members I have never met, and some who have no idea who I am, as I relinquished my membership three years ago.*

*My sincere thank you to each and every one of you. I love NAWIC ladies from the bottom of my heart.*

**BETTY L. GOAD**

*2002-2004 Region 4 Director*