

National Association of Women in Construction



Career

Education



Future



THE CONNECTION

Connecting leaders and members
to news from NAWIC

January 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 New Year from the NAWIC Staff!

The NAWIC staff wishes you and your family a very happy New Year and a wonderful 2015.

WIC Week 2015

Now that 2014 has drawn to a close, WIC Week 2015 is looming right around the corner. WIC Week 2015 will be here before we know it! Visit the WIC Week website for information about WIC Week, forms and to order the 2015 pins and posters. You may also visit the WIC Week Store to order your posters and pins.

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 2015 with pins and posters for all your chapter members!

NAWIC Seeks NAWIC National Officer and Director Candidates

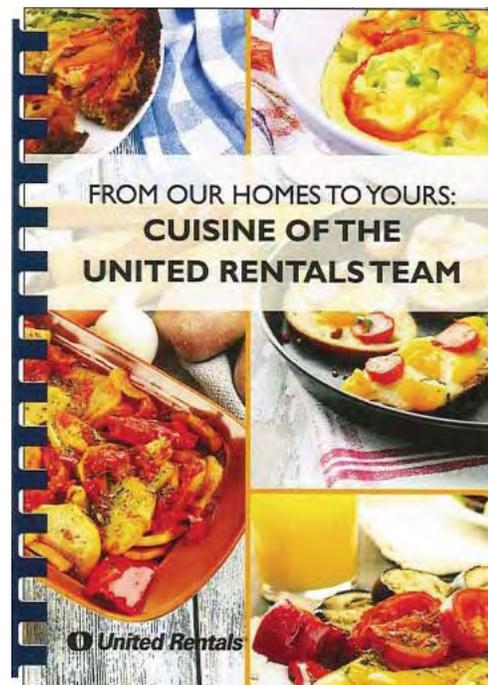
Have you decided that now is the time to take the next step on your leadership journey? Now is your chance to serve NAWIC as a region director or a national officer? Do you know another NAWIC member who would be a great leader?

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 seeking qualified members of to submit for candidacy for region director for the new Southeast Region (2 and 3), the new South Central Region (5 and 7) and the new Pacific Northwest Region (9 and 10). If your chapter has one or more prospective candidates for region director, please click here for more information and instructions.

The Cuisine of the United Rentals Team Cookbook has Arrived



Earlier this year United Rentals asked its employees to submit their best recipes for its first ever United Rentals Cookbook.

And, they came through! United Rentals received more than 150 delicious recipes and you will love them. Even better are the personal stories behind each recipe!

All net proceeds from the sale of the Cookbook will be donated to the United Compassion Fund, United Rental's 501 (c)(3) employee-funded, first-response program that assists the United Rentals team in times of need.

Please be sure to purchase one for yourself, family, friends, or customers. Purchase your copy directly from a local United Rentals branch.

Here is the ordering information:

RentalMan Item Number: URCOOKBOOK

Price: \$19.99 (employees and customers)

OSHA Revises Rule on Injury and Illness Reporting and Recordkeeping

Beginning on Jan. 1, 2015, the U.S. Department of Labor's Occupational Safety and Health Administration's (OSHA) final rule takes effect requiring employers to notify OSHA within eight hours, when an employee is killed on the job; and within 24 hours, when an employee suffers a work-related hospitalization, amputation or loss of an eye.

For more information on the rule change, [click here](#).

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 > Member Center > Member Forms, by clicking here or by contacting Crissy Ingram at crissy@nawic.org or 800-552-3506. These are great marketing tools for Block Kids events, membership drives, construction expos and more!

NAWIC Media Kit Available Online

The updated 2014-2015 NAWIC Media Kit is now available online. [Click here](#) to download the latest version.

Lorman Education

NAWIC is dedicated to providing cost-effective training opportunities that meet the needs, enhance the skills, restore knowledge, and build competencies of its members. NAWIC has partnered with Lorman Education Services to offer continuing education in the construction industry. Please visit the website at www.lorman.com/training/NAWIC for information on upcoming courses and your NAWIC discount.

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, insurance, shipping, office supplies and on travel-related services. For example, Mutual of Omaha Insurance Company offers preferred rates to NAWIC members. 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.

NATIONAL OFFICER'S MESSAGE



NAWIC Builds Leaders

By Amy Berg, CBT, CIT, NAWIC Secretary

Happy New Year! As we start 2015 many will make personal New Year resolutions, have you thought about making professional or NAWIC resolutions or setting goals?

In the past months the National Officer reports have talked about "The Value of NAWIC" and you as a NAWIC member. To add to the value of your membership, what are your NAWIC goals? Whether you are a longtime or new member, ask yourself if you are here to grow personally and professionally?

As one of your goals have you thought about a leadership position, but are afraid to step outside your comfort zone?

Believe it or not, we have all been there. You have already started on your “Ladder to Leadership” by becoming a member and being active in your chapter. The next rung on the ladder is serving as a committee member on a committee you are passionate about. After serving on the committee, consider chairing it the next year. The chapter leadership teams will be elected in the coming months, have you thought about serving on the chapter board? Start as a director then move up to secretary, treasurer, vice-president and then president.

Maybe you don’t want to serve as an officer in your chapter, but want to do something more on the region level. If that is your passion, contact your region director and let her know that you would like to serve by chairing one of the committees or assisting her in another way. As a region committee chair you report to the national committee chair. So why not consider serving in that position.

If you have served as your chapter president then you qualify to put your name in the hat to serve as your region director. After serving as a region director the next step on the ladder is to serve as a national officer position, such as secretary, treasurer, vice-president and/or president-elect. Once elected as president-elect, you will have a year to prepare for your term as the NAWIC National President.

After serving as NAWIC national president your leadership role doesn’t end. The past national presidents or PNP’s are a wealth of knowledge and a great resource for the membership and national board.

Set your goals and when your chapter president or the nominating committee asks you to serve, don’t hesitate to start your “Leadership Ladder” and say yes! You not only add value to your membership, but to others by sharing your leadership abilities and knowledge.



CORNERSTONE

Get connected to the latest news from NAWIC Committees.

Membership

By Vickie Nickel, CIT, Membership Chair

Ride the NAWIC Waves

If you haven’t discovered by now, I am a storyteller. In this Membership article, it’s a story of friendship and support.

A few weeks ago I got word that my longtime friend Patty Cook was quickly losing her battle with cancer and was placed on hospice. Patty died on Dec. 10. She was 59.

I share this story with you because Patty was one of the first NAWIC members I met when I joined the NAWIC St. Louis, Mo. Chapter #38 20 years ago. I was sitting across the table from Patty and Kimberly Staats at a membership meeting. They were Region 6 Forum Coordinators and talking about needing help with the upcoming Forum. I thought to myself, “Why don’t I volunteer? That would be a good way to get to know some people and learn more about NAWIC.” I knew nothing of Region 6 and what this Forum thing was. When I asked them if I could help, they looked at each other, laughed and said, “Yes!” They embraced me with open arms and did I ever get to know some people! We’ve been best of friends ever since.

We all touch the lives of way more people than we know. Patty was an inspiration to everyone in Region 6. She was a speaker at several region events and was invited by chapters to speak at membership meetings. The power of social media is real. The last few weeks reminded me of the significance of Facebook. Patty’s friends and family shared pictures, communicated stories and told of fond memories with her. Patty celebrated life to the fullest and made a positive and lasting impression on people. She had the right attitude. She chose to be happy and to be positive despite the circumstances. Attitude is such a powerful gift that you can show people.

NAWIC membership brings so much more than education and enhancing our personal and professional development. It develops relationships, lasting friendships no matter what chapter we belong to. I have learned so much from my NAWIC sisters far and near. These ladies have been, and continue to be, a mentor to me, always providing honesty, wisdom, and support.

As my dear friend Wanda Bledsaw, our national PR/Marketing Chair would say, “Let’s bring it on home.”

Final thought: I collect Old World Christmas ornaments and a few years ago, Kimberly gave me “The Life Preserver.” The life preserver is a must on every boat or ship since it is invaluable

in emergency. Along with the anchor, which represents stability, the life preserver ornament is a welcoming symbol of friendship and the willingness to help a friend in need.

TARGET: Members, get on board and ride the NAWIC waves. There will always be a life preserver for you to grab onto.

Love you, Cooky!

PR & Marketing

By Wanda Bledsaw, PR & Marketing Chair, and Diandra Staples, PR & Marketing Co-chair

Congrats to the chapter PR/Marketing chairs for submitting your monthly reports by the 20th of each month. If your chapter hasn't done so, please do. Also, please take the time to email Wanda with your NAWIC chapter Facebook address or send her an invite. We will be sending current NAWIC PR/Marketing encouragement thoughts and tips your way.

NAWIC does so much volunteering within our communities and supporting Women in Construction.

This committee is important. Why? When you submit "free" press releases to local papers and magazines, potential members will certainly come your way and your chapter will begin to grow.

Where do I begin? All you have to do is ask for help from your chapter, ask for help from your region director or feel free to email Diandra or myself. We are here to serve you!

NAWIC Dedicated Driver. It's the holiday season and time for a fireside chat. Your social media team is important. Make sure at least one person is your designated social media driver. Two sets of eyes are always better. Have them work with marketing to create a social media strategy that uses specific social networks to their maximum potential. Throughout the day, make sure time is allotted to monitor your Website, Facebook, Twitter, etc. Monitor post updates, fresh content and respond directly to comments in a professional NAWIC attitude. Have a chapter member create unique, lively content such as blogs, photos and videos to reflect our "Take Aim For NAWIC" campaign.

Most importantly, keep the engagement going. That's how we gain valuable branding for NAWIC. Remember to include "follow us on Facebook" or provide your NAWIC chapter website in all PR and Marketing press releases, Facebook, Twitter, correspondence letters, etc. in an effort to bring the potential member or sponsor reading, back to your chapter.

Happy holidays sisters and drive safe.

Transportation

By Cari Durbin, Transportation Chair

Although it's what pays the bills for me, transportation is much more than highways and bridges. The many modes of transportation include: harbors/seaports, railways, canals/waterways, motor carriers, transit-bus/subways, and airports.

Everyone is aware, since it has been in the news a lot lately, that all these types of transportation are in desperate need of upgrading, repair or replacement. Infrastructure is in critical need of funding. Here are some facts that reinforce that need:

- 70,000 bridges in America—one out of every nine—are now considered to be structurally deficient.
- According to the American Society of Civil Engineers, 32 percent of the major roads in America are now in poor condition and in need of major repairs.
- There is a shortage of airport runways and gates along with outmoded air traffic control systems.
- When a new generation of big cargo ships begin going through an expanded Panama Canal in another year or so, only two of the 14 major ports on the East Coast will be dredged deep enough to accommodate them.
- There are more than 14,000 miles of high-speed rail operating around the world, but none in the United States.

What can be done? The answer is funding. Funding to start the necessary work. This would address the desire to create jobs and would also address the need for training the future construction workforce.

The federal Highway Trust Fund, which gets its money from the federal gas tax of 18 cents a gallon—is almost insolvent. The last time we raised the gas tax, which is how we built the interstate system, was 1993. The last time Congress passed a major six-year transportation bill was in 1997. Since then there have been 21 short-term extensions.

Infrastructure building gives us what everyone keeps talking about—jobs. Approximately 35,000 well-paying jobs would be created for every \$1 billion in new infrastructure spending on the nation's transportation, energy, water systems, and public schools.

Consider a quick email or phone call to your local representative and urge them to make a long-term commitment to fund U.S. transportation.

For more information on these topics, visit:

USDOT Transportation Secretary Anthony Foxx's blog spot – Fast Lane

www.transportation.gov/fastlane

American Road & Transportation Builders Association

http://www.artba.org/

American Society of Civil Engineers

http://www.asce.org/issues_and_advocacy/

REGIONAL ROUNDUP

Region Directors report on NAWIC activities across the country.



Midwest Region (6) | Debbie Speake

Midwest Region 6 has had a very busy December. Most chapters have not only planned exciting gatherings for members and guests, but are also giving to the community in a multitude of ways. Donating time, money, toys, and food is just a partial list as to how the ladies are giving to those around them that need a helping hand.

Plans are underway for Block Kids competitions again this year. I know this is an event that is greatly appreciated in all areas of our region. Comments are made all year round from parents and children as to how much fun it is to attend and when is the next one going to be!

WIC Week is also being planned in full swing. We have 100 percent participation again this year; awesome job ladies! The regional brunch at Les Bourgeois Blufftop Bistro is on the calendar again this year. It is rumored that the Bloody Mary's are a complete meal in themselves! It is a great way to wind up WIC Week by enjoying a great meal

together. Each chapter has loads of exiting events planned to promote and celebrate women in construction.

Forum 2015 is still in the final planning stages; Central Missouri #341 has tons of exciting events in the works. We will focus on leadership and communication in our seminars and with our speakers, as well as having some hands-on events. The Isle of Capri Casino Hotel is located in a historic area of Missouri, which offers an abundance of sightseeing adventures. Midwest Region 6 hopes to see some visitors from out of region, so that we can share this experience with all of you.

Each chapter is continuing to work on membership numbers, still getting renewals as well as new members. We continue to share with the industry all the benefits of NAWIC in everything we do.

North Central Region (4) | Anne Pflieger, CIT



Happy New Year! It's hard to believe that 2015 is here and we are celebrating our 60th anniversary this year. How many other women's organizations can say they have been enhancing women's success for 60 years? Not too many! This is something that we should be very proud of and mention whenever we are talking to someone about NAWIC and its value. Another great way to "Toot Our Horn" about our 60th anniversary is to publicize it as much as possible during WIC week. Add it to your press release, proclamation, email signature, letterhead, website and social media page to name just a few.

One of the PR/Marketing Committee's targets is to increase social media presence. The North Central Region has taken aim and created a Facebook group page (<https://www.facebook.com/groups/357390667765885>). We will now be able to collaborate and connect with one another about events, projects, fundraisers and our growing membership in the Region.

Criss Jami, an American poet said, "Create with the heart; build with the mind." The heart of NAWIC is its members and using our minds to build the membership is the key to our growth. North Central Region Chapters are coming up with some very innovative

ideas to attract members; from sponsoring lunch and learns to spotlighting a potential member's company during their monthly meeting. If your chapter is trying something new, make sure to send your ideas to Vickie Nickel/Hilda Cox (National Membership Co-Chairs) and/or Wanda Bledsaw (National PR/Marketing Chair) so they can share it with the rest of the members.

The North Central Region is on a roll retaining and recruiting members. In the month of November our Region renewed or recruited one member for every day of the month and we are on track for the same thing to happen in December. Overall, we are at 79 percent for the Region to meet National's goal of 85 percent retention and 20 percent growth. Congratulations to the following chapters who have already met or exceeded National's goals:

- Bluegrass, Ky. Chapter #367: 85 percent member retention
- Bowling Green/South Central, Ky. Chapter #376: 85 percent member retention
- Indianapolis, Ind. Chapter #34: 20 percent growth
- Louisville, Ky. Chapter #97: 85 percent member retention
- Northwest Indiana Chapter #311: 85 percent member retention; 20 percent growth

What are your goals for the New Year? How do you plan to reach them? Hopefully, for your chapter, it 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 2015 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 (14) | Catherine D. Schoenenberger

Happy New Year from Northeast Region (14)!

The Boston, Mass. Chapter #15 is boasting a major boost in its retention numbers. Congratulations to President Kourtney (Thomas) Mierzejewski (yup, she took the name!) on her recent marriage, as well as, the retention bump in membership. Boston continues to engage in partnering with other professional associations in its monthly meetings, including the New Year social with the American Society of Professional Estimators (ASPE).

The Greater Worcester, Mass. Chapter #241 has set plans to partner with Boston for WIC Week in their activities. Jessie Murphy (VP Worcester) and Kourtney connected at both the AMEC and APC events and realized the benefit to bringing the two Massachusetts chapters together. Win-Win-Win in WIC!

Aside from being recognized as the Organization of the Year by the Rhode Island YWCA, No. 1 of R.I. #52 has also added three new members. At its annual fundraiser in December (holiday brunch), there were over 135 people in attendance! Great success is in the air in the smallest state in the country!

The Granite State Chapter #218 website continues to be a wealth of information on the happenings of the chapter, including the recent support for the video "Hard Hatted Woman." This Kickstarter project is a feature documentary film about women breaking down gender barriers in blue-collar construction trades. December brought together members for the chapter's Christmas party and healthy contributions of toys and non-perishable food for the Friends of Forgotten Children charity.

I'd like to shout out to 36-year NAWIC member Toni Cristo, Capital District of N.Y. #261, for sharing an "old school" lesson in this past month: The telephone still works as a communication tool! Toni makes it a point to pick up the phone each month and call each of their chapter's newest members, and those members who may have been absent from the last few meetings. In doing so, she discovered that email addresses were incorrect and that some members hadn't been receiving the "communication" of the chapter. Let's make sure our email addresses and phone numbers are correct on the national database.

The Maine Chapter #276 continues to be the epitome of generational diversity and the benefits that offers. We are excited when all members are extending their individual talents and wisdom for the good of the whole.

The Eastern Maine Chapter #329 continues to be the small and mighty of our Region. Billie Clark and Diandra Staples are leading this chapter by example, and are multi-tasking in all aspects of NAWIC, taking on chair responsibilities on the national, region and chapter levels.

The Greater Rochester, N.Y. Chapter #314 has just been getting down to the business of NAWIC. It is the first to achieve 20 percent growth in new members (actually accomplished in November) and is not stopping there. The chapter leadership is emphasizing professional and personal development with each of the planned monthly meetings proving to be a successful recruitment strategy.

On behalf of Northeast Region (14), I wish you all the best health, wealth and success in 2015. May we all laugh, live and love more. Let's look for the good, for if that is what we seek, that is what we will find.



Pacific Northwest Region (10) | Rachel Stroup

Hello from Region 10.

We had a fantastic APC in Murphy's California. Donna Revis, Shawna Alvarado and the entire Santa Clara, Calif. Chapter #99 did an awesome job. Thank you for all of your hard work. I appreciate it very much.

All Chapters are in the process of having their holiday parties. I'm very proud of how each chapter in Region 10 has new and exciting ideas to celebrate the holiday. For example, The Greater East Bay Chapter is having a cooking class as its meeting.

The Mid-Year Board Meeting is just around the corner and I look forward to seeing the board again and visiting the site of the 2015 AMEC meeting location.

All chapters are participating in reaching out to the community by adopting families, volunteering at wrapping stations or donating toys. This is the time of year that all of us can make a difference and I'm glad to say Region 10 is doing it in a great way.

I hope everyone has a wonderful and safe holiday season.



Pacific Southwest | Lorelee Langworthy, CBT, CDS, CIT

The Pacific Southwest Region wishes you a happy and prosperous New Year!

While it is a new calendar year, we are into the second quarter of our NAWIC 2014-2015 year. By now, many of your chapters will have held their Block Kids competition, or are about to do so. CAD/Drafting competitions are in the works as well. WIC Week events are being planned and let's not forget Forum in April or May depending on your Region. If you have not volunteered for one of your chapter's events, now is a good time to do so. There is always room for one more helper and you may find the enthusiasm of the event will inspire you as well.

The New Year is a good time to take stock of where you are on your personal and professional journey. Is there more you want to contribute to your Chapter? Is there someone you can mentor? Do you want to tackle one of the NEF certifications? There is no better time to start than now. In that vein, I want to share a story I included in our

December Region newsletter. Maybe it is just what you need for the coming year.

I love this time of season when we pull close to friends and family. I stopped at my daughter's house the Wednesday before Thanksgiving and there was my 10 year old granddaughter learning to make an apple pie using my grandmother's recipe. (That would make it her great-great grandmother's recipe.) My daughter was patiently explaining the concept of "a little more" when adding spices. That little more gives it that special flavor that everyone looks forward to. I thought this is what mentoring is supposed to look like. Sharing tried and true "recipes" for success; those special "little more" tidbits that help us not only succeed, but also stand out in the crowd. This is also what makes being a NAWIC member so special. We have the opportunity to mentor others in the industry, helping them to grow in knowledge and skills that enhances their ability to succeed in the construction industry. I hope this holiday season finds you sharing with others, mentoring someone, or if new to NAWIC, seeking out someone within your chapter to help you along the way.



Southeast Region (2) | Anne Welch, CIT

We are continuing our search for new members and reaching out to members that did not renew. When reaching out to the members who did not renew and the response is “I didn’t get anything out of it,” try asking “what did you want or expect to get out of it?” Give us suggestions on how to improve and change things up. Then it is our responsibility to act on reasonable changes. The adage of “You get out what you put in” is true with NAWIC as well.

Each chapter should have a plan and work the plan. Don’t wait for January to plan your January meeting and speaker (if any). Plan at least three (3) months in advance so you can advertise, email, and talk about your next meeting and what a great speaker you have lined up. Use your chapter members as speakers. We each have an expertise in some area and love to share our knowledge! Encouragement is sometimes all the newer member needs to step outside their box and take the lead. Plus, what a way

to start removing the fear of talking in front of people than talking to the people you know—your friends and co-workers?

I’m fairly certain I speak for all of Southeast Region (2) in saying we wish y’all a merry Christmas and a prosperous New Year!

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. E-mail the membership department at membership@nawic.org to obtain a list of non-renewing members in your chapter.

Chapter Treasurers

Your chapter’s IRS 990 or 990T is due to the IRS before Feb. 15, 2015. To avoid a penalty, we suggest you e-file or mail your return directly to the IRS by Jan. 15.

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 we are giving them what they need. Also, please 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.

Highlights

Discover how members and chapters are enhancing their success.

San Diego Chapter signed Christmas cards for troops overseas



The San Diego, Calif. Chapter of NAWIC recently delivered 257 signed cards to its local radio station to be distributed to our troops overseas. A couple of members also recorded an audio message for the station, KSON FM. You can listen to it here at www.kson.com/morning/audio/episodes.aspx. Just go to Dec. 11, 2015.