

National Association of Women in Construction



Career

Education



Future



THE CONNECTION

Connecting leaders and members
to news from NAWIC

March 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!

Celebrate WIC Week

The most important week of the year, Women in Construction Week 2015 (March 1-7), is here! To help you celebrate, 2015 WIC Week materials are available online. All promotional materials are available for easy downloading. Included in the materials are:

- A sample proclamation,
- WIC Week letterhead,
- WIC Week sample press release,
- The WIC Week logo and
- More.

Get more information about WIC Week or download promotional materials at www.nawic.org/nawic/WIC_Week_2015.asp.

Meet the 2015-2016 candidates for national office

Plan on exercising your right to vote by participating in NAWIC's one-member, one-vote election! Members classified as "Active," "Corporate" and "Member-at-Large" on May 1 are eligible to vote. Each voting member will receive voting information by email in May. Eligible voting members without an email address will be mailed a ballot. Ballots will be sent no later than May 28. Online voting will be held May 28-June 15.

Please make sure your contact information in the NAWIC Database is accurate. Ballots returned to the NAWIC Office will not be forwarded. To update your information, visit www.nawic.org > Member Log In > Member Center > Update Your Info.

Below is the official slate of candidates running for NAWIC Office.

President-Elect

Connie Leopard, CIT

Vice President

Amy Berg, CBT, CIT
Stephanie Crane, CIT
Dove Sifers-Putman, CBT

Secretary

Diane Mike, CBT

Treasurer

Jennifer Swinney, CBT, CDS, CIT

Early bird registration for AMEC is open

Have you started planning for NAWIC's 60th Annual Meeting and Education Conference (AMEC) in Nashville, Tenn.? If not, start planning to attend today. AMEC will be held Sept. 2-5, 2015 at the Omni Nashville Downtown.

Those who plan ahead and register early can take advantage of special "early bird" registration rates. Early bird registration will open March 2. Click here starting March 2 to register.

Credentials will be sent out March 2.

Registration Rates

Early Bird Registration
March 2-April 30, 2015

Members: \$595
Non-members: \$695

May 1-June 30, 2015
Members: \$645
Non-members: \$745

After June 30, 2015 and onsite
Members: \$745
Non-members: \$845

The 2015 Conference Promo will be in mailboxes soon

The 2015 Conference Promo will be in member mailboxes soon. If you just can't wait for the latest AMEC information, the promo is available online. This piece includes all of the information you'll need to plan your attendance at the 2015 Annual Meeting and Education Conference in Nashville, Tenn. It's a great item to show employers.

NAWIC President's letter to employers is available online

NAWIC President Sandy K. Field, CBT, CIT has written a letter for members to pass on to their employers outlining the many reasons to send their female employees to the 60th Annual Meeting and Education Conference. Click here to download a copy of the letter.

Who will your chapter send to AMEC?

Every year, the NAWIC Office gets asked, "What do we do if we don't know whom our chapter will send to AMEC yet? Can we still secure the early bird registration rate?"

The answer is yes. You can secure the early bird registration rate for your chapter, even if you're not sure which members will be attending. Here's what you do. Contact Lauri McCullough at laurim@nawic.org and let her know how many members your chapter will be sending to AMEC. Next, send a check for the entire amount of the early bird registrations to the NAWIC office, 327 S. Adams St., Fort Worth, TX 76104. You must contact Lauri and your check must be received by the early bird registration deadline of April 30. Finally, once your chapter elects new officers or decides who will be attending AMEC, you must send their completed registration forms to the NAWIC office. Please note that although we must have your check to secure your early bird registrations, it will not be deposited until all of your registrations are complete.

If you have any questions, please contact Lauri McCullough at laurim@nawic.org.

Forum 2015 is coming to a city near you

Every year all of NAWIC's regions host a spring Forum. This event is a chance for you to learn, network and have fun with other members from your region. Your region's annual Forum will soon be held in a city near you, and you won't want to miss all that your region has in store for you. Annual Forums offer educational seminars, solutions for your business and career, networking and much 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_Forums.asp for the 2015 Forum Preview Guide.

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 go to the website at www.nawic.org. Then go to About NAWIC > 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.

Why Attend a NAWIC regional or national event?

Q: Why attend a regional or national NAWIC event?

A: Any of these events present the opportunity to better understand the Association and "the big picture." They are also a way to meet and network with other NAWIC members in your region and at a national level. Finally, the education offered is a valuable resource on a personal and professional level.

Q: How often are these events held? How long do they last?

A: Each of these events is held once a year. Regional Annual Planning Conferences (APC) are held in the fall somewhere within each region. APC is typically a one-day event held on a Saturday. Regional annual Forums are two-day events and are generally held somewhere in each region in the spring. The Annual Meeting and Educational Conference (AMEC) runs from Wednesday to Saturday in late August/early September and its location changes from year to year. This is the annual national event.

Q: Who can attend them?

A: Any member in good standing may attend. Each chapter sends their representative, which is generally their president, since a president's meeting is held to update them. More members may attend from any chapter. Nonmembers may also attend the NAWIC events.

Q: What happens at these meetings?

A: There are general session meetings for all attendees, which update them on the current status of the Association. Presentations are made for many of the committees including membership, professional education, NEF events, and safety. Educational opportunities are planned at each event in many different areas. Since our membership is so diverse in their professions, the planning committees for these events make an effort to appeal to everyone. Often presentations will be offered that fulfill continuing education units or certification requirements.

Get the latest NAWIC news on Facebook and Twitter

Have you liked NAWIC on Facebook yet? Are you following NAWIC on Twitter? If not, you are missing out on all the latest NAWIC news, AMEC updates and more.

To see NAWIC on Facebook, go to www.facebook.com/nawicnational and click "Like." You can follow NAWIC on Twitter at www.twitter.com/nawicnational or @nawicnational.

Visit the NAWIC Store's Spring Sale

Purchase a gift for fellow NAWIC members or treat yourself to great NAWIC merchandise. Also, don't forget Forum is coming up soon. Do you need some speaker gifts? If so, the NAWIC store is a one-stop shopping opportunity. Pick up a NAWIC history book "Blueprint for Success: NAWIC Celebrates its First 50 Years" for \$5. The NAWIC store is also selling small NAWIC padfolios for \$5 and large NAWIC padfolios for \$6. These are perfect speaker gifts! Forum coordinators—don't forget to order your ribbons.

Visit the NAWIC Store online at www.nawic.org/nawic/NAWIC_Store.asp.

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CHAPTER OFFICER REMINDERS

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

Chapter Presidents

The Annual Meeting and Education Conference (AMEC) Promo will be in the mailboxes of all NAWIC members this month. It is also currently available at NAWIC Online. Please share this information with your chapter. Encourage members to use the promo as a tool to solicit financial support from their employers. Get an idea of how many members will be attending the 2015 Conference as early as possible. These members should be considered as delegates and alternates to represent your chapter. You must have your delegates and alternates elected no later than July 3, 2015 (60 days prior to AMEC). Credential forms are due to Dede Hughes, dedeh@nawic.org, at the NAWIC Office July 3, 2014. Click here to download credential forms.

Chapter Treasurers

Question:

Can chapter funds be used to defray all or part of costs incurred by members who attend AMEC, Forum or Fall Planning Conference?

Answer:

YES, but to avoid issues with the IRS, any member who is reimbursed for all or part of her expenses to attend these functions is required to present a report to the chapter members within 45 days of the event. Standing Rule #4 reads: "Any member accepting chapter funds to attend any Association function shall prepare a report to be either published or distributed within 45 days following the event. The report shall be attached to the appropriate chapter minutes." This keeps everything in one place in the event that the IRS audits the chapter and reimbursements are questioned.

Chapter Membership Chairs

Ever wonder how to encourage members at meetings to get acquainted? There are many different ways to accomplish "ice breakers." Here are a few ideas.

- **Mixed seating at the regular business meeting.** This may be done by having numbered tables (members and guests draw numbers and sit at their designated table) or color-coded tables (handled the same as above).

- **Assign a member of the board to each table.** This accomplishes two objectives. The board member can initiate the conversation and she also is able to talk to the members on a one-to-one basis.
- **Have members and guests exchange business cards when they are seated.** After the meeting, they must return the card to its rightful owner and be able to remember her name, place of employment and position.
- **Appoint a hospitality committee** whose duties are to introduce new members, prospective members and guests to other members. Make sure as the meeting progresses that they are not left alone and that they always feel welcomed.
- **Plan to meet for lunch and invite prospective members and especially new members.** These informal get-togethers are great ways to get to know each other.
- **Call one of the guests from your last meeting** and tell them why you are a member of NAWIC. Invite them back. You don't have to be their sponsor to tell her how glad you are she was a guest.
- **Provide special identification for new members to wear for their first year,** such as a red rose, a special ribbon for their membership pin, a permanent name badge, etc.
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REGIONAL ROUNDUP

Region Directors report on NAWIC activities across the country.

Midwest Region (6) | Debbie Speake



With the holidays behind us as well as most of the winter weather, Midwest Region 6 is busy moving forward. Block Kids competitions have been held and the winners sent in for regional judging. Maybe we will have the national winner in our region again this year!

WIC Week is here. WIC Week is such a great opportunity to really let your NAWIC shine. Get your press releases out; promote each event via e-mail. Let everyone know exactly what NAWIC is and what we can do for our community. We have 100 percent participation in our region again this year. I have seen several exciting flyers and announcements for upcoming events being held in each chapter. One of our chapters has once again planned a regional event for a brunch at a somewhat central location. It is a great time to connect during the time between APC in the fall and our Spring Forum.

Speaking of Spring Forum, since this is the last Region 6 forum and our 40th anniversary we are pulling out all the stops. Our hosts are really putting forth a great effort to make this a most memorable event. There are non-stop opportunities to network, see some sights, learn, and simply relax and enjoy. The banquet on Saturday night will be one you do not want to miss. If you are not able to travel to visit another region for Forum, I strongly urge each of you to attend your region's forum. It will be well worth the investment of your time and money.



North Central Region (4) | Anne Pflieger, CIT

The North Central Region isn't letting the winter weather slow us down! We are continuing to recruit and retain NAWIC members. The Columbus, Ohio and Detroit, Mich. chapters just recently exceeded national's 20 percent growth goal. Way to go! They join the Indianapolis, Ind. and Northwest Indiana chapters in exceeding 20 percent growth. Overall, we are at 83 percent to meet national's goal. There are five chapters (Bluegrass, Ky.; Bowling Green/South Central, Ky.; Columbus, Ohio; Kalamazoo/Battle Creek, Mich.; and Louisville, Ky.) within three members of reaching the overall total members goal. A big shout out to The Northwest Indiana Chapter who met national's goal in the first month of our NAWIC year, but that didn't stop them! They have recruited six additional members since then.

With the start of March, we look toward the start of Forum season and celebrating 60 years of NAWIC in our region. The Cleveland, Ohio Chapter is very excited to be hosting Forum for the North Central Region April 17-19 with the theme "The MAGIC of NAWIC."

They've scheduled an array of speakers and planned workshops on topics such as leadership, battling burnout, financial planning, communication styles and helpful tips for chapters to name just a few. Attendees also have the chance to see some famous musicians because the 2015 induction to the Rock 'N' Roll Hall of Fame is happening the same weekend. For more information or to register, please visit www.nawic4.org/2015-forum.html.

Happy WIC Week! While reading an article about a blog campaign entitled "Advice to My Younger Self" written by women about what advice they would give to their younger self, it dawned on me that this shouldn't be advice to your younger self, but advice to your present self. So offer advice to your present self such as:

- Keep a journal.
- Ask more questions.
- Finish or continue your education.
- Ask more often for what you want.
- Give people little gifts on random occasions.
- Don't take the safe path and don't be afraid to fail because failure is another step to success.
- Make each day your masterpiece.
- If you have a dream or idea that feels a little risky, interpret the risk as an indicator that you're on to something important, not necessarily something dangerous.

Whatever advice you offer to your present self remember we are all "diamonds in the rough," special and beautiful so make sure to believe in yourself, persevere with the strength of your convictions and dare to move into new horizons.



Northeast Region (14) | Catherine D. Schoenenberger

Snow? What snow? Although, most of Northeast Region 14 was literally buried with the "white stuff" during the month of February, it did not stop us! Currently, our Region is number one in retention with 83 percent! Our new member counts continue to grow, and the 20 percent growth target is well within the reach of our chapters.

Our Block Kids events were impacted by weather, causing many postponements, but we mustered onward with 75 percent of our chapters participating. Our Regional Block Kids Chair Judy Ploof and her panel of judges have their work cut out for them in naming our regional champ. Although No. 1 of R.I. Chapter #52 lost to Mother Nature their opportunity to compete in Block Kids at the regional and national levels, they still held their event at the chapter level! Kudos to all of our members who participated as arrangers, judges and cheerleaders; your time spent is truly an investment in our future.

WIC Week events are well underway in the Northeast! Let the celebrations begin! This is the week when our NAWIC members truly reflect the value of membership. When your members are engaged, excited and making a difference, they will be attracting

the next prospective member. From a Habitat for Humanity build in Massachusetts, a Women for Women build in New Hampshire, NAWIC Jeopardy and membership drives in New York, plus the various collections of books, food and clothing for our communities, Northeast Region 14 is poised to be a huge magnet for new members!

We're excited to welcome National NAWIC President Sandy Field, CBT, CIT to New England and our spring Forum 2015, and invite you to join us as well! Northeast Region 14's Forum is May 15-16 in Portsmouth, N.H. with the theme "Constructing for our Future." We will begin our Forum, however by taking a look back at the "her-story" of NAWIC, from the unique and rich perspectives of the members who remember when. If you don't know where you've been, how will you know where to go? There are also some incredible tours, activities and workshops in store, too. Please visit our regional web site www.nawicregion14.org or contact me for more information.

Think spring ladies! May you celebrate your WIC Week events in high style and with much success.



Pacific Northwest Region (10) | Rachel Stroup

As I write this article, we are preparing for our Region's last Forum in Fish Camp/ Yosemite. Our Fresno, Calif. Chapter #108 has a lot of nice events and speakers planned. We will start with a tour of the Ahwanhee Hotel inside Yosemite. This will prove to be an exciting time for Region 10.

We are also preparing for the redistricting of Region 9 and Region 10. The guidelines are being reviewed and Forum 2016 is already being planned in Reno, Nev. I'm sure everyone will enjoy having so many great sisters in our Region.

Our region has had very successful monthly meetings with great speakers and attendance. Each of our chapters is doing a great job in continuing to bring value to our membership.

Not only have our chapters been busy with great meetings, but also we continue to recruit with a few people working toward their red blazers.

WIC week is going to be great in our region as every chapter has some very unique ideas to get the NAWIC word out.

I will be attending mid-year at the end of the month and can't wait to see all my director sisters. I have enjoyed being director and getting to know not only our region, but also all the awesome sisters across the country. Please think about being a director; it's an awesome opportunity.

Thank you for allowing me to serve as your Region 10 Director.



Pacific Southwest | Lorelee Langworthy, CBT, CDS, CIT

The Pacific Southwest Region welcomes you to March.

In the month of March, women are celebrated all over the nation for their accomplishments and contributions to society as a whole. The National Association of Women in Construction takes that celebration to the next level and celebrates Women in Construction during the first week of the month. But I ask you, why limit your celebration to only March 1-7? Why not celebrate being a woman in construction the entire month and then take it on into the rest of the year? We are a special group of women who are determined to make a difference in a world typically viewed as male dominated. But we know that, as women, we bring multi-faceted elements to the workplace. We know how to be both strong and compassionate. We know how to think outside the "norms" and then find ways to implement those unique perspectives. I am not saying it is always easy to be a woman in a male-dominated field, but I am saying that we do make a difference, and as such, we should be proud of who we are and what we represent.

So, as our chapters reach out into the community during this time of celebration, be sure to add your voice to the choir of your sisters. Wear your NAWIC red, talk up the benefits of belonging to NAWIC, and invite a co-worker to join you in the celebration. One of the most rewarding challenges you can undertake is to find a young woman in high school or college and mentor them, opening their eyes to the wonderful careers that are available in the construction fields. It is up to us to encourage the next generation. It is up to all of us.

I found this wonderful quote and thought I would share it with you:

“By connecting with the lives of your figurative sisters, mothers, grandmothers and great grandmothers in all the diversity of the backgrounds they represent, you gain strength from the challenges and successes of the women who came before you. If she could do that—if she could overcome that—if she could create that—so can I!”

—Polly Welts Kaufman, Writer, Teacher, Activist



Southeast Region (2) | Anne Welch, CIT

While the ground hog up north says we will have six more weeks of winter, I think I'll go with what Beauregard the Possum says for the south—early spring!

I believe all our chapters have something planned for WIC week—just as the rest of the country does. I'm interested in seeing some of the ideas everyone came up with for this week. Region 2 chapters are working diligently to gather new members and carry out NAWIC's core purpose. Education—whether it be about construction, or financial planning, OSHA information or personal safety—each chapter should (dare I say must?) provide education/information to all its members in order to attract new members, keep the current ones and entice all members to renew. So ask yourself, what is your chapter doing to educate and inform?

We are gearing up for our Forum in the city of Atlanta, Ga., April 24-25, 2015. Education is at the forefront of this meeting. Friday afternoon is jam packed with various seminars. While this may be the last forum of the current Region 2, we are looking forward to future meetings when we merge with Region 3 to form the Southeast Beast!

CORNERSTONE

Get connected to the latest news from NAWIC Committees.

PR/Marketing

By Wanda J. Bledsaw, PR/Marketing Chair

All committees are well underway per National NAWIC President Sandy Field's motto this term, "Back to Basics." I also love the movie, "Field of Dreams." In it they say, "If you build it, they will come." That's exactly what PR/Marketing is all about. The easiest way to accomplish attracting new members is providing simple monthly press releases to your local community's media and construction magazines. Bring it back home to your jobsite by including whom to contact.

PR/Marketing regional chairs and local chapter chairs are the framers that can make this happen. All chapter members are part of the build job. Thank you all for sending in your monthly reports. It's not too late to catch up! Chapter chairs of PR/Marketing can also e-mail me and let me know what is going on with building your chapter and I will fill out your monthly report. You specially appointed sisters are the forklift to a

successful chapter and I thank you so much for your time and energy. You ladies rock!

WIC Week

By Traci Garner Davis, WIC Week Chair

Ladies, you did a great job on WIC Week. I am so proud of all of you.

Please turn in your WIC Week reports to wicweek@gmail.com. Thank you again for your hard work.

OSHA Alliance

By Schelle Wood, OSHA Alliance Chair

Falls are the leading cause of death in construction

In 2013*, there were 294 fall fatalities (284 falls to lower level) out of 796 total fatalities in construction. These deaths are preventable. (* 2013 Bureau of Labor Statistics are preliminary)

Falls can be prevented and lives can be saved through three simple steps:

- Plan
- Provide
- Train

OSHA has partnered with the National Institute for Occupational Safety and Health and National Occupational Research Agenda (NORA)-Construction Sector on this nationwide outreach campaign to raise awareness among workers and employers about common fall hazards in construction, and how falls from ladders, scaffolds and roofs can be prevented and lives can be saved. Here's how:

- **Plan ahead to get the job done safely.** When working from heights, such as ladders, scaffolds and roofs, employers must plan projects to ensure that the job is done safely. Begin by deciding how the job will be done, what tasks will be involved, and what safety equipment may be needed to complete each task. When estimating the cost of a job, employers should include safety equipment, and plan to have all the necessary equipment and tools available at the construction site. For example, in a roofing job, think about all of the different fall hazards, such as holes or skylights and leading edges, then plan and select fall protection suitable to that work, such as personal fall arrest systems (PFAS).
- **Provide the right equipment.** Workers who are six feet or more above lower levels are at risk for serious injury or death if they should fall. To protect these workers, employers must provide fall protection and the right equipment for the job, including the right kinds of ladders, scaffolds, and safety gear. Different ladders and scaffolds are appropriate for different jobs. Always provide workers with the kind they need to get the job done safely. For roof work, there are many ways to prevent falls. If workers use personal fall arrest systems (PFAS), provide a harness for each worker who needs to tie off to the anchor. Make sure the PFAS fits, and regularly inspect all fall protection equipment to ensure it's still in good condition and safe to use.
- **Train everyone to use the equipment safely.** Falls can be prevented when workers understand proper set-up and safe use of equipment, so they need training on the specific equipment they will use to complete the job. Employers must train workers in hazard recognition and in the care and safe use of ladders, scaffolds, fall protection systems, and other equipment they'll be using on the job.

OSHA has provided numerous materials and resources that employers can use during toolbox talks to train workers on safe practices to avoid falls in construction. Falls from ladders,

scaffolds and roofs can be prevented and lives can be saved through three simple steps: Plan, Provide and Train.

OSHA has a nationwide outreach campaign to raise awareness among workers and employers about the hazards of falls from ladders, scaffolds and roofs. Their educational resource pages give workers and employers information about falls and how to prevent them. There are also training tools for employers to use and posters to display at their worksites. Many of the new resources target vulnerable workers with limited English proficiency. OSHA will host the second-annual Fall Safety Stand-Down May 4-15, 2015. OSHA invites you to join in this effort by helping to reach workers and employers in your community with the resources you find on their site at www.osha.gov/StopFallsStandDown/.

Last year's OSHA Stand-Down was a tremendous success, reaching more than 1 million workers. This year, OSHA's goal is for more than 20,000 Stand-Downs involving more than 3 million workers to take place from May 4-15, 2015. If OSHA meets its goal, it will have touched almost 4 out of 10 construction workers in the country.

Our committee, the NAWIC OSHA Alliance Committee hopes that our local chapters will also participate in Stand-Down. More information will be distributed prior to May.

Stand proud, stand tall, stand-down for fall safety!

U.S. Transportation

By Cari L. Durbin, U.S. Transportation Chair

It's that time of the year, at least in my area, when we often see tow trucks, emergency vehicles, and law enforcement out assisting the traveling public who are in distress because they have left the road due to weather conditions. Traffic incidents like this are not unique to the winter season. Roadside safety for these responders and all the other highway users is a year-round concern. Highway users can be snowplows, transit drivers, truckers, construction workers, and the traveling public, in addition to the emergency services.

A little trivia: Traffic incidents, including crashes, disabled vehicles and debris on the road, create unsafe situations; put motorists and responders' lives at risk; and account for approximately 25 percent of all traffic delays. For each minute that a freeway travel lane is blocked during peak use, an estimated 4 minutes of delay result after the incident is cleared. This estimate accounts for 4.2 billion hours per year in delays. Additionally, the U.S. Department of Transportation Strategic Plan Fiscal Year 2010–Fiscal Year 2015 reports that Americans burn more than 2.8 billion gallons of gasoline every year while stuck in incident-related traffic.

Traffic Incident Management (TIM) leaders are holding training sessions across the country for first responders and highway users. The Federal Highway Administration (FHWA) is working to mitigate the dangers of working in these dangerous conditions in three basic areas—roadway clearance, incident clearance, and secondary crashes during an incident. Every Day Counts Innovations (ECD-2 Innovations 2013-2014) from FHWA addresses first responder training.

Every state has some type of “Move Over” law on the books that requires drivers to change lanes and move away from first responders when they’re working an incident. So if you’re on the road, doing this one simple thing—or advising the driver of your vehicle to do it—is the single most effective layer of safety we can add to any incident. And, it’s just plain polite.

For more information, go to www.fhwa.dot.gov/accelerating/.

Membership

By Vickie J. Nickel, CIT, Membership Chair

Here’s a little known fact: Members want value for their dues. But as members, we need to understand how we play an integral and engaged role as this relationship between member and association is 50/50. As members, we are part of a community and are not only expected to participate in meetings and activities, but also contribute our time and talent as volunteers and leaders. Think about our core purpose: To enhance the success of women in the construction industry. This is NAWIC’s underlying foundation to further the advancement of our profession, trade, or personal interest by developing members’ potential.

Target Goal: Membership Development

- **Orientation**—Help members (new and current) understand their role in NAWIC and guide them on how to understand their unique pathway to finding those programs, products, and services that will fulfill their expectations.
- **Involving** – Capture members’ awareness of how to achieve their goals through some measure of participation, volunteerism, and leadership. Tap the potential that exists within the membership to achieve goals.
- **Mentoring** – Help members share and exchange information with one another and build relationships.

Road Trip

As we gear up for our regional Forums, there is a lot to discover about what being a NAWIC member means. Discover the opportunities by attending Forum and you’ll find a renewed energy emerges among members.

Membership and PR/Marketing Monthly GoToMeeting

Join us on Tuesday, March 17 for our monthly GoToMeeting where we talk about our success, struggles, and tips to

building your chapter so you can hit your target goals. Our monthly GoToMeeting is a useful tool in your NAWIC toolbox for brainstorming, planning, marketing, and growing NAWIC. We guarantee that the hour we will spend together will be purposeful as we collaborate and take aim for NAWIC.

NATIONAL OFFICER’S MESSAGE

NAWIC is working to counter construction workforce shortage

By Yasmine Branden, CCA, Immediate Past President

Our industry is heavily dependent on a skilled workforce. We are facing a critical shortage due to the demands of the current economic recovery. According to a report released earlier this year by the Construction Industry Institute (CII), “the decline of young people entering the workforce and the failure to recruit from non-traditional labor pools” are contributing to the downward trend. Perhaps the most troubling conclusion of the report is our industry’s failure to attract women and minorities.

Cranes dot the skyline in every city and there is at least a building boomlet in most areas of our country. Ours is one of the few industries that cannot outsource the labor and management of projects. There can be no doubt: it is time to state our case that there is a place for every woman in construction. Educating the general population to the viability of a career in construction is of paramount importance to the ongoing relevance of NAWIC.

NAWIC chapters are developing innovative educational programs introducing construction as a viable career choice. Our workplaces, whether it’s the construction site or in an office, are integrating more technology to improve our deliverables from design to completion, providing another avenue to entice young people into our industry. Educating our potential workforce is taking more of central focus for NAWIC.

We are entering Forum season. Take advantage of the educational sessions provided for your region. Take the time to find out about new programs other chapters are implementing to counter the workforce needs. The information and professional networking is well worth the registration fee. Our Annual Meeting and Education Conference (AMEC) is Sept. 2-5 in Nashville, Tenn. [Click here to find out more.](#)

Highlights

Discover how members and chapters are enhancing their success.

ARTBA announces annual video contest to raise student awareness on national and local transportation challenges

The American Road and Transportation Builders Association (ARTBA) recently challenged students of all ages to use their creative juices in producing a two- to four-minute video about their perceptions of America's transportation infrastructure.

The ARTBA Student Video Competition, now in its fifth year, aims to raise awareness about the conditions of the nation's roads, bridges, transit and rail systems, airports, ports and waterways; what needs to be done to improve them for future U.S. economic growth and mobility; what the transportation systems might look like; and how they might be financed.

Students may enter the contest individually or as part of a team in one of two categories: elementary through high school; or college/graduate school. Elementary, middle, and high school teachers can help their classes with video production. The two winning students or teams—one for each category—will receive a \$500 cash prize and have their videos previewed during ARTBA's National Convention, held September 27-29 in Philadelphia, Penn.

Previous year winners have come from schools in states like Florida, Pennsylvania, Illinois, North Carolina and Virginia. Students can view some of the past videos to help them generate ideas for this year's competition.

Entries must be submitted by Aug. 31 and will be judged by a select group of ARTBA volunteer leaders. Contact ARTBA's Kashae Williams at 202-289-4434 with any questions.