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## News From Maine vol. 22, no. 9 (Jun 2001)

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*National Association of Women in Construction - Maine Chapter*

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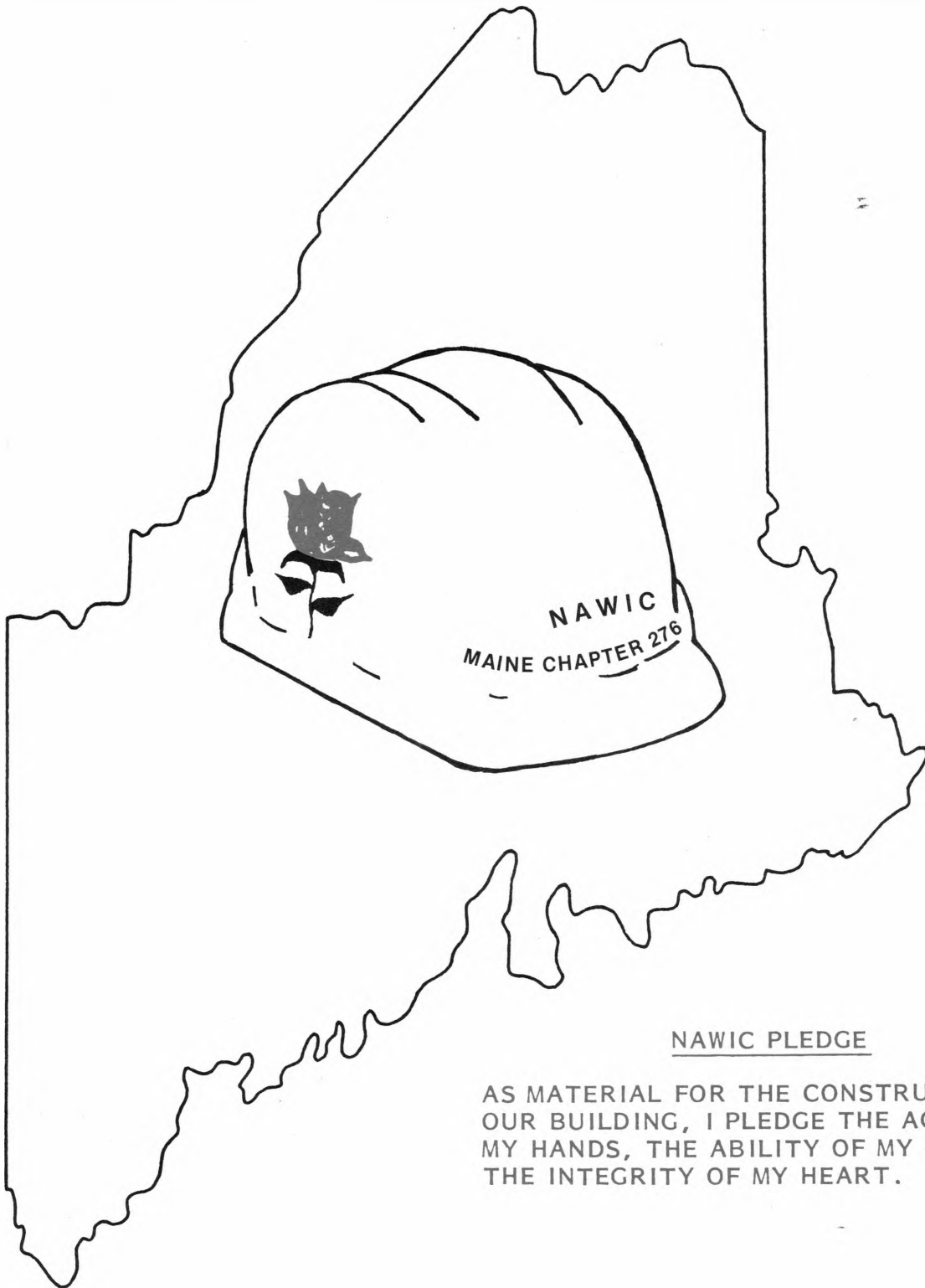
# NAWIC

National Association of Women in Construction

"NEWS FROM MAINE"

VOLUME 22 NUMBER 9

June 2001



NAWIC PLEDGE

AS MATERIAL FOR THE CONSTRUCTION OF  
OUR BUILDING, I PLEDGE THE AGILITY OF  
MY HANDS, THE ABILITY OF MY MIND, AND  
THE INTEGRITY OF MY HEART.

## Maine Chapter No. 276

### 2000-2001 Officers

**President**  
Joyce Newman  
**Vice President**  
Joy Watkins  
**Secretary**  
Marion Thomas  
**Treasurer**  
Kelly Stacey

### Board of Directors

Ellie Richards Dumond  
Jane Henry  
Susanne Macomber  
Suzanne McLaughlin

### 2000-2001 New Members

Allyson Blackmore  
Rebecca Dostie  
Sarah Hammond  
Roberta (Bobbi) Harding  
Barbara McPheters  
Penny Plourde

### Past Presidents

Catherine Bryant  
Valerie Harmon  
Sharon Martel  
Barbara McPheters  
Joyce Newman  
Kelly Stacey  
Shelia Stratton  
Marion Thomas  
Joy Watkins

### AND

Nancy Bailey Farrar  
Charlotte Eastman  
Maria Fuentes  
Ruth Gallagher  
Claire Kadziauskas  
Jeanne Letourneau  
Lucinda Long  
Julia McBrine  
Judith Purington  
Kyle Slayback

**Make up the rest of the  
Maine Chapter!!!!**

### 2000-2001 Committees

#### Annual Meeting

Joy Watkins, Chair

#### Career Days

Julie McBrine, Chair  
Penny Plourde  
Nancy Bailey Farrar

#### Christmas Program

Kelly Stacey, Chair  
Maria Fuentes

#### Construction Expo of Maine

**Executive Director**  
Charlotte Eastman

#### Finance

Kelly Stacey

#### Publicity & Promotion

Maria Fuentes

#### NAWIC Booth

Ellie Richards Dumond  
**NAWIC Hospitality**  
Catherine Bryant, Chair  
Jeanne Letourneau

Ellie Richards Dumond

Julie McBrine

#### Name Badges

Val Harmon

#### Seminars

Julie McBrine

#### Outside Displays

Joyce Newman

#### Tickets

Marion Thomas, Chair

Ellie Richards Dumond

Ruth Gallagher

#### Dinner Meetings

Marion Thomas

Ellie Richards Dumond

#### Friendship Committee

Marion Thomas

Julie McBrine

#### Historian

Marion Thomas

#### Legislative Awareness

Maria Fuentes

#### Membership

ALL Chapter Members

#### NAWIC Education

#### Block Kids

Jeanne Letourneau

Marion Thomas

#### Newsletter

Joy Watkins

#### Professional Education

Officers and Directors

#### Publicity & Promotion

Maria Fuentes

#### Scholarships

Joyce Newman, Chair

Jeanne Letourneau

Susanne Macomber

Julie McBrine

Ruth Gallagher

Marion Thomas

Ellie Richards Dumond

Jane Henry

#### Summer Camping Trip

Joy Watkins

#### Summer Outing

Marion Thomas, Chair

Joy Watkins

#### Telephone

Charlotte Eastman, Chair

Ellie Richards Dumond

Ruth Gallagher

Sharon Martel

#### Ways & Means

Jane Henry, Chair

Jeanne Letourneau

Ellie Richards Dumond

## **President's Message**

This month's President's message is going to be on the short side. For all intent and purpose, I am officially on vacation, and have been working the past two days getting caught up on NAWIC obligations. Wow, have I been irresponsible or what? Having missed last month's meeting due to work obligations, I was unable to attend, and let a few things slide until this month. That was a BIG mistake!

On a personal note, I will not be returning to the Maine Forest Products Council. Starting tomorrow, Thursday, June 21, I'll be doing some work for Maria at the Maine Better Transportation. I will be working from home for a few days, then will be spending most of my time at the MBTA office when working for them. In case you are wondering, I still don't know what I want to be when I grow up. What I know I don't want to be is totally stressed, and that was the case – it's not healthy!

### **Member of the Month**

This could be a little awkward, but I can assure you it isn't! I'd like to recognize a BRAND NEW member as Member of the Month. This woman has contributed her time and energy to several Chapter projects including three Expos, attended almost every meeting for 2 ½ years, and has accompanied us to several regional meetings. I have been anxious for Anna Demers to become a member, and now that she has officially made and sold her first clay tile, she has joined NAWIC. Anna, a big welcome from all of us, and we look forward to you "remaining" an active member of Maine Chapter 276.

### **NAWIC Annual Meeting in Anchorage**

There is still time to make plans to attend our NAWIC Convention in Anchorage. Registrations are due to be postmarked by July 13 to avoid a late fee. Six members and one guest are "booked" and ready to go. It would be great to have a record attendance at this convention – one more would break that record!

### **July Membership Meeting is our FUN Meeting**

Marion Thomas has graciously offered her camp (and husband's cooking) for our annual cookout. This is the one time that we can kick back and relax and enjoy an evening of just being sociable. It's also a great opportunity to invite a prospective member in such a relaxed atmosphere.

### **Annual Meeting in August**

The Maine Chapter will be celebrating it's 22<sup>nd</sup> anniversary this year. Details will be forthcoming, but it's not too soon to make plans to attend. Typically, this is an opportunity to invite employers, coworkers, spouses and peers. Our Scholarship recipients will also be invited which is our chance to meeting these young people and encourage them to pursue their chosen careers in construction, and for them to meet the twenty-eight hard working NAWIC members who have made their scholarships possible.

I said this was going to be short.....

Have a great summer!

Yours in NAWIC,

GEORGES VALLEY HIGH SCHOOL  
47 VALLEY SREET  
THOMASTON, ME 04861  
PHONE 207-354-2502 FAX 207-354-2369

Principal  
Ricque V. Finucane

Assistant Principal  
Benjamin P. Vail



Superintendent  
John Dirnbauer

Counselors  
Dennis White  
Stacey McEwen

---

June 12, 2001

Ms. Joyce Newman, Chairman  
National Association of Women in Construction  
3 Hillcrest Street  
Hallowell, ME 04347

Dear Ms. Newman & Fellow Scholarship Committee Members:

On behalf of the faculty and students at Georges Valley High School, I would like to thank you for providing Jeremy York with a \$1000 scholarship.

As we are all aware, tuition for college is rising annually. If not for the generosity and support of Maine people, businesses and organizations, our students would be faced with great financial hardships.

We are extremely fortunate to have such a strong community. Hopefully, the students that are benefiting from your generosity have learned a valuable lesson and will choose to carry that lesson forward.

Again, thank you for your support. We look forward to working with you again in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Heidi M. Webber". The signature is fluid and cursive, with a large initial "H" and "W".

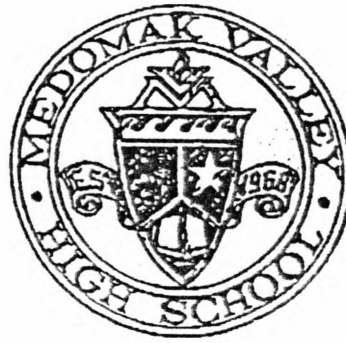
Heidi M. Webber  
Registrar

MEDOMAK VALLEY HIGH SCHOOL

320 Manktown Rd.  
Waldoboro, ME 04572

Telephone: (207) 832-5389

FAX: (207) 832-2280



To: Joyce Newman

Location: NAWIC

FAX #: 621-9839

From: \_\_\_\_\_

Number of pages transmitted (including cover sheet): 1

Comments: We just received your FAX regarding Richard Wilshire receiving \$1,000<sup>00</sup>. We will be congratulating him on commencement evening. Thank you for your support of one of our students!

H. York  
Guidance Secretary

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NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION  
REGION 14 NEWSLETTER      JUNE 2001  
WENDY J. PHELPS, DIRECTOR  
173 Paradise Road East Amherst, NY 14051 716-689-4747 aegean3@juno.com

### ON THE NATIONAL SCENE

**ELECTIONS** - Ballots for this year's election of NAWIC officers have been mailed. If you have not received a ballot, contact the NAWIC office immediately at 1-800-552-3506.

The candidates qualifications are posted on the web site and in the March/April edition of the NAWIC IMAGE. The candidates video presentation was shown at Forum and a copy of the video was given to each chapter president to share with her members. If you have not had the opportunity to view the video, contact your chapter president.

Remember, your ballot must be returned to the independent auditor, postmarked no later than June 21 and received no later than June 30.

**PROPOSED BYLAWS CHANGES** - A copy of the proposed changes have been circulated to every chapter. Your chapter president has been asked to distribute to all members and hold a discussion about the changes at your meeting. The proposed bylaws changes will be voted on during the Pre Annual Meeting Board Meeting on September 25-26 in Anchorage, Alaska. Please let me know your thought regarding these changes.

### **CORE PURPOSE AND CORE VALUES**

"To enhance the success of women in construction" has been adopted as NAWIC's core purpose. This core purpose replaces the mission statement, which to my mind was too wordy. The core purpose simply but definitively states why the association exists. We are here to supply the support and "tools" needed for all women to succeed in the career they have chosen.

"Inclusiveness, Innovation, Interaction" are core values which act as a guide for the association to use to achieve its core purpose. By including all, by being innovative in our approach to programs and services and by interacting with each other and other associations we can "enhance the success of women in construction".

### **CRYSTAL VISION AWARDS**

Candice Phillips, NAWIC Salem, Oregon chapter, will receive the Crystal Achievement Award for her commitment to promoting women owned businesses. She has been an advocate for women in construction and has been a mentor for ten years.

Leslie Bailey, an architect, designer and builder, will receive the Crystal Vision Award for her involvement of women in her building projects and encouragement of other contractors and builders to utilize women in construction. Bailey is owner of Forward Building Design and Planning in Los Angeles.

Phillips and Bailey will be honored at the Crystal Vision Awards Banquet to be held Saturday, September 29th, during the NAWIC Annual Meeting in Anchorage, Alaska.

## NAWIC FOUNDERS SCHOLARSHIP FOUNDATION

We have received a letter of acknowledgment and thanks from Barbara R. Alleman, CCA, Administrator of the Foundation, for Region 14's donation in the memory of Doris Efrid. This year the Foundation will be awarding the first Doris Efrid Scholarship in the amount of \$1,000.00. Any chapter or individual member may make a contribution in Doris' memory to ensure that this scholarship continues.

## AROUND THE REGION

"A good time was had by all"

Hats off to the members of NO. One of Rhode Island #52 for the wonderful job they did hosting the Tenth Annual Forum. The whole weekend was a nice balance of information, education and enjoyment. Wasn't Deb Cullerton's presentation, "Organize or Agonize" great fun? I heard from many attendees how much they enjoyed this Forum. Thanks to the Rhode Island chapter for the memento of my stay in Providence. The picture hangs over my desk and is the first thing anyone sees when they enter my office.

"Throwing her hat into the ring"

Cari Durbin, Greater Rochester #314, has announced her intention to run for NAWIC Director, Region 14 at the Eleventh Annual Forum, May 17-18, 2002 in Portland, Maine. Way to go, Cari! If there are any other members wishing to run for Director, please let me know so I can spread the news.

Chapter presidents received a number of important items, to be distributed to all members, at Forum and in the Spring mailing from the NAWIC office. If you have not received a copy of any of the following ask her "why not?"

1. Proposed Bylaws Changes
2. 2001 Strategic Plan
3. Call for Committee Volunteers, from NAWIC President-elect Marcia Rackley
4. Video of 2001 NAWIC Candidates
5. Region 14 Outstanding Member form
6. NAWIC Survey, to be returned to the NAWIC office
7. Leadership Training Seminars Survey, to be returned to Denise Norberg-Johnson

## WELCOME NEW MEMBERS

Boston #15 - Ginger R. MiCourt, Elizabeth L. Pilcher, Anastasia J. Vassos, Virginia D. Barrelle, Monica Lawton, Patrica E. Lucenta, Rosa S. Ferreira, Lynn R. Lesperance, Sylvia L. Corr, Rebecca S. Murdaugh

No. One of Rhode Island #52 - Sheryl Hinckley, Nancy A. Delpozso, Peg Pacheo, Kathleen Hoover, Kristin M. Cedarfield

Capital District #261 - Pam D. Oathout, Noreen M. Hoose

Maine #276 - Penny A. Plourde

Toronto #295 - Joana G. Ifrim

Greater Rochester #314 - Christina M. Alexander, Cathy A. McGrath, Kathleen A. Rooney, Joann M. Van Dusser, Carol R. Jackson, Ann M. Riggs Yetter

Syracuse #328 - Holly A. Anderson

Southern Maine #347 - Charlotte A. Walker



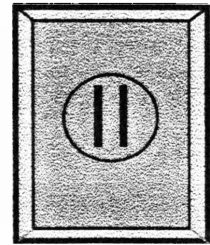
## **DATES TO REMEMBER IN 2001**

- June 21 Election ballots must be returned to independent auditor. Received by June 30.
- June 30 Chapter election shall take place by the end of June
- June 30 Chapter new officer forms must be submitted to NAWIC office. Copy this Director.
- July 8 Results of national elections will be posted on NAWIC web site.
- July 27-28 NAWIC Board orientation in Ft. Worth, TX
- August 1 Chapter credentials for Annual Meeting must be received by NAWIC office. Copy this Director
- August 15 Second Professional Education Committee report due for national competition.
- Sept. 25-26 Pre Annual Meeting NAWIC Board Meeting, Anchorage, Alaska
- Sept. 26-29 NAWIC Annual Meeting and Convention, Anchorage Hilton, Anchorage, Alaska
- Nov. 3 Annual Planning Conference, Meredith, New Hampshire

## **NAWIC ANNUAL MEETING AND CONVENTION SITES**

- |                       |                                      |
|-----------------------|--------------------------------------|
| September 26-29, 2001 | Anchorage Hilton, Anchorage, Alaska  |
| September 4-7, 2002   | Opryland Hotel, Nashville, Tennessee |
| September 10-13, 2003 | Little America, Salt Lake City, Utah |
| September 1-4, 2004   | Hilton New York, New York, New York  |
| September 2005        | Opryland, Grapevine, Texas           |
| September 2006        | Kansas City, Missouri                |

# THE CONNECTION



**CORE PURPOSE:** To enhance the success of women in the construction industry.

To help leaders and members get plugged in to news from NAWIC

National Association of Women in Construction

www.nawic.org • nawic@nawic.org

Volume 4, June 2001

## ► Chapter Congratulations

Congratulations to the Fargo/Moorehead, N.D., Chapter! The chapter had the best Construction Industry Project in Region 13. This was a first-time effort on their part — and the chapter only has nine members! Way to go! Send messages of congratulations to Chapter President Molly McCormick at Northern Improvement Co., P.O. Box 2846, Fargo, ND 58108-2846.

## ► President-Elect Marcia Rackley Wants to Know...

What have you done for NAWIC that has meant the *most* to you? What have you done that has made you the *proudest*? What is your *passion* when it comes to NAWIC? Do you have some *ideas* to share for improvement? Marcia is seeking members to serve on various committees for the 2001-2002 year.

If you would like to be a part of the national or regional NAWIC team, showcase your talent, pursue your NAWIC passion to a new level, then print and fill out the form included in the "Association News" section on the web site. A copy of the form was also included in the quarterly mailing in May. Please submit your application for volunteer employment to Marcia no later than July 1. Who knows ... there may even be a sign-on bonus!

## ► Many Thanks

Many thanks go out to the membership from Jean Morrow, past national president and member of the Knoxville, Tenn., Chapter. On April 3, 2001, Jean lost her husband. Jean says, "I would like to extend my thanks and appreciation to the many members who I have received cards,

notes and emails from. They have meant so much to me and helped me through this sad time."

## ► Register for Convention Online

Convention promos are certainly circulating by now. The promo is sure to get you excited about this year's convention and once-in-a-lifetime trip to Anchorage! Anchorage — with its breathtaking beauty and native Alaskan culture — has a lot to offer. The Hilton Anchorage, only one block from the William A. Egan Convention Center, is centrally located in downtown Anchorage and provides easy access to shopping, dining, entertainment and more.

An increasing number of members are registering for convention online. Why don't you? NAWIC Online is a highly secured site, meaning that your credit card information cannot be stolen by outside sources.

If you prefer not to register online, then at least check out the online promo. You can find it under the "What's New" section of NAWIC's web site. Also, if you want to preview the hotel, convention center and the city of Anchorage, you can visit these informative web sites:

- [www.hilton.com](http://www.hilton.com)
- [www.egancenter.com](http://www.egancenter.com)
- [www.anchorage.net](http://www.anchorage.net)

### HOW TO CONTACT THE NAWIC OFFICE:

327 S. ADAMS STREET  
FORT WORTH, TX 76104-1081  
PHONE: (800) 552-3506 OR (817) 877-5551  
FAX: (817) 877-0324  
nawic@nawic.org

## ► Help Us Increase Our Non-Dues Income

The *Crystal Vision Journal* is an attractive, glossy book that is distributed during the Crystal Vision Banquet at convention. First and foremost, the *Journal* lets the friends, co-workers, colleagues and family members of this year's Crystal Vision and Crystal Achievement recipients congratulate them on their achievements. For NAWIC, the *Journal* is a source of non-dues income.

In recent years, the *Journal* has become a popular way to send messages of congratulations, well wishes and commendation to the current and incoming officers of NAWIC at the local, regional and national levels. Ad prices range from \$100 to \$1,200. You can include quotes, special messages, photographs and more in your *Crystal Vision Journal* ad.

For more information on advertising in the *Crystal Vision Journal*, please call Advertising Sales Representative Kara Roberson at (800) 552-3506, ext. 24, or email her at [karar@nawic.org](mailto:karar@nawic.org). For your convenience, you can print a copy of the Journal Advertising Contract from NAWIC's web site in the "What's New" section.

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# PRESIDENT'S MESSAGE

Cindy J.  
Crawley, CIT

## FORUM, PROPOSED BYLAW REVISIONS AND THE RETIREMENT OF THE PLEDGE, FLOWER AND COLORS

Congratulations to all regions on your forums and kudos to the hosting chapters and NAWIC Directors for their efforts and successes. And now that they are over, you've all been made aware of the proposed bylaw revisions that are being circulated as required. Your director and all other region directors and officers will vote on these at the Pre-Annual Board Meeting in Anchorage in September.

Nothing, and I stress, nothing regarding the proposed bylaw revisions is a done deal. **This is your opportunity to express your views to your director between now and then.** And from the responses I heard at the Forums I attended, and the emails I've received since, I know you have opinions to share! Great; bring them on! It is important that you express your opinions and be a part of the process. The proposed bylaw revisions have been mailed to the chapter presidents for circulation to chapter members and are also available on the NAWIC web site; read them over to be well informed.

The two main issues that are creating the majority of the discussion are:

1. Opening our membership to men.
2. Changing of the name of NAWIC to National Association *for* Women in Construction (vs *of* Women in Construction).

There are several other issues that should not get lost in the shuffle:

1. Allowing all membership classifications to have an equal vote and be eligible to hold office.
2. Revising the bylaws so that the chapter board

of directors is required to meet 10 times (versus 12) per year.

The next item that has created considerable discussion is the retirement of the pledge, rose and colors. I'd like to share the rationale behind this decision.

When this motion was made, the word "retired" was carefully chosen. Words such as "voided," "cancelled," "thrown-out," "will not use," "repeal," "render null and void" were not chosen as they were not applicable. These three traditions have served us well and are part of a fine heritage. But in our goal to be more professional, they were retired.

Never fear! Our stationery will still be red and white, we can and will still have the Red Rose Recruiter awards, roses can still be used, and you can continue to use the pledge if you like. You also have the option of not using it. Nothing has been taken away — chapters and members can either use these symbols or not. It simply gives you more flexibility. Making something like this optional broadens the choice rather than restricting it, which allows chapters to do what works best for them.

## ANCHORAGE CONVENTION

Every month I've been including facts regarding Anchorage and/or Alaska to entice you to attend convention on September 26-29. The promo/registration program will be mailed to you shortly. Shelly Reeves, our convention planner, has finalized tours for which I know many of you have been waiting so you can make your travel reservations. Most importantly, we have scheduled two keynote speakers, one on Thursday, Jeanne Robertson, and one on Friday, Lee Cullum. I'm

very — no, real — excited about both of these women and what they will share with us. Jeanne is a motivational, humorist speaker, and Lee will speak on "Age of Renewal," based on her book "Spirit of the 20th Century." Remember: Spouses are welcome to join us during these presentations. I'm eager to see all of you there!

## VOTE, VOTE, VOTE!

The candidates for the various NAWIC Offices are anxious for every member to cast her ballot — the one you will be receiving shortly. Show these women your interest in our future leadership by casting your ballot after having carefully reviewed each of their credentials. Thank you for voting and making this "one member, one vote" election in its first year a success! The results of the election will be posted on NAWIC's web site by July 8.

**Important: Ballots must be returned to our independent auditor for tallying, not the NAWIC Office. Please read the directions on your voting ballot very carefully and encourage your members to do so as well.**

## HOW TO CONTACT THE NATIONAL PRESIDENT:

NAWIC President Cindy J. Crawley, CIT • 8538 Bay Colony Drive • Indianapolis, IN 46234 • Work (317) 229-7400  
Home (317) 387-1737 • Fax (317) 229-17410 • [Crawley27@aol.com](mailto:Crawley27@aol.com)

# REGIONAL ROUNDUP



## ► REGION 1

### **Mary Ann Scott**

Opinions are a hot topic within our association this month. We obviously have a great deal to discuss with our chapters, regions and at a national level. But opinions should not be an occasional issue. Everyone should feel free to give their opinions at all levels. Too often no opinion is expressed, and that usually signifies consent by the other party. Remember: all opinions are valid and all opinions count. An effective chapter, region and association permits and encourages this free expression. Keep the lines of communication open by listening and considering all sides of an issue.

## ► REGION 3

### **Mary Anne Upham**

The Space Coast, Fla., Chapter hosted Forum for 106 members and 45 guests at Port Canaveral. A special presentation was made by Vikki Wells, chartering president of the Tri-County Chapter. Vikki is a cancer survivor and founder of the Universal Angel Foundation. She made a two-foot angel statue and dedicated it to the memory of Doris Efrid. The statue has been shipped to the NAWIC Office for display. Congratulations to all recipients of the Regional Awards, especially to our Director-Elect Pat Walker from the Greater Orlando, Fla., Chapter. The weekend was topped off with an insider tour of the Kennedy Space Center, thanks to Linda Bradley.

The Tampa, Fla., Chapter is excited to announce that Ingrid Verwey, president of SAWiC has included their chapter in her trip to the U.S. Plans are being made for her to spend the day touring job sites and attending a business meeting that evening. She will be their guest speaker and will

share information on SAWiC. This is quite an honor and we are all looking forward to hearing more after her visit.

## ► REGION 5

### **Sherry Jagers**

Have you thought about hosting Annual Forum for your region but just are not sure? I challenge each chapter to consider this endeavor. The benefits and rewards far outweigh any doubts you may have. This region held its Forum in Lake Charles, La., hosted by a small chapter of seven members, and they put on a show that was unbelievable. I also believe this chapter will see how the experienced changed their chapter for the better. Take the challenge ladies! If you have questions, I have no doubt they will be willing to talk with you for advice and encouragement.

Many in our region are studying for their CIT, with some chapters using their monthly meeting time as time to hold group study. This designation along with CCA and others are professionally recognized in our industry. It is time to consider looking into further and advancing your career with these educational opportunities with NAWIC.

## ► REGION 9

### **Christie Wigginton, CIT**

Region 9's Forum brought a wonderful time. The Portland, Ore., Chapter worked hard to provide us with a meeting full of tours, education and a few laughs.

As most of you know by now, many changes are proposed for NAWIC and these were discussed in length at Forum. Please be sure to ask your chapter president, or region director to get a copy of the report. Voice your concerns about the proposed bylaw changes. Remember: If you do

not speak out loud, your silence will be seen as agreement.

Congratulations! We raised \$2,900 for NEF at our Forum. This brings Region 9 chapter contributions to the Ladder Club with a grand total of \$32,429. Per Tanya Copple, NEF executive director, the total contributions to NEF have reached more than \$900,000 since the inception and we are trying to reach the goal of a "Million in the Millennium."

## ► REGION 11

### **Sue C. Cline**

Congratulations are in order for Region 11's Director-Elect Carol Chapman from the Charlotte, N.C., Chapter. She will do a good job of keeping Region 11 on top as usual. Please give her your full support as you have given me.

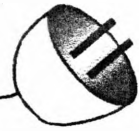
Thumbs up to the Asheville, N.C., Chapter that has recently been accomplishing great things. They conducted a Blueprint Reading Course, just finished their Career Day and have increased their membership by six so far this year. You ladies are on a roll — keep up the good work!

## ► REGION 13

### **Jean E. McAdam**

During our May meeting, Dr. Frank Emspak, labor relations specialist from the University of Wisconsin at Madison, delivered an informative talk on understanding the labor market in Wisconsin. He explained the history of the unions and how Wisconsin's union activity, particularly in construction, compared to the rest of the U.S.

*continued on page 5*



## ► News from the Marketing Corner: Planting Perennials

By Glenda Thompson ~ Marketing Director

I continue to be amazed at the way perennials bloom year after year. Each year they seem to enhance the surrounding area more abundantly. I guess by now you can tell I've been working in the garden. The small potted flowers I planted two years ago are in full bloom now. It reminded me of the effect positive marketing and public relations has on an organization.

When consistently put into practice, marketing efforts are like seeds being planted. At first, you may only notice the green stems, but years from now, you will notice the blooms of NAWIC's increased awareness, respect and viability as a major industry voice.

Once buds are planted, they should be watered. Each time NAWIC is mentioned in a public or private setting, the marketing effort is being nourished with a lasting understanding of the association and its purpose.

Of course, plant food is helpful in the growing process. A consistent stream of prospects interested in joining NAWIC provides the balanced nutrition for NAWIC's growth and future development.

The success of your garden is based on how well you control the weeds. You can only pull the weeds that are visible, but as soon as those are gone, others pop up. Weeds in a NAWIC garden relate to the challenges that women in construction face daily. We address those challenges that are staring us in the face. However, we know that at any time, another challenge or "weed" can and will pop up.

We continue to seek venues that will create an awareness and understanding of NAWIC but the real harvest will appear years from now with the realization that NAWIC is not only an enhancement but a major force deeply rooted in the construction industry.

## ► Small Chapter Task Force Completes Survey

By Diane N. Taylor ~ Chairman

The Small Chapter Task Force recently conducted a survey of the chapters with a membership of less than 15. The task force evaluated the issues for consistent responses. Please review this information so your chapter can grow and strengthen.

The survey helped to find some solutions to the problems of recruiting and retaining members. Here are a few suggestions:

- Focus your meeting programs on the construction industry and on educating your members.
- Keep your meeting atmosphere positive and upbeat.
- Hold a seminar open to the public, a wonderful source of income and new members.
- Look for ways to get free publicity by joining other groups or associations in community activities.
- Streamline the committee structure of your chapter to fit the needs and requirements of your members.
- Get a television or radio station to run a free public service announcement for your meeting or seminar.
- Hold a networking meeting. Invite industry contacts, conduct no business and for the program everyone does a 60-second infomercial about their company. Set up a table game as an icebreaker and watch the buzzing begin.
- Arrange a tour of a unique building or project and invite other associations in the area to attend.
- Hold a special meeting with other industry associations to hear a local industry celebrity, award a scholarship, be sure to invite the press.
- Have you contacted the NAWIC National Office and spoken to Lisa Simonds? She is willing to assist your chapter to get you the information and resources you need for recruiting and retaining members. Call Lisa at (800) 552-3506.

Most of all, we recommend you keep the mood positive, get free advertising with monthly press releases, and try new ventures and even old ones

with a new twist. Above all focus on professional, industry-related programs and educational opportunities to enhance the success of women in the construction industry.

## ► New Dues Collection Process a Success!

Since the implementation of the new member process this fiscal year, the NAWIC Membership Dept. has processed 1,001 new member applications as of April 30. The same time period in 2000 saw 808 new members. That's an increase of approximately 24 percent!

The success of the new member process would not be possible without the cooperation of the chapters. A 24 percent growth rate is nothing to sneeze at!

There are a few things that help the NAWIC Office to facilitate a faster processing of new members. Please let the Membership Dept. know your chapter dues. Are they pro-rated? If so, how? Do you charge an initiation fee or director's fee? If so, how much? All chapters should have received a form to update both renewal and new member dues. If you have not received that form, please contact Lisa Simonds at the NAWIC Office at (800) 552-3506 or [lisas@nawic.org](mailto:lisas@nawic.org).

**Care Purpose**  
**To enhance the success of**  
**women in the**  
**construction industry**

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Send submissions to the NAWIC Office by the 10th of every month.

*Regional Roundup from page 3*

The Aurora, Ill., Chapter, in association with the Chicago Northeast Illinois District Council of Carpenters Apprentice & Training Program, hosted a tour of the Carpenters Training Facility in Elk Grove Village, Ill. Potential tradeswomen and also teachers and career counselors in the area were invited to attend.

► **NAWIC Student Receives Scholarship**

Sarah Field, a student member of the Gr. Detroit, Mich., Chapter, was recently awarded a scholarship from the Del E. Webb School of Construction at Arizona State University. The National Science Foundation (NSF) Summer Research Program, which only accepts 10 undergraduate students, will be conducted during a 10-week period this summer.

To send letters of congratulations to Sarah, write to her at 5775 Creekview Drive, Ann Arbor, MI 48108 or email her at sarahfield7@hotmail.com. Congratulations, Sarah!

► **National Tradeswomen Conference**

The Maine Dept. of Transportation presents the 2001 National Tradeswomen Conference, an event that will focus attention around the country on the important contributions of women in the trades.

At the conference there will be many leaders — bold, dynamic women who build the nation by building roads, ships, bridges and more. There will be carpenters, jointers, pipefitters, welders, construction workers — women who create with their hands and their minds.

This year's conference will be held October 12-14. Prepare to never be looked at the same way. Remember: Tradeswomen can be an asset on the job site and serve as guides to other women who follow in the years ahead.

For more information, check out the web site at tradeswomenconference.com.

# CALENDAR

**June 1**

• By this date, ballots to elect national officers will be mailed to all members in good standing.

**June 21**

• National election ballots must be postmarked by this date and returned by June 30 to be included in the final tally.

**July 8**

• Results of national officer elections will be posted on NAWIC's web site by this date.

**Month of August**

• Membership renewals for the 2001-2002 NAWIC year will be mailed individually to members.

**Sept. 24-Oct. 1**

• The NAWIC Office will be closed for convention.

**Sept. 26-29**

• NAWIC's 46th Annual Meeting & Convention.

**October 1**

• Beginning of NAWIC's 2001-2002 fiscal year.

**October 12-14**

• 2001 National Tradeswomen Conference in Denver. For more information, visit tradeswomenconference.com.

**October 31**

• Postmark deadline for membership renewals. If renewals are postmarked after this date, then a \$15 late fee must be submitted with membership dues.



**Core Purpose**

To enhance the success of women in the construction industry.

## Convention Information

*Take the Challenge in Anchorage!*

September 26-29, 2001 • Hilton Anchorage

• Pre-Registration Rate (postmarked by July 13, 2001):

• Members - **\$395** & Nonmembers - **\$495**

• On-site Registration : Members - **\$495** & Nonmembers - **\$595**

• No registrations will be accepted at the NAWIC Office after July 13.

• Registration fee includes admission to all events, except the optional tours that are priced separately.

• Time Change: If it's Noon in Alaska: It's 11 am in Hawaii;

1 pm Pacific time; 2 pm Mountain; 3 pm Central; 4 pm Eastern; 5 pm Atlantic

Room Rates: \$139 - Single; \$139 - Double + \$20 each add'l person

Hilton Anchorage Reservations: (800) 445-8667

## Some Computer Humor/Truth

At a recent computer expo (COMDEX), Bill Gates reportedly compared the computer industry with the auto industry and stated "If GM had kept up with the technology like the computer industry has, we would all be driving \$25.00 cars that got 1,000 miles to the gallon." In response to Bill's comments, GM issued a press release stating. If GM had developed technology like Microsoft, we would all be driving cars with the following characteristics:

1. For no reason whatsoever, your car would crash twice a day.
2. Every time they repainted the lines in the road, you would have to buy a new car.
3. Occasionally your car would die on the freeway for no reason. You would have to pull over to the side of the road, close all of the windows, shut off the car, restart it, and reopen the windows before you could continue. For some reason you would simply accept this.
4. Occasionally, executing a maneuver, such as a left turn, would cause your car to shut down and refuse to restart, in which case you would have to reinstall the engine.
5. Only one person at a time could use the car unless you bought "CarNT", but then you would have to buy more seats.
6. Macintosh would make a car that was powered by the sun, was reliable, five times as fast and twice as easy to drive--but would only run on five percent of the roads.
7. The oil, water temperature, and alternator warning lights would all be replaced by a single "General Protection Fault" warning light.
8. New seats would force everyone to have the same sized rear end.
9. The airbag system would ask "are you sure?" before deploying.
10. Occasionally, for no reason whatsoever, your car would lock you out and refuse to let you in until you simultaneously lifted the door handle, turned the key and grabbed hold of the radio antenna.
11. GM would require all car buyers to also purchase a deluxe set of Rand McNally Road maps (Now a GM subsidiary), even though they neither need nor want them. Attempting to delete this option would immediately cause the cars' performance to diminish by 50% or more. Moreover, GM would become a target by the Justice Dept.
12. Every time GM introduced a new car, car buyers would have to learn to drive all over again because none of the controls would operate in the same manner as the old car.
13. You'd have to press the "Start" button to turn the engine off.

University of Texas/NAWIC research

*"I previously worked at a large organization and was directed to hire someone based solely on their race so we would appear more diverse. This despite the fact that the organization had written policies saying that we only hired based on qualification, not other protected factors."*



*"I work for an offshore drilling company. We did not have permits to dump our 'cuttings' but instead of waiting for a barge to get rid of the cuttings, we dumped them overboard."*

*"I felt that the principal at the school where I teach was sexually harassing me and other teachers. I went to the superintendent to report the incident and he told me that if I continued with these allegations that I'd lose my job."*

**The examples listed above are from interviews conducted by a University of Texas researcher who is studying how employees respond to unethical situations in the workplace. If you have faced an unethical situation in your workplace, you are a candidate to participate in the second part of this study, which has endorsed by NAWIC. This study is designed to learn more about employee's responses to real or alleged organizational situations considered "wrong" or "unethical". It is important to note here that this unethical situation could have actually occurred or could be merely suspected of occurring.**

Participation will involve voluntarily responding to a survey that should take 20-25 minutes to complete. Your answers will be treated **confidentially** and neither your name nor the organization's name will be used. You will **not** be asked to identify the company at which the unethical activity was alleged to occur. A written report of the study's findings will be provided to NAWIC. If you answered "yes" to any of the questions listed above, please email Brian Richardson at [brian-r@mail.utexas.edu](mailto:brian-r@mail.utexas.edu) or call him at (512) 632-7173 for a survey.



## 2001 STRATEGIC PLAN

**Core Purpose:** To enhance the success of women in the construction industry

**Core Values:** Inclusiveness

Innovation

Interaction

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**Goal:** NAWIC will be the credible source/ voice for information and issues concerning women in the construction industry.

**Strategy:** Develop an ongoing process for gathering information about women in construction.

**Strategy:** Increase women's awareness of industry information that is available.

**Strategy:** Develop platforms or forums where NAWIC educates the industry on the attributes women bring to the construction industry.

### **Milestones:**

- **an increase in:**
  - membership
  - demand for qualified members to participate in various forums
  - external contacts for information on women in the industry (public, media, community, etc.)
  - hits on the external section of the website
- **the existence of:**
  - a database
  - a process to stay advised of issues affecting women in the industry
  - information on the external section of the website

**Goal:** NAWIC will be the primary resource for tailored programs, services, and activities that meets the needs of women in the construction industry.

**Strategy:** Develop an ongoing process to continuously assess the needs of women in construction.

**Strategy:** Identify existing industry programs, services, activities, and delivery formats that currently meet the needs of women in construction.

**Strategy:** Develop new programs, services, activities, and delivery formats that will be needed by women in construction in the future. This should include looking outside of NAWIC – becoming a resource and not just a source.

**Strategy:** Retire obsolete programs in favor of new ones.

**Strategy:** Improve NAWIC's internal (membership) section on its website.

**Milestones:**

- **an increase in:**
  - membership and retention
  - membership satisfaction and enjoyable experiences
  - net, non-dues revenue
  - interactive member hits on the website
  - positive member feedback
  - program attendance and participation
  - attendance at the convention
- **the existence of:**
  - new programs and services and delivery formats (technology)
  - a world class website
  - strategic partnerships with other organizations to provide new/additional programs and services