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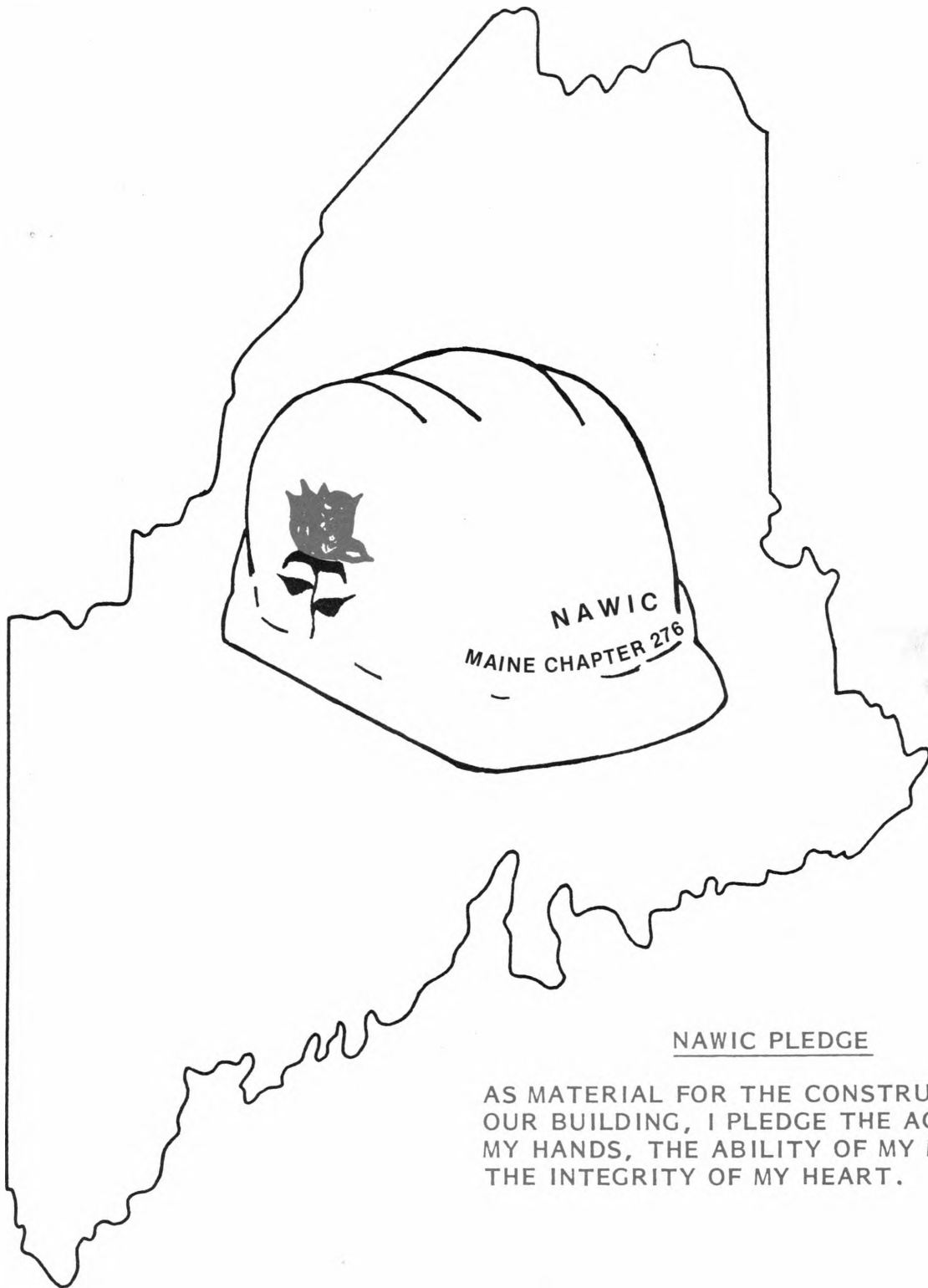
# NAWIC

National Association of Women in Construction

"NEWS FROM MAINE"

VOLUME 23 NUMBER 2

November 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

Val Harmon

### Secretary

Julie McBrine

### Treasurer

Sue Macomber

### Board of Directors

Bobbi Harding

Penny Plourde

Barbara McPheters

Kelly Stacey

### Parliamentarian

Marion Thomas

## 2001-2002 New Members

-0-

### Past Presidents

Catherine Bryant

Valerie Harmon

Barbara McPheters

Joyce Newman

Kelly Stacey

Shelia Stratton

Marion Thomas

Joy Watkins

### AND

Allyson Blackmore

Nancy Bailey Farrar

Anna Demers

Rebecca Dostie

Ellie Dumond

Charlotte Eastman

Maria Fuentes

Ruth Gallagher

Sarah Hammond

Roberta (Bobbi) Harding

Jane Henry

Claire Kadziauskas

Jeanne Letourneau

Lucinda Long

Julia McBrine

Suzanne McLaughlin Norton

Penny Plourde

Judith Purington

Kyle Slayback

Joy Watkins

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

## 2000-2001 Committees

### Annual Meeting

### Career Days

### Christmas Program

Kelly Stacey, Chair

Julie McBrine

### Construction Expo of Maine

#### Executive Director

Charlotte Eastman

#### Finance

Sue Macomber

### Publicity & Promotion

Maria Fuentes

### NAWIC Booth

Ellie Richards Dumond

### NAWIC Hospitality

Catherine Bryant, Chair

### Name Badges

Val Harmon

### Seminars

Lucinda Long

### Outside Displays

Anna Demers

Becky Dostie

Barbara McPheters

### Tickets

Marion Thomas, Chair

Claire Kadziauskas

Julie McBrine

### Dinner Meetings

Marion Thomas

Ellie Richards Dumond

### Friendship Committee

Ruth Gallagher, Chair

Marion Thomas

### Historian

Jane Henry

### Legislative Awareness

Barbara McPheters

Val Harmon

### Membership

Penny Plourde, Chair

Bobbi Harding

Nancy Bailey

### NAWIC Education

#### Block Kids

Marion Thomas, Chair

Barbara McPheters

Kelly Stacey

Jeanne Letourneau

### Newsletter

Julie McBrine

Marion Thomas

### Professional Education

Barbara McPheters, Chair

Penny Plourde

Bobbi Harding

### Publicity & Promotion

Maria Fuentes

### Scholarships

Joyce Newman, Chair

Ellie Richards Dumond

Jane Henry

Barbara McPheters

Marion Thomas

Anna Demers

### Summer Camping Trip

Bobbi Harding

### Summer Outing

#### Telephone

Sue Macomber

### Tradeswomen

Nancy Bailey Farrar, Chair

### Ways & Means

Jeanne Letourneau, Chair

Jane Henry

Ellie Richards Dumond

## President's Message

What a great Fall we are having! This mild weather is a true bonus, and blessing. We all know what is ahead so we should be grateful. Hopefully everyone had a wonderful Thanksgiving with family and friends.

### Region 14 APC in Laconia Great Experience

Eleven members of the Maine Chapter, along with 74 other NAWIC Members, attended the 11<sup>th</sup> Annual Region 14 APC. Past NAWIC President Denise Norberg Johnson and NAWIC's Executive Vice President Dede Hughes were two of the major presenters for the day long series of workshops. Chapter Officer workshops were very informative from all reports, as were others, including strategic planning, historic preservation, project management, how a board governs, and countless more. This was a whole new concept for an APC, and had to be the most educational ever. There was a very brief business meeting which covered everything critical in a very short time. Because of the positive responses, this may become the format for future conferences.

If the workshops weren't good enough to make the weekend a success, the entertainment really topped things off! If any member came away from the evening with less than belly cramps from laughing, it would be a miracle. The Granite State chapter gave us a nice write-up about Tony Pace, but there are no words that could do this entertainer justice. He was the most talented singer-impressionist-comedian I have ever seen. And, with all the interaction with the audience, which in some instances was more than he bargained for, and his able assistant, you could tell he was enjoying the evening as much as we were. A great conference, with outstanding presenters, good food and fellowship, and a great job done by Granite State and Director Wendy Phelps!

Sincere thanks to Julie McBrine, Sue Macomber, Barb McPheters, Bobbi Harding, Marion Thomas, Jane Henry, Jeanne Letourneau, Nancy Bailey Farrar, and Anna Demers for giving up most of your weekend to attend this conference, which ultimately will benefit our Chapter, and hopefully give more meaning to, and satisfaction from, your participation in chapter activities.

### Chapter Committees in Action

The Audit and Budget Committees met consecutively to close out the 2000-2001 NAWIC year and propose a working budget for 2001-2002. This was done very efficiently and expeditiously, and everything was found to be in very good order. Members will be voting on the proposed budget at the November meeting.

The Construction Expo of Maine Committee also met recently and sent out the first mailing which goes to last year's exhibitors. This may be a challenging year for Expo due to the circumstances around the world that are having an effect on everyone's lives and businesses. To meet that challenge I hope every member will get involved and help do whatever is necessary to make this a success. Our Chapter depends entirely on Expo to sustain our scholarship program and our very existence. Meetings are scheduled for Jan. 12, Feb. 9 and Mar. 9, 2002, which may be supplemented if necessary. If you haven't made a commitment to assist on an Expo committee, please feel free to do so now!

The Professional Education and Membership Committees are both planning meetings for the very near future. Penny Plourde will be chairing Membership, and Barb McPheters will be chairing Professional Education. If you have any ideas for membership promotion or speakers for meetings, please contact the respective chairs.

Block Kids is one of the most rewarding programs we have been involved in. Marion Thomas and her committee will be setting up a couple of sessions, and if you know of any youth groups which include grades 1-6, please contact Marion. We typically hold our Block Kids programs evenings and/or Saturdays to enable more of our members to participate. Any member who has been involved in this program will attest to the fact that it is time well spent.

Most other committees are established, but there are still some opportunities to get involved. We are one of the most ambitious chapters in NAWIC, and it never ceases to amaze me how much we accomplish with a comparatively small chapter. Thanks to each of you for your dedication and hard work!

Plans should be complete by our November meeting for our annual Christmas meeting, scheduled for December 19<sup>th</sup>. Details will be forthcoming.

Also, members of the three NAWIC Chapters are invited to attend the 2001 All-Industry Meeting at the Augusta Civic Center on Wednesday, December 12. You will be receiving your formal invitation from ACM in a few days. If for any reason you don't receive yours, please let me know and I'll get the information to you. Please plan to attend and help NAWIC make a presence at this meeting.

Well, that's all folks! I've run out of room and news.....

Yours in NAWIC,



**Maine Chapter No. 276 well represented at  
11<sup>th</sup> Annual Region 14 Annual Planning Conference  
Laconia, New Hampshire  
November 3, 2001**



**Front row, left to right: Anna Demers, Sue Macomber, Barbara McPheters and Julie Mcbrine  
Back row Marion Thomas, Joyce Newman, Jane Henry, Jeanne Letourneau, Ellie Dumond,  
Bobbi Harding and Nancy Bailey Farrar**

# THE CONNECTION



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 5, November 2001

## ► Governance Task Force Seeks Your Input

The Governance Task Force has been formed and charged with reviewing all matters pertaining to the way in which NAWIC is governed: board structure, office structure, bylaws, convention schedule, etc. We anticipate having our report ready for consideration at the 2002 Midyear Board Meeting. We would welcome any input from NAWIC members concerning these or any other governance issues. What are the most efficient methods of governance? How can we become more "fast, fluid, and flexible?" Please give your comments to any member of the task force:

- Task Force Chair **Judy DeWeese**, judenawic@aol.com
- **Cindy Crawley**, crawley27@aol.com
- **Julie Foret**, jforetcca@aol.com
- **Mary Ellen Ledbetter**, maryelnwic@aol.com
- **Barbara Moore**, barbara.moore@millerbuilding.com
- **Nita Thiessen**, nitathiessen@aol.com

## ► Benefits of Having a Chapter Web Site

By Linda Moore-Buck  
Gr. Orlando, Fla., Chapter

Do these statements sound familiar? "Sorry, I didn't call you back." "No, I don't have time to fax that to *everyone*." "Did I read the newsletter? No, I think I threw it out."

If you are like most of us, there is definitely not enough day to go around. Communicating can be more difficult because of busy schedules

and demands at work.

What do you do? For our chapter, we turned to the World Wide Web and set up our chapter's web site. Now that we've had it for a few years, we don't know how we could have ever done without it.

Having a chapter web page can save you lots of money. Our newsletter is online so we are saving on postage and printing. Our web page gives you the full scoop on chapter activities. We have a section for our upcoming golf tournament, a list of our Board of Directors, meeting information, conferences, calendar of events, a members only section and a recently added September 11, 2001 section. Everything you want to know about NAWIC and our chapter is at your fingertips and at your convenience. The best part about it is that you can get the information any time and from any computer.

There are also links on our web page for construction services such as bonding, trucking, concrete and roofing. You can link to NAWIC's national web site as well as to other major construction associations in our area and also corporate affiliates. This brings added value for corporate sponsors. What a great way to get their name out.

Have you ever talked to someone outside of NAWIC and realized later in the day that you didn't do a very good job of explaining what the organization is all about and what it offers? You're not alone. Now, you can just point them

to your web site. They can even download an application to join!

It's important to remember that technology has made it easier to communicate. Take advantage of this great tool to keep your members informed. A special thanks to our great web master, Riki Lovejoy-Blaylock, for keeping us in touch with our chapter. Please visit our web site and see for yourself what a great tool a chapter web site is. Visit us at [nawicorlando.org](http://nawicorlando.org).

## ► Candidates Deadline

The NAWIC Office is requesting your help in seeking and encouraging qualified members to submit for candidacy in the offices of president-elect, vice president, secretary and treasurer.

If your chapter has one or more prospective candidates, please review the NAWIC Bylaws, Article IX - Officers, Sections 3 and 4 to verify that your candidate fulfills the eligibility requirements and then forward the following information to the NAWIC Office:

- 1) NAWIC Office Candidate form
- 2) Chapter recommendation for NAWIC Office form
- 3) 5" x 7" black and white photo of candidate

All information must be sent to the NAWIC Office and be received on or before **February 1, 2002**. See the fall mailing for more details.

### 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](mailto:nawic@nawic.org)

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

# PRESIDENT'S MESSAGE

Marcia  
Rackley

## POST CONVENTION THOUGHTS AND MUSINGS

We'll be talking about the convention in Anchorage for a long time. It's going down in the history books — along with others like Kansas City and New York — each with its memorable qualities. Some of those memorable moments were: The beautiful scenery, the uncertainty after the Sept. 11 travesty, and, on a lighter note, it was proven that Cindy Crawley, Linda Litle and I will never make a living singing. All of these things were memorable, but here's the real biggie: We actually had business on the floor!

You can argue the parliamentary aspects of Friendly Amendments, Point of Order and indeed even whether the motions themselves were in order to begin with. You can debate the legal issues raised about Title VII. What you cannot deny was that it was significant that it happened. It's been a long time since there was action from the floor. Hopefully, this should put the question about why we still need delegates to rest. We won't ever return to crafting the bylaws on the convention floor, but it's extremely important for members to participate fully in their association.

The first item raised was the "retirement" of the flower and colors. Research was done, and these items were "officially" adopted once upon a time. "Retirement" did not officially un-adopt these items. Good point.

A majority of the delegates present wanted these items to remain official and so it shall be. The significant thing to remember is that, official or not, these items are not in the bylaws. Their use has always been optional, and it remains optional now. If you haven't been using them, you don't

have to begin. If you have and feel the need to continue, please do so. You might ask why the Board brought it up if it was always optional? The Board's action at Mid-Year did not mandate that they couldn't be used. Why did the Board feel it necessary to bring it up at all? Good question. It was brought up because symbols of that sort are still not accepted for the most part in today's professional world for business leagues.

As Mark Towers of *Speak Out Seminars* says, "Communication is everything and everything you do communicates." Everyone has her own definition of professional and what it looks like. So my definition (or yours) isn't any more important than anyone else's. The real issue is not only about the number of people who don't know about NAWIC, it's also about what the ones who do know about us think about us? You have to answer that for yourselves when considering your own chapter and its growth.

The second issue raised was about men being able to join NAWIC. First and foremost, it cannot be emphasized strongly enough that NAWIC is operating legally as a "woman only association." We have obtained a statement from our legal counsel with the full explanation that has been furnished to your Regional Director. She will be happy to give you a copy if you request it.

Those present in the annual meeting learned a couple of things. This issue did not get dreamed up in some dark corner of a boardroom; it is being driven by a significant number of members. Nor did the Board cave in to a vocal minority. The decision by the delegates on the floor was overwhelmingly in support of the Board's action in defeating the proposed bylaws changes regarding all persons. Those delegates represent 10 members

each; thus, in the true democratic process of our rules, the will of the majority was heard.

This is heavy stuff. This is what America and Canada are about. Every person gets to have their say, but the majority won. Legality and democracy aside, let's talk about the issue of men joining our association. Pro or con, the fact remains that it will happen someday. No one can predict exactly when, but in all likelihood, it will happen. The fact also remains that we still have to resolve the matter of student chapters. We will have to continually monitor the courts. We will have to continually monitor our members' wishes on this subject. And we will have to continually assess what's best to enhance the success of women in construction.

Think about what that actually means. What if a man was able to prove that his career had been negatively impacted by not being allowed to join NAWIC? Wouldn't that mean that NAWIC had grown very, very successful?

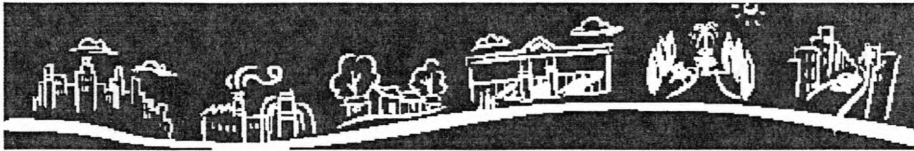
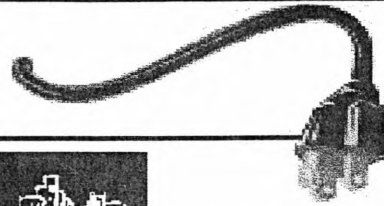
I was surprised at convention that I wasn't asked about my theme for the year. Guess what? I don't have one. I do have a message to share with you that you will see emphasized throughout the year in subtle ways. When you get it figured out, write it down, sign it and send it to me. All correct entries will go into a drawing for a special prize in Nashville.

This President's Message, unlike the one in *The NAWIC IMAGE* — that gets seen outside the association — is one where I can address specific internal NAWIC issues in depth. If you have any topics you'd like to see covered, just drop me a line. I get to talk with you up close and personal nine times a year. And while I'm not usually at a loss for words, I do want to be sure you're interested and keep reading.

### HOW TO CONTACT THE NATIONAL PRESIDENT:

NAWIC President Marcia Rackley • Capital Electric • PO Box 410079 • Kansas City, MO 64141 •  
Work (816) 329-8334 • Home (816) 455-0419 • Fax (816) 329-8034 • [mrackley@capitalelectric.com](mailto:mrackley@capitalelectric.com)

# REGIONAL ROUNDUP



Get plugged in to Regional News.

## ► REGION 3

### Pat Walker

Members of the Gr. Gainesville, Fla., Chapter joined forces with the Florida Engineering Society (FES) by assisting at FES' 9th Annual Scholars Scramble on Oct. 6. Chapter members provided public relations assistance before the tournament and conducted check-in activities to kick off the tournament.

The Tallahassee, Fla., Chapter encouraged new members to get involved by turning over the planning of the Chapter Installation banquet in August. Not only did members have fun but they were immediately introduced to NAWIC traditions and history.

One hundred degree temperatures didn't stop the members of the Gr. Orlando, Fla., Chapter from supporting Orange County's Habitat for Humanity Women's Build project on Aug. 18. More than 20 members and friends showcased their skills and stamina while having a great time at this community service project.

## ► REGION 5

### Phyllis Chapman

This message has to begin with a great big thank you to past director Sherry Jagers. As I sat in the Pre-Annual Board of Directors meeting in Anchorage, I was so proud to be a member of Sherry's region. She did an excellent job for our region.

We had 42 members of Region 5 attend convention. I enjoyed being with and seeing all of you. Thank you for attending and witnessing my installation. My goals for this year are to win the lottery(!) and to serve this region as well as my predecessors. I have mighty big shoes to fill. To those of you who couldn't attend convention, I

missed you. I am looking forward to seeing all of you at our APC in Robinsonville, Miss., on Nov. 17. Until then ...

## ► REGION 7

### Karolene Pittman

A tool charm bracelet will be raffled at our APC to raise money for the Tradeswomen Scholarship Fund. Region 7's APC will be held in Dallas, Texas, Oct. 27.

Congratulations to Grace Dockal of the Houston, Texas, Chapter for celebrating her 45-year membership anniversary with NAWIC. Grace was recognized during the Awards Luncheon at the recent Anchorage convention.

## ► REGION 9

### Tamie K. Wieggers, CIT

As a new director, I have accepted the challenge to keep up with the fast moving train known as Region 9. As my term begins, I look at our region and feel that the train is fully fueled and heading full steam ahead.

Our first destination this fall is our APC in Gig Harbor, Wash., on Oct. 27. All officers should plan to attend as the agenda includes special workshops tailored for you to learn, grow and get some pointers. You'll get advice on how to set your goals and work toward achieving them as a chapter. Our conference's focus will be on leadership. Various chapters will give presentations for the "Out of the Box" session.

The Boise, Idaho, Chapter is doing it again. Now that their Girl Scout project is over, they are trying to find ways for our region to partner with others to participate in the Associated Schools of Construction Conference. Way to go, Boise in reaching out to other regions!

## ► REGION 11

### Carol Chapman, CIT

I'm looking forward to working with all of the new officers as a team. As President Marcia Rackley said at convention: Together Everyone Achieves More.

While in Alaska, the Durham, N.C., Chapter received third place from the Safety and Health Committee for its successful efforts to build the First National Demonstration Health House. The house consists of building materials and systems that prevent indoor air contamination. Member Michelle Myers is the only woman builder in the country certified by the American Lung Association.

APC will be Nov. 3 in Raleigh, N.C. I encourage all members to attend. All the workshops planned are first rate. Come check it out!

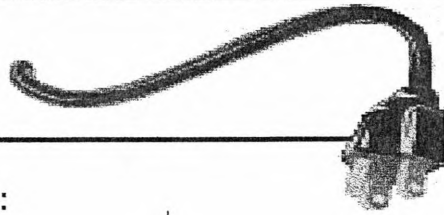
**The deadline for the December Connection for even-numbered regions is November 12.**

## ► Best Practices: Birmingham, Ala., Chapter

The Birmingham, Ala., Chapter had to find a new meeting spot this year. BE&K had been so generous in years past, allowing the chapter to use its training room for its monthly meetings. However, after the chapter felt a decline in its membership numbers last year, it felt that it needed to find a more centralized location. They were also searching for a location that was more conducive to a networking environment rather than a classroom style facility. Several members of their

*continued on page 5*





## *Now at a Computer Near You!!!*

Get instant access to the:

### **NAWICOnline\* Membership Directory!**

#### **YOU CAN SEARCH BY THESE FIELDS:**

- First and Last name
- Chapter name
  - Region
  - SIC Codes
- Company Name
- Keywords and more!

Go to [www.nawic.org](http://www.nawic.org) and click on the Online Membership Directory. If you don't have Internet access and want to receive a printed directory, please send your request for a printed directory to:

**NAWIC/Attn: Misty  
327 S. Adams St./Fort  
Worth, TX 76104  
Fax to: (817) 877-0324  
Email to: [mistyo@nawic.org](mailto:misty@nawic.org)**

\* Due to the submission of new member applications and the membership renewal process, the Online Directory will not be updated through Nov. 30, 2001. The last update to the directory was made on Sept. 4, 2001 and information is correct as of that date. The 2001-2002 Online Directory will be available on Dec. 3, 2001.

## **> Marketing Corner: The Impact of Marketing and Public Relations**

*By Glenda Thompson, Marketing/PR Director*

My first NAWIC convention proved to be enlightening. A lot of business issues were covered, and I learned a great deal on how to market NAWIC better.

Beginning Oct. 1, the marketing function of my job will now also include the public relations aspects of NAWIC. This was done in part to ensure that the combination of what the public knows about NAWIC and what the public feels about NAWIC are balanced and monitored. The basis for combining marketing and public relations is to increase public understanding of NAWIC and to positively influence public opinion of NAWIC.

The October issue of *FW Dodge* magazine featured a segment on women in construction. It ran in all 10 of their regional publications. I would advise you to seek out a copy in your area. The article included comments from NAWIC National President Marcia Rackley and profiled several other members. It painted a picture of NAWIC by providing factual information to enhance the public's knowledge. But the article had a two-fold purpose: It left the reader with a positive opinion of NAWIC and it influenced public opinion.

Peripheral attempts to "get the word out" about NAWIC are effective when the actions create favorable public opinion. Does your community view your chapter in a positive manner? How do residents feel about your outreach efforts? If your answer is yes to the first question, then the chapter is having a positive impact. If you haven't thought about it, perhaps you want to reevaluate your marketing efforts.

For those skeptics who express concern for influencing public opinion, please note that any and all marketing efforts include a component to

favorably influence their publics. It's difficult to sell (or market) a product when people don't believe in the product. The public relations function helps to make the connection between just knowing about you to knowing and liking you.

NAWIC members may have different opinions about internal issues, but from a marketing perspective, we should be concerned with promoting a consistent message to nonmembers to influence public opinion.

By combining effective marketing and targeted public relations, NAWIC can reap the future benefits associated with the continued growth of the organization.

## **> Congratulations to Membership Recruitment Winners!**

At the Awards Luncheon in Anchorage, some dedicated members were recognized for their outstanding membership recruitment abilities. These members share NAWIC with other women in construction and show them the many benefits of joining. We thank them for the time and effort they put in to their recruitment. Congratulations to the following award recipients:

#### **Founders' Trophy\***

Kim A. Cameron, CIT

#### **Red Rose Recruiter Jacket\*\***

Bobbie Cheh

Ellen Larson

#### **Gold Star\*\***

Pearl Jones

Arlene Spring

\*AwarDED to the member who recruits the most new members during a single year.

\*\*AwarDED to members who recruit 18 members in a three-year period.