



NAWIC Divine Region 9 Monthly

August 2008

Enhancing the Success of Women in the Construction Industry

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Director's Note...

By Yasmine A. Branden, CCA

If you obey all the rules, you miss all the fun.

Katharine Hepburn

Our new leadership teams are elected and being mentored into their new responsibilities. While teaching the "new kids" the NAWIC policies and procedures, it's important to remain flexible in order to respond quickly to new challenges.

Congratulations to our incoming Chapter Presidents:

Portland #54	Lauren Holmes
Puget Sound #60	Nicole Martin
Eugene #77	Lynn Winegar
Spokane #143	Jessica Moody
Tacoma #187	Cathy Hall
Tri-Cities #192	Stacey Keller, CDS
Alaska #197	Kris McKinney
Salem #198	Nancy Carter
Great Falls #228	Barbara Woith
Boise #245	Brenda Smith

Convention is fast approaching! It's not too late to register and join your Region 9 team in Vegas. If you cannot attend, and you are a chapter Board member, please ask that your chapter's attendees collect and share the wealth of information they will have gathered.

We each ought to take up the following challenge in the coming NAWIC year: set your goals, strive to attain those goals, and continually create new goals to keep growing.

One must have the adventurous daring to accept oneself as a bundle of possibilities and undertake the most interesting game in the world---making the most of one's best.

Harry Fosdick

NAWIC Divine Region 9 Monthly

Founded in 1955, NAWIC is a not for profit organization dedicated to enhancing the success of women in the construction industry. NAWIC serves all women who work in and for the construction industry.

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For information regarding this newsletter or to send submissions, please contact Yasmine Branden: yasmine.branden@neilkelly.com

NAWIC Core Values:

**Believe in ourselves
Persevere with the strength of our convictions
Dare to move into new horizons**

Busy month....only two chapters reported in!

Salem Chapter #198 ~ Nancy Carter

Our tour will be at the new Salem Senior Center being built by Todd Construction over on Portland Road. We will be following the tour with a picnic at Riverfront Park. I always enjoy the tours. It's interesting to see the building in progress and then if the opportunity arises to see the building upon completion.

The Salem Contractors Exchange banquet will be held on Saturday, September 13th at the Chinook Winds Casino. We will be selling raffle items again this year to raise money for our scholarship fund. It's always a fun evening and I hope everyone can make it.

Installation of the incoming Officers and Board of Directors will be held on September 17th. I hope everyone comes to show your support. We will be revealing our secret pals and will be drawing names for the upcoming year.

Portland Chapter #54 ~ Edie Bales

Boise Chapter #245 ~ Charlene Meadows

Tri-Cities Chapter #192 ~ Cathy Brady

It is hard to believe that we are winding down to the end of the NAWIC year already. It is time to prepare for convention which is good timing for me because I always return from convention refreshed, recharged, and ready to go.

It is also time to think about handing over the reigns of President to the next person waiting eagerly to take over. It is my responsibility to make sure the incoming president has the tools needed to do the job. On one hand I am very excited to have someone take over the responsibilities and I know that our incoming president will do a fabulous job. On the other hand there is that little twinge of letting go. You know everything will be fine without you, but you will miss having the opportunity to know first hand.

Our speaker for August is John Mostoller with Western States Insurance Agency. John will be discussing the use of certificates of insurance and how you properly transfer risk between the parties involved. Many of us deal with certificates of insurance so it should be very helpful to have a program on the subject. We will also be enjoying birthday cake at our meeting in celebration of the chapters birthday.

Anchorage Chapter #197 ~ Misty Dawn Crim

Spokane Chapter #143 ~ Lori Barrick

Great Falls, MT #228 ~ Katie Hanning, CIT

Tacoma Chapter #187 ~ Cathy Hall

Puget Sound Chapter #60 ~ Nicole Martin

Eugene Chapter #77 ~ Robin Langkamp

Thanks to Sue Hart and Judy Jewell for sending this along.

Nuts and Bolts Foundation has a connection with Lego "children's fund".

You may already know of this site but I heard about it on the radio this morning and I think they have some great programs as well as the possibility of being partners for different projects we/you might want to undertake. Please pass this to others who might benefit. (Nothing bad will happen to you either way 😊)

<http://www.nutsandboltsfoundation.org/>

NATIONAL CONVENTION SCHEDULE

**LAS VEGAS, NV
SEPTEMBER 3 – 7, 2008**

**PHOENIX, AZ
AUGUST 26 – 29, 2009**

**LOUISVILLE, KY
SEPTEMBER 1 – 4, 2010**

**LOUIS, MO.
AUGUST 31 – SEPTEMBER 3, 2011**

NEF News

NEF is proud to announce the selection of the 2007-2008 Carol A. Kueker Construction Education Visionary Award winner.....**Steve Corriher, Divisional Director, Crowder Construction Institute, Central Piedmont Community College, Charlotte, NC.** A panel of judges from across the country reviewed the eleven nominees and selected Steve as the winner. We were very excited about the number of entries and the caliber of individuals who were nominated by the NAWIC members. The judges had a very difficult task in selecting one individual from a field of outstanding construction educators and advocates. Steve will be recognized at the Crystal Vision Banquet at Convention.

Many thanks to our judges:

John MacKinnon, Executive Director
AGC of Alaska

Doreen Riedman
ND Builders Association

Frank Young, FCPE
O'Connor Construction Management Services

Michael Baumbach
BE & K

Dr. Dennis Dausman
Construction Science & Management
Clemson University

Sherry J. Yarbrough, CIT, NEF President

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WWW.NAWICEDUCATION.ORG

Congratulations to our 2007-2008 Block Kids winners!

Special congratulations are extended to the Omaha Chapter. This is the second year in a row that Omaha has sponsored the **first place** national winner. Quite an achievement! Please help us circulate this information to the chapters who have been so patient in waiting for results.

First:

Brendan Owens, Omaha Chapter #116,
Bio Diesel Plant

Second:

Brianna Thompson, Central Missouri
#341, Animal Shelter

Third

Misael Gonzalez, Fort Worth Chapter
#1, Glass-walled green construction
museum

Together Everyone Achieves More

Welcome our new members!

Name	Chapter	Company	Recruiter (if noted)
Diana Carlson	Alaska	Integrated Concepts & Research Corp	
Julie Leonard	Alaska	Integrated Concepts & Research Corp	Fil Spiegel
Katherine J Swenson	Alaska	Integrated Concepts & Research Corp	
Cindy Sand	Alaska	Alaska Sheet Metal	Teri Mentzer
Diane Lutterich	Puget Sound	Mowat Construction	
Marion Nielson	Puget Sound	Northern Pacific Consulting Engine	
Angie Deranleau	Tri-Cities	Oswalt, Teel & Franklin	Angie Haisch

The Eugene Chapter now has a phone number 541-393-5107

The Eugene chapter now has another avenue for the public to reach the chapter and receive information about meetings. The phone number is linked to an answering service -- no one will be answering the phone directly -- however, the Board checks and returns messages in a timely manner. The message on the phone will change monthly and include information on upcoming chapter meetings and events.

Great idea, ladies! A great idea for other chapters to implement, too!

Pathway to Vegas

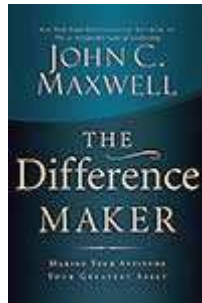
Carrie Van Houten (Boise) has the mileage to take her to Vegas, with mileage to spare. Great job, Carrie!

	Mileage Goal	Miles
Alaska	3,427	3,871.0
Boise	630	1,456.17
Eugene	868	2,012.47
Great Falls	990	2,744.0
Portland	1,034	2,457.0
Puget Sound	1,125	
Salem	985	1,016.13
Spokane	1,150	1393.0
Tacoma	1,160	272.0
Tri-Cities	946	1217.0
Totals:	12,315	

NEW**NAWIC Professional Book Club****AT CONVENTION****Saturday, September 6, 2008
10:45 am—12:00 pm**

“The promise that attitude is everything is hollow. In fact, if you believe that attitude is everything, it may actually hurt you more than help you.”

**The Difference Maker
By John C Maxwell**



Order online at
www.injoy.com
or
A bookstore
near you

Come join in a discussion of this eye opening book about something that can become your greatest asset in business and life. The NAWIC Professional Book Club is an opportunity to discuss with other members your thoughts and ideas about what this book says to you. It is not necessary to agree with everything in the book or everything that someone says about the book. You only have to respect everyone's opinion and their right to have that opinion.

“Attitude isn't everything, but it is one thing that can make a difference in your life.”

John C. Maxwell

For information contact Susan Carson
scarson@rsjconst.com

Membership – Cathy Brady, Region 9 Chair

With the NAWIC year winding down and the new board elected, now is a good time to assess your chapter. What are the goals of your chapter? Is your chapter meeting its goals? What were your members hoping to gain by joining NAWIC? Are their expectations being met? It is important to share NAWIC with as many people as you know. It is surprising how many still have never heard of NAWIC! In the excitement of sharing all of the great benefits of becoming a member of this association take a moment to reflect with the current members and assess if our chapters are helping the members enjoy all of the benefits available to them.

One way you can do this is to begin a meeting with a rap session. Encourage members to provide input regarding their goals and the direction they would like to see the chapter go.

Membership – Cathy Brady, Region 9 Membership Chair

This is from “The Membership Minute” Published for NAHB members. This is Part II; Part I was published in the July newsletter.

Cause Marketing is getting involved with a social or political cause. It's a win-win situation, really. You're supporting a good cause, and you're gaining support from those already involved with that cause.

Community Marketing is forming or supporting communities that have a common interest with your marketing objective. Consider the special interest groups or councils within your association and how you can leverage these groups in your overarching marketing goals.

Here are some tactics used by marketing professionals to capture word of mouth.

Blogs are an easy way to trade information with your members and keep your finger on the pulse your membership. Remember, customer satisfaction (and their willingness to recommend membership in your association), feedback, and information sharing are just a few strategies to stimulate word of mouth.

Also try using message boards, Q & A's, or emails. Be creative... use anything that keeps your two-way communication flowing. Remember to always be professional. Typically people will talk and you don't want to give them any reason to say anything questionable about your products or the level of service they received.

Seminars are also a useful way to promote your services. If your members need educational training, try holding classes and expose members to your new tools, exclusive benefits, or popular services. Having big-name presenters or renowned experts helps.

Get this: Seminars, fund-raisers, conferences, and other events are great opportunities for you to do something buzz-worthy! As a rule, we are only limited by our own creativity.

Testimonials are a great way to market your programs from a credible source. Networking gatherings and other events are great ways to capture testimonials. How do you do it? Just ask questions and get quotes. People love to see their name in print. Don't you?

Referral Programs allow your members to refer their colleagues and gain benefits for doing so. [The Spike Club](#) is one time-tested way to do this, but perhaps you can think of other incentives for referring members to attend your educational programs, bringing members to your GMMs, to participate in your tradeshow and more. The essential message here is to leverage your membership in a voluntary sales force way.

Word of mouth marketing can be tricky so here are some basic techniques to guide you.

- 1) Educate people about your membership services, benefits, or events etc. Make sure they understand the scope of what you offer.
- 2) Identify influential people who are most likely to share their experiences about your membership product. Keep track of who these people are and the information you give them. Follow up, make sure they received it, understand it and support your goals.
- 3) Provide tools that make information sharing easy. Emails are easy to forward. Logo wear and items with messaging start conversations. Remarkable experiences stand out in a sea of customer service mediocrity.
- 4) Studying how, when, and where experiences/opinions are being shared. Try to be a bit scientific about this and learn all you can about the behavior of your members. Share what you learn and your ideas on the [Membership Listserv](#).
- 5) Listen to your members and delight them with your response. Every time.

Bottom line: Use some of these tips and techniques, increase communication and interaction with your members. If you focus a portion of your marketing efforts on this and get creative, you can't go wrong!

I hope you have gained some insight about word of mouth marketing. Now - do something worth talking about! (Professionally, of course!)

The NAHB Membership Team wishes to thank Angela Alexander, communications student from the University of Maryland, for her critical contributions to this week's Membership Minute.

Chapter Presidents

Portland Chapter 54
Edie Bales

Puget Sound Chapter 60
Nicole Martin

Eugene Chapter 77
Robin Langkamp

Spokane Chapter 143
Lori Barrick

Tacoma Chapter 187
Cathy Hall

Tri-Cities Chapter 192
Cathy Brady

Alaska Chapter 197
Misty Dawn Crim

Salem Chapter 198
Nancy Carter

Great Falls Chapter 228
Katie Hanning

Boise Chapter 245
Charlene Meadows

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- Safety – Ruth Fritts
- Tradeswomen – Kathleen Bugbee
- PR/Marketing – Cathy Hall, Sarah Webb
- Block Kids – Esther Hartshorn, Kelly Milstead
- PE – Gloria Bruning, Fil Spiegel
- CAD/Drafting – Janet Pardee
- BOMC – Diana Corbin
- Construction Industry – Amanda Ring
- Membership – Cathy Brady, Chris Jett
- Website – Robin Langkamp
- WIC Week – Pamela Keller
- Lifetime Achievement – Tamie Taylor*
- WIC of the Year –Gloria Bruning*
- Future Leader – Evie Clark
- Forum 2009 – Maureen Byrnes, Puget Sound

* = current awardee