



NAWIC

Puget Sound - Chapter #60
Established ~ 1962

VOLUME 6 ISSUE 2

NOVEMBER 2010

Mark Your Calendar

November 8th -
Puget Sound
Solar, Master
Builders Assoc.

December 13th -
Holiday Potluck,
UW Constr
Mgmt Bldg

January 10th -
Social Media,
MBA

February 7th -*
WSDOT Viaduct
Tunnel, MBA

March 14th -
Insulated Con-
crete Forms
(ICF), MBA

April 11th - Job-
site Tour, TBD

May 9th - VIP
Night, MBA

June 13th - Job-
site Tour, TBD

July 11th - Stra-
tegic Planning,
TBD

*August 14th**

September 12th

President's Message By Sue Z. Hart, Building Beyond the Walls

For Everything, There is A Season

I feel fortunate to live in a climate where we get to experience the beauty of each season. Being a philosopher at heart, I like to take time to reflect how the changes in our environment can cause us to reflect on our own lives.

As I look out my office window, I see a lawn covered with bright colored leaves. When we were very young, mom would take us outside and show us the wonder of all the different colors and shapes, looking for the perfect one to take to class for show-n-tell. There was never just one for me. The details of the inner workings of the leaves are never more prevalent as they are in their last days.

Fall symbolizes the old making room for the new. In six months, the same branches that are losing their foliage will begin anew, at least the ones that have survived the winter. Some trees may have lost

branches in the fall storms or were broken with the weight of snow will not survive. Have you noticed that in some years, when it has been an especially hard winter, these trees come back more beautiful and abundant than ever? And maybe it is because we just have a better appreciation for them.

As it is in nature, so it is in life. This has been a hard time for many in our industry. Layoffs and business closures have hit us hard. It is now when we see the inner workings of our companies the clearest. How are you doing? What would you have done differently to prepare for the hard winter of business we are in? Why not make those changes today? Spring will come for us. Now is the time we must trim our own branches to control the direction of our growth. We need to put into place the things that will make us stronger for the changing seasons.

Change is the only constant in life, so we must have

deep roots and strong branches that bend in any storm. What are your greatest assets? I hope your response is your employees. If you treat them well, they will help you through any storm and help you grow to new heights. Value those who have stayed with you through the hard times and they will not leave when things begin to bloom again.

So when I look at leaves on the lawn, I do not see the work that I need to do. I look at it as an opportunity to spend time reliving the joyful memories of my youth. It was my mom who gave me my wonder lust and in raking the leaves I revisit moments of time in my life when happiness bloomed.

As Thanksgiving approaches, I hope you will spend some time reflecting on all the things you are grateful for. Living life with love, hope and gratitude will weatherize you in any season.

*To enhance the personal & professional success of women in the construction industry by
Believing in ourselves * Persevering with the strength of our convictions *
Daring to move into new horizons * Caring for each other & our community*

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suezhart@juno.com

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**** Article submission deadline is the 25th, monthly ****

Upcoming Membership Meeting

Does Solar Work in Western Washington?

Guest speaker, Michiel Zuidweg, Project Manager for Seattle-based Puget Sound Solar will answer this and many other questions.

With Washington's mild weather and cheap electricity rates, does solar really make sense? Michiel will cover the financial, economical, and environmental benefits of a solar system; what the main components are; how it is installed onto a home or business; and how it is integrated

with the utility grid.

Michiel has been involved in the Renewable Energy field for 7 years and has installed over 300 solar electric and solar hot water projects in the Puget Sound region, ranging from small residential to large scale commercial projects. He is the Project Manager for Puget Sound Solar and Electric Vehicle Support and is a NABCEP certified PV installer (*PV or photovoltaics is the method of generating electrical power through the conversion of solar*

radiation into direct current electricity). He entered the field through a combination of construction work and a physics education and began installing off grid systems in trees in the San Juan Islands.

Please join us for on November 8th at the Master Builders Association where Michiel will explain just how valid and important it is to consider solar in Western Washington.

For meeting details and registration, please go to www.nawicpugetsound.org

October Meeting Recap

By Gwyn Hart, Cadman, Inc.

On October 11th, the Puget Sound Chapter of NAWIC held their annual silent auction and fundraiser. A total of 32 members, potential members and guests enjoyed bidding on the many auction items, and also enjoyed the buffet of pretzels, sausages and sauerkraut, cheese, fruit, and desserts. And of course, there was a fine samplings of Hales Ale beers in Ballard.

In addition to the auction, food, and beer tasting,

we also honored this years' scholarship winner Cassie Pence-Hall. The purpose of our annual fundraiser is to provide scholarships to deserving students going into construction. We aim to provide both an academic scholarship and a vocational scholarship.

Thanks to our

participants and auction item donors, we raised nearly \$1,100 from the auction!



Scholarship winner Cassie Pence-Hall (left)

Chapter #60: www.NawicPugetSound.org

NEF: www.NawicEducation.org

National: www.Nawic.org

ABC: www.ABCWestWA.org

Ladies: www.PearlofWisdom.us

ASPE: www.ASPEPugetSound.org

AGC: www.ConstructionFoundation.org

Trades: www.SistersintheBuildingTrades.org

MBA Career: www.constructionmatch.org

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- Building Beyond the Walls*
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- Phoenix Builders LLC*
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- Stoneway Concrete*
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- University of Washington*
- Watt, Tieder, Hoffar & Fitzgerald*



**NAWIC
Puget Sound
Chapter # 60**



**National Association of Women
in Construction**

To be a sponsor, to volunteer, or for more information please contact
Maureen J Byrnes

Phone: (206) 499-0923
E-mail: mjbyrnes21@comcast.net
<http://nawicpugetsound.org/>

Disaster Training *By Marilyn Moch, Phoenix Builders LLC*

Last month, Women In The Trades provided free Disaster Response Training for its members and affiliates, including NAWIC and its members' employees.

The training consisted of OSHA10, OSHA7600, and HAZWOP40 classes, qualifying graduates to be called on by FEMA for clean-up and initial re-

pairs after a disaster. FEMA established the training protocol after the confused response to the aftermath of Hurricane Katrina, assuring the readiness of the agency to supply qualified disaster clean-up workers.

Several of my workers and I participated in the classes and now we are ready to respond to

floods, earthquakes, fires or other large disasters. Also, our workers have a new avenue for employment should our work be disrupted by a disaster. These trainings are usually costly, but were provided for free by Sisters who worked very hard with local unions and the government to make the classes available.

NEF Block Kids 2011



Robert Frost Elementary

11801 N.E. 140th Street, Kirkland WA 98034

Friday, February 11, 2011 at 1:00 p.m.

The Block Kids Building Program is a national building competition which is sponsored on local levels. Local winning entries advance to Regional competition, and one semi-finalist from each region is entered in the National Program competition.

The Block Kids Program introduces children to the construction industry in an effort to create an awareness of and to promote an interest in future careers in one of the many facets of the industry.

Sixty-two 5th grade students will compete in this year's Block Kids competition.

We are seeking SPONSORS, volunteers and judges for this fun event.



NAWIC Puget Sound's

Core Purpose

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Core Values

- Believe in Ourselves
- Persevere with the strength of Our convictions
- Dare to move into new horizons
- Care for each other and Our community

Social Media Recap By Lily Iftner, CSI Seattle

Are You Still Using 8 Track Marketing In An iTunes World? By Glenn Froehlich of Knowledge Matters



www.MyKnowledgeMatters.com

Last month's social media presentation by Glenn Froehlich was an eye opener, particularly for those still in the dark ages like me.

It was even more helpful that Glenn was an energetic, motivating speaker who also thrived on audience participation.

If you think you know all about social media, I challenge you to think again, and then check out Socialnomics.com's YouTube video: Social Media Revolution (<http://www.youtube.com/watch?v=sIFYPQjYhv8>).

Some of the things I gleaned from this video that was also brought up at last month's presentation are as follows:

- By 2010, Generation Y will outnumber Baby Boomers
- 96% have joined a social network
- 1 out of 8 couples married in the U.S. met via social media
- 80% of companies

are using LinkedIn as a primary tool to find employees

- YouTube is the 2nd largest search engine in the world

Knowing these statistics reminds me that there are boundless opportunities for businesses like mine.

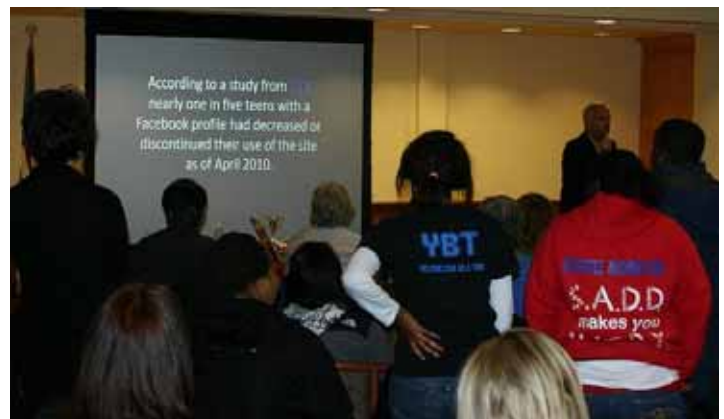
As a business owner, I think one of the important points I got was that social media does not change the need to market and sell but it changes how it has been traditionally done. So for those of us who have not been in the know, actively involved in social media such as LinkedIn, Facebook, or Twitter, we may be missing a very key ingredient to ensuring the health and growth of our business.

Since I am not an expert on social media, I will refer the finer details to Glenn.

One of the major points relayed by Glenn was the concept of Awareness & Confirmation, taking the

consumer from online to offline. To help us laymen with this, Glenn went over his 7 Steps to Marketing Success:

1. Strategy before Tactics - know your customer (psychographics as opposed to demographics), become niche and famous so you can differentiate and dominate
2. Marketing Hourglass - know, like, trust, try, buy, repeat, and refer
3. Publish Educational Content - a key to the internet world because it is the fuel for search engine optimization
4. Create Total Web Presence - grab your digital real estate
5. Inbound Lead General Trio - advertise, PR, and referrals
6. Selling is a System Too - engage with customer
7. Live by the Calendar - it's a process not an event



True or False game at the beginning of the presentation