



# NAWIC

Puget Sound - Chapter #60  
Established ~ 1962

VOLUME 6 ISSUE 1

OCTOBER 2010

## Mark Your Calendar

October 11th - Oktoberfest Beer Tasting & Silent Auction, Hales Ales Brewery

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 Concrete Forms (ICF), MBA

April 11th - Job-site Tour, TBD

May 9th - VIP Night, MBA

June 13th - Job-site Tour, TBD

July 11th - Strategic Planning, TBD

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

*"The ear of the leader must ring with the voices of the people."* Woodrow Wilson, American President

As I take the role as your President this month I am both honored and humbled to work with such extraordinary women. Over the summer, I have observed, listened and gathered information to better understand the needs of our Chapter and its members. I was able to attend National Convention in Louisville, Kentucky last month and gleaned more knowledge to move our Chapter forward. Based on this information the Board and I have set some lofty plans in place to maximize the value of your membership.

It has been a very exciting and exhaustive few months for our Board. At our Strategic Planning this summer, we looked at ways to "remodel" our Chapter. We are moving our organization to a more accessible and effective way of doing things while taking into consideration our chapter demographics, changing economy and time restraints. Be sure to thank your Board for their exhaustive dedication to making our Chapter one of the best

in the nation!

Our theme for the year is "Building from the Ground Up". Our goals include more collaboration and engagement with existing partnerships and reaching out to a broader base. Good partnerships are critical to any organization wishing to thrive in today's economy. We will be updating our website and using forms of social media and online marketing to allow members more ways to stay engaged. We have always been actively involved in our community and have updated our core values to reflect this. In addition, we have stimulating meetings and special events planned to educate you both personally and professionally.

As we work to collaborate more with other organizations, we have been given a great opportunity to partner with Master Builders Association of King and Snohomish County. When we are not touring on a site, we will have our regular meetings at their office in Bellevue. Be sure to check the website and watch your emails for details.

I am very excited about our first partnership event on

October 26<sup>th</sup>. In our quest to update our website and marketing skills, we realized there was an opportunity to help our members advance their businesses as well. We joined forces with Master Builders Career Connection and Glenn Froehlich with Local MarketSense to bring a timely, impactful and fun workshop for you, your company and your friends to learn how to boost business in today's economy.

As we step into this next year, it is my hope to continually listen to your needs and desires in creating an organization which gives you extraordinary value. It is my goal to help each of you find a way to engage as members. I understand the value of what this organization can do for you both personally and professionally once you become actively involved. Attend the meetings and events, become engaged, and consider how you can contribute and express your talents. NAWIC's foundation was built by its dedicated members; it will continue to thrive with this same dedication and commitment. Be a cornerstone; get involved today!

*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*

**CONTACT YOUR  
BOARD OF DIRECTORS**

*President*  
Sue Z. Hart  
suezhart@juno.com

*Vice President*  
Nicole Martin  
Nicole.Martin@macmiller.com

*Treasurer*  
Judy Jewell  
JudyJ@olyprecast.com

*Secretary*  
Gwyn Hart  
ghart@cadman.com

*Director*  
Sue Maddox  
sue@jacksondean.com

*Director*  
Jenni Wakida  
Jenni.wakida@mossadams.com

*Director*  
OPEN  
Please contact Sue Z. Hart

*Director*  
OPEN  
Please contact Sue Z. Hart

*Director*  
OPEN  
Please contact Sue Z. Hart

*Past President*  
Julie Stalzer  
Julie.stalzer@gmail.com

**OTHER CONTACT**

*Newsletter Editor/Publisher*  
Lily Iftner  
liftner@csiseattle.net

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

# Oktoberfest Beer Tasting & Silent Auction

We would like to formally invite you to the NAWIC's 3rd Annual Oktoberfest & Silent Auction. Also, please help us spread the word to other industry professionals by passing this along to your friends and colleagues. This was a fabulous event last year, and we are looking forward to a bigger and better event this year! You will not want to miss it!

**Monday, October 11th, 2010, 6:00 PM to 8:30 PM**

**Hale's Ales Brewery & Pub – 4301 Leary Way NW,  
Seattle, WA 98107**

Admittance fee includes a sampling of some of the finest microbrews in the Northwest paired up with delicious appetizers. Please pay online. No refunds. This event is open to members and their guests!

<i>Oktoberfest 2010</i>	<i>Ticket Price</i>
<i>1 Ticket</i>	<i>\$40.00</i>
<i>2 Tickets</i>	<i>\$70.00</i>
<i>3 Tickets</i>	<i>\$99.00</i>



**Deadline to RSVP is NOON on Wednesday, October 6th.** Go to [www.nawicpugetsound.org](http://www.nawicpugetsound.org) and click on RSVP Online. Or you can contact Nicole Martin at [nicole.martin@macmiller.com](mailto:nicole.martin@macmiller.com).

**Come join us at Hale's!**

**This is our 3<sup>rd</sup> Annual Beer Tasting and Silent Auction Oktoberfest event!** You are invited to come taste some of the best microbrews in the Northwest, network with gals in the construction industry, welcome the new Board of Directors and help us raise money for our National Founders Scholarship. Our scholarship fund helps women who wish to enter the construction industry as a career, including support for women in apprenticeship programs, as well as related college degree programs, such as CAD, Engineering, Project Management and other construction related courses.

Whether you're a member, a guest of a Chapter member, or just want to come see what the National Association of Women in Construction (NAWIC) is all about, this is the event to do it! Our Chapter's Core values include enhancing the personal and professional success of women in the construction industry by:

*Educational Opportunities*  
*Personal and Professional Growth*  
*Knowledge & Skills*  
*Motivation & Inspiration*  
*Networking*  
*Leadership*  
*Membership Participation*  
*Making a Difference*

*We care about each other and our community!*

*Chapter #60:* [www.NawicPugetSound.org](http://www.NawicPugetSound.org)

*NEF:* [www.NawicEducation.org](http://www.NawicEducation.org)

*National:* [www.Nawic.org](http://www.Nawic.org)

*ABC:* [www.ABCWestWA.org](http://www.ABCWestWA.org)

*Ladies:* [www.PearlofWisdom.us](http://www.PearlofWisdom.us)

*ASPE:* [www.ASPEPugetSound.org](http://www.ASPEPugetSound.org)

*AGC:* [www.ConstructionFoundation.org](http://www.ConstructionFoundation.org)

*Trades:* [www.SistersintheBuildingTrades.org](http://www.SistersintheBuildingTrades.org)

*MBA Career:* [www.constructionmatch.org](http://www.constructionmatch.org)

**MEMBER COMPANIES**

- AAR Testing Laboratory Inc.*
- ABC of Western Washington*
- Anderson Hung Law Firm*
- Ater Wynne LLP*
- Building Beyond the Walls*
- Bullivant Houser Bailey, PC*
- Cochran Inc.*
- Construction Center of Excellence*
- CSI Seattle*
- ErgoFit Consulting Inc.*
- Green Dog Enterprises*
- Harris & Associates*
- Hoffman Construction Co. of Washington*
- Holiday-Parks, Inc.*
- Jackson Dean Construction, Inc.*
- JE Dunn Construction Co., Inc.*
- Job Corps/NW DFSI*
- Lehigh Hanson Materials*
- MacDonald-Miller Facility Solutions*
- Mortenson Construction*
- Moss Adams LLP*
- Mowat Construction Co.*
- Oles Morrison Rinker & Baker, LLP*
- Olympian Precast Inc.*
- Otto Rosenau & Associates*
- Pacific Fire & Security, Inc.*
- Phoenix Builders LLC*
- PSF Mechanical Inc*
- Puget Sound Energy*
- Simplex Grinnell*
- SME Inc of Seattle*
- Stoneway Concrete*
- The Snowden Co., Inc.*
- Tri-State Construction*
- Tueffers, Guckian & Gamon, PLLC*
- University of Washington*
- Watt, Tieder, Hoffar & Fitzgerald*

# Pike Place Market Tour

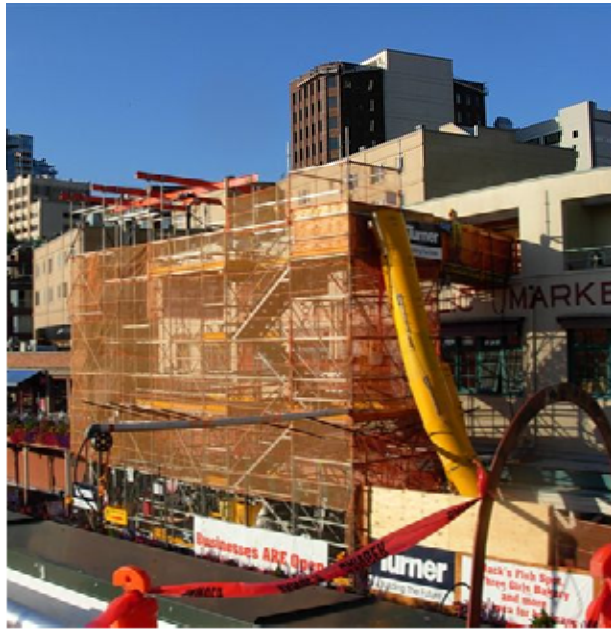
Last month, members and guests got to tour the historic Pike Place Market renovation. See photographs.

In 1907, the first building at the Pike Place Market, the Main Arcade, opened. A century later, the Pike Place Market is

internationally recognized as America's premier farmers' market. Today, it is home to nearly 200 year-round commercial businesses; 190 craftspeople, 120 farmers, and 240 year-round street performers and musicians. It is also home to 300 apartment units,

most of which are low-income elderly people.

"The Market", as the locals affectionately say, attracts 10 million visitors a year, making it one of Washington's most frequently visited destinations.



## Upcoming NAWIC Events

Community and industry outreach happens at the personal and professional level. It is a selfless way to better know our community and industry by recognizing what it is made up of and where improvement is needed.

NAWIC has a number of special events for those who are interested in helping inspire young people to explore and pursue careers in the construction industry:

*January 15th - Construction Challenge, which is geared towards high school students, internationally.*

*February 11th - Block Kids, which is geared towards elementary students.*

*June 2011 - MAGIC Camp, which is geared towards high school girls.*

Additionally, some of NAWIC's outreach programs this year are:

*March 2011 - Women in Construction Week, where we make a point to let others know that women also make up the construction workforce.*

*May 2011 - Master Builder's Rampton, where we partner with Master Builders to build free wheelchair ramps for disabled low-income homeowners.*

## NAWIC Puget Sound's

### Core Purpose

To enhance the personal and professional success of women in the construction industry

### 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

# Online Marketing

By Glenn Froehlich, Local MarketSense

## Are You Still Using 8 Track Marketing In An iTunes World?

Now more than ever businesses need to engage with their customers to build their "Know, Like and Trust", but how do we do that today in a world filled with so much noise?

The world of marketing has changed forever and it's time to face the music. The basic principles of marketing still apply but how you market today can build or bust a business in this new world economy. During this workshop you will receive a new perspective on how marketing has changed and how you can use these changes to your advantage. We will give you 5 secrets to supercharge your marketing rhythm. We will address the social media question of "So is it *really* worth it?". Online marketing concerns like "How do I Get Found Online?", and how to get your website to the top of the search rankings (what this means and why is it important?) so you can be an online Rock Star in your own market niche! You will leave informed with simple, easy steps to get you results today!

### Fun Facts

- Social Media has overtaken porn as the #1 activity on the Web
- 68% of fans are "very likely" to recommend

a product to family and friends

- 78% of consumers trust peer recommendations while only 14% trust advertisements
- 67% of *offline* purchases start with *online* product research and comparison shopping
- 84% of U.S. based internet users performed local searches in the last year looking for a local business
- Percent of companies using LinkedIn as a primary tool to find employees....80%
- It can get you elected President of the United States



"Passionate, energized, informative and fun"; these are the words often used to describe **Glenn Froehlich** when he talks about Social Media and Online Marketing. Glenn is the Director of Marketing for **Local MarketSense**, an Inbound Marketing Agency and Content Creation Company. As an authorized Duct Tape Marketing Coach Glenn gleans much of his marketing training and

techniques from John Jantsch, the small business marketing guru and creator of Duct Tape Marketing. In addition, Glenn is certified in Inbound Marketing from the Inbound Marketing University. While Glenn's knowledge and experience is worthy in its own right, it is his background in comedy that makes learning this material so much fun and clearly sets him apart from other trainers. This acclaimed international speaker will leave you informed and entertained!

WHEN: October 26th

9am - Noon

WHERE: MBA

335 116th Ave SE  
Bellevue 98004

COST: \$10 NAWIC/MBA

\$15 Students/  
Sisters-in-the-  
Trades

\$35 Non-Members

\$10 Late Fee after  
October 19th

REGISTER:

[www.NAWICPugetSound.org](http://www.NAWICPugetSound.org)

For group discounts, contact Sue Z. Hart:

425-337-6544 or  
[suezhart@juno.com](mailto:suezhart@juno.com)

*Provided through Partnerships with Purpose*