



2020–2021 Annual Report



NWIR
National Women in Roofing
www.NationalWomeninRoofing.org

NWIR

National Women in Roofing

National Women in Roofing experienced tremendous growth this past year, even during the unprecedented times of 2020 and 2021. Thank you to the dedicated women in our organization backed by the support and motivation from our Sponsors and Members. It is with great pride that we celebrated our fifth anniversary of launching membership with an annual report and vision for the future.

We are an organization of volunteers whose hands-on approach gives every person involved a vested interest in its creation and celebrations. The volunteers' support of our mission and our four pillars of Networking, Mentoring, Recruitment and Education has been instrumental in establishing our "hand-print" throughout our industry and beyond.

This report represents our progress in membership, council development, mentoring, industry event support and communications and it shares our vision for exciting new programs and services on a local, regional and national basis that will be realized in the coming year.

With great thanks and appreciation,

Renaë Bales

Renaë Bales

KPost Roofing & Waterproofing, NWIR Chair





Meeting of the first Board of Directors, post-membership launch, NRCA headquarters, Fall 2016.

The mission of NWiR is to empower women in the roofing industry.

National Women in Roofing (NWiR) is a volunteer-based organization that supports and advances the careers of women roofing professionals, from those working in manufacturing to design to installation, investigation to repair to management, and every step in between. We provide networking, mentoring, education and recruitment opportunities from the rooftop to the boardroom, for the young professional at the start of her career to the seasoned manager in the executive suite. Through our commitment to connect and empower women in roofing, we contribute to the overall betterment and professionalism of the roofing industry.

NWiR is guided by a strong framework of bylaws, processes and procedures that are designed to ensure implementation of the following goals:



MENTORING

Mentor and empower women in the roofing industry to advocate for themselves and achieve excellence in their chosen careers.



EDUCATION

Create high-quality learning programs and experiences for men and women to build successful businesses and careers in the roofing industry, with a focus on personal and professional development, and self-advocacy to support their technical expertise and advance their careers.



INDUSTRY RECRUITMENT

Reach beyond traditional recruitment strategies to attract, hire and retain women who will bring diverse backgrounds, talents and experiences to the roofing industry, and elevate the professionalism and diversity of the community.



NETWORKING

Provide opportunities to interact with and learn from women in the roofing industry, creating strong, long-lasting and supportive networks through strategic alliances with other roofing organizations.

Building a Strong Foundation

FOUNDING SUPPORT

NWiR Founding Sponsors



EXECUTIVE COMMITTEE 2021



Not only do the members of the Executive Committee work tirelessly to build the Association, but the support of their employers is also key to NWiR's success.

Setting & Accomplishing Goals

Goals and timelines are set annually by the Board of Directors in February of each year. 2020 and 2021 has provided a lot of opportunity to be flexible and adaptable!

CONTINUING TO BUILD SUPPORT

NWiR Diamond Sponsors 2021



NWiR Platinum Sponsors 2021

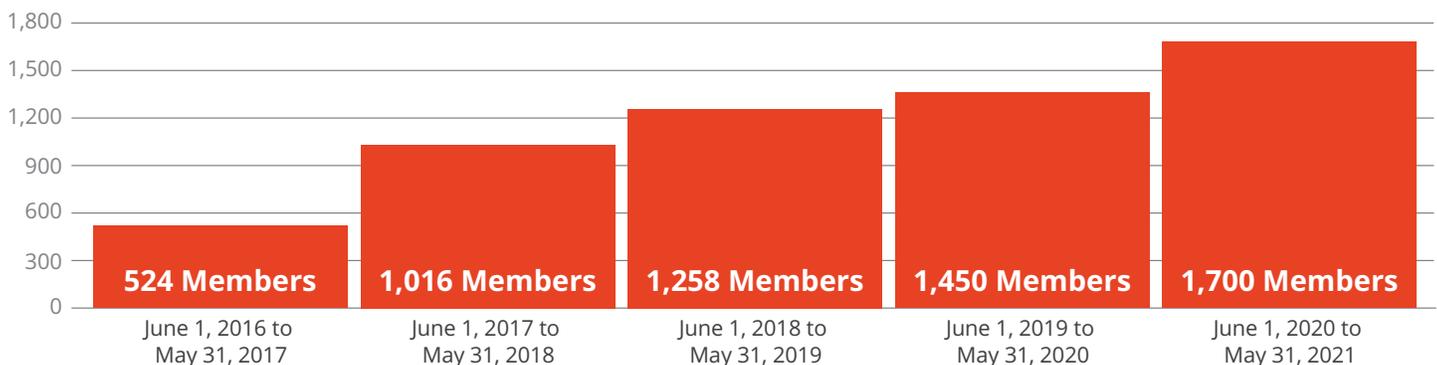


NWiR Gold Sponsors 2021



INCREASING MEMBERSHIP

Members join National Women in Roofing to advance their careers, to support the empowerment of women, and to connect with other like-minded professionals. Although voting rights within the association are limited to women members only, membership is open to women and men; and there are many men who are members and support the empowerment of women in the roofing industry.



DEVELOPING COUNCILS NATIONWIDE



Over
40
councils

NWiR has national reach and works with leading roofing contractor associations, roof consultants, contractors, manufacturers and distributors to establish communications among members and the industry. Local NWiR Councils, located throughout the country and centered around a city, region, or state, are critical links to these groups and to the NWiR leadership. Councils serve as a venue for members to connect regularly to exchange ideas, attend educational events, and develop relationships to advance women within the roofing profession. Councils regularly interact in a community setting to provide activities that directly impact the future of women in roofing. Most importantly, Councils are aware of and sensitive to the unique needs of their members and the communities where they work. For these reasons, Councils are an important grass-roots link to all women roofing professionals.

At this time, we have over 40 councils across the United States. Some of them are offering monthly content on a consistent basis and some are looking for new leadership to relaunch their virtual activities. In all cases, they serve as a way to connect women and contribute to industry retention.



“NWiR is a powerful movement that has gone viral, filling a void that the roofing industry did not know existed. Our membership numbers increase weekly and we expect this growth to continue.”

OFFERING EDUCATIONAL OPPORTUNITIES

NWiR continues to develop educational webinars, as well as new content for the library, infographics, and educational opportunities at different industry conferences, expos, and trade shows. Even as we have had to transition to online programming, the education content continues to reach our members around the country. Be on the lookout for more technical information in the content library as well as presentations on Diversity & Inclusion!



On average
124
register
for NWiR
webinars

32 national webinars were presented in 2020 & 2021:

- ✓ Managing Employment Uncertainty and Planning for Success
- ✓ Extended Family and Crossing the Country: Staying Connected with Aging Parents and Adorable Grandchildren
- ✓ 13 Together More Than Ever Series webinars
- ✓ 6 Mental Health Matters webinars
- ✓ Education Committee Webinar: Mamas at Work – Real Talk about being a Working Parent
- ✓ 3 Roofing Is: Connection webinars
- ✓ Roofing Is: Weathering the Storm ~ 5 Top Financial Disruptions for Women
- ✓ 4 Roofing Is: Technical Education webinars
- ✓ Resilience in Roof Design
- ✓ Technical Inspections for Liquid Resin Roofing & Waterproofing Membranes



10 Keynote Speakers

20 Breakout Sessions

32 Presenters

6 Mentoring Tables

Fourth Annual National Women in Roofing Day

The fourth annual National Women in Roofing Day was held on Sunday, August 8, 2021 prior to the start of the International Roofing Expo in Las Vegas. The day was filled with excellent presentations from outstanding women in the roofing industry.

240 Members in Attendance



NWiR Board of Directors and members getting ready for NWiR Day 2021.

COMMUNICATIONS AND ENGAGEMENT

NWiR maintains a website that serves as a valuable industry resource, offering content from industry happenings in blog posts, member profiles, a content resource library, archived webinar recordings, and a members only area that features a question and answer format with situations that women in the roofing industry face every day. NWiR engages members through social media as well, using this important tool to get information into the hands of members quickly and efficiently.

Social Media

NWiR continues to have a strong social media presence:

11,149 followers across all channels

over **2,577** followers

over **2,654** followers

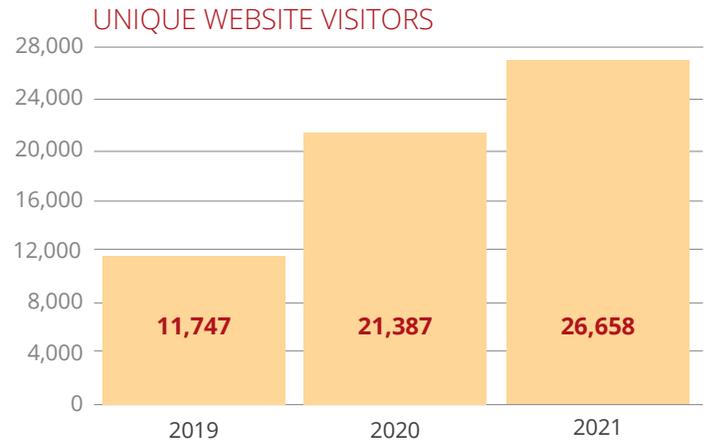
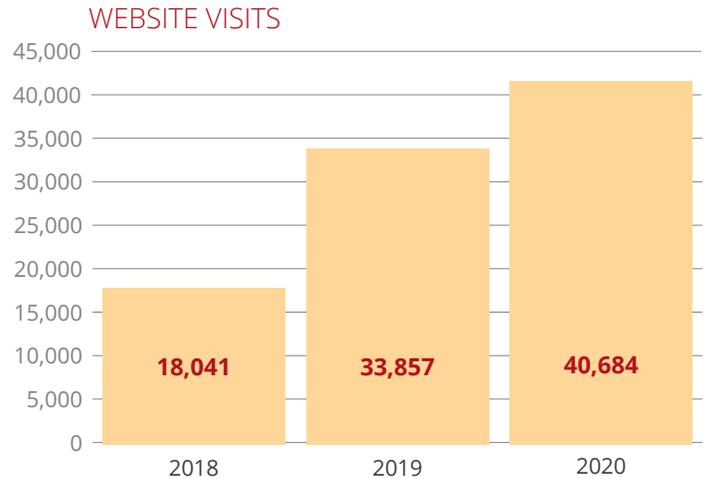
over **1,407** followers

over **4,250** followers

1,583 posts created across channels

31,101 engagements across all channels

Website



Email Newsletter

NWiR's open rate and click-through rate for the newsletter are higher than national averages!

66% Average Open Rate

26% Average Click-through Rate

64% Desktop Open Rate

32% Mobile Open Rate

BUILDING LEADERSHIP WITH A STRONG BOARD OF DIRECTORS

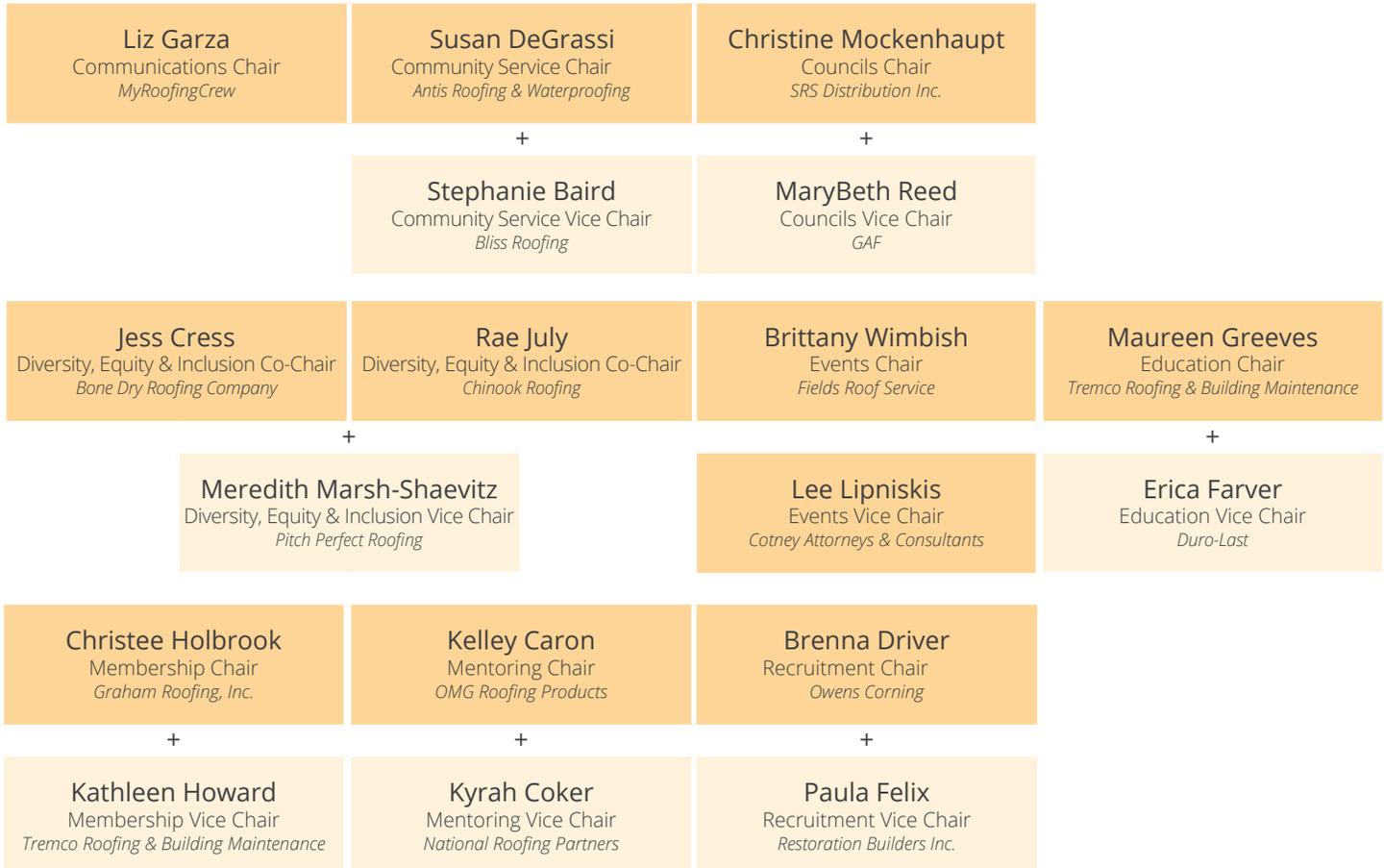
Executive Committee



Past Chairs



Directors & Committee Chairs



Sustaining and Growing

EVOLVING STRATEGIC PLAN — PLAN / PILOT / PIVOT

The NWiR 5-year plan has been revised due to phenomenal growth in the past five years to reflect and include:

- ✓ Five-member executive committee, each volunteering 15-18 hours per month
- ✓ 22-member board, each volunteering 8-10 hours per month
- ✓ Significant volunteer contributions by members and a virtual office keeps overhead costs low
- ✓ \$400,000 annual budget to expand and maintain services
- ✓ Active engagement in councils & membership to drive industry recruitment & leadership in the industry.
- ✓ Drive structure to define the leaders and cultivate a path. Provide leadership & volunteer development opportunities.
- ✓ Continue to raise the profile of the association through brand awareness

ASSOCIATION MANAGEMENT

NWiR is professionally managed by an association management firm and an independent Executive Director, Ellen Thorp. As a volunteer-based association, many of the staff duties are performed by the Executive Committee, Board of Directors, and committee members. Every effort is always made to fill association needs by member volunteers before looking outside the association. NWiR headquarters are housed in the Denver, Colorado metro area.

civica
ASSOCIATIONS
CONFERENCES
EXHIBITIONS



*Ellen Thorp, M.A., CAE
Executive Director*





In 2021, we honored both a veteran and rising star with a W.O.R.L.D. Award to honor an outstanding woman roofing professional.

In its second year, the Woman of Outstanding Roofing Leadership Distinction (W.O.R.L.D Award expanded its reach, honoring two recipients at NWiR Day 2021. Christine Mockenhaupt of SRS Distribution received the W.O.R.L.D. Veteran Award, and Heather Estes of GAF accepted the first Rising Star Award



Criteria for this award include:

- ✓ Commitment to the development of the roofing industry
- ✓ Perseverance against industry odds, breaking barriers (under-represented, age, disability, etc.
- ✓ Identifying a new perspective of service/contribution to the industry
- ✓ Making a difference in respective roofing niche

Committees

Each National Women in Roofing committee provides significant programmatic support to the association. Below is a snippet of what the NWiR committees have accomplished in the past year and currently have in development.

COMMUNICATIONS

NWiR's Communications Committee works to create, grow, promote and maintain the organization's brand through newsletters, the NWiR website, social media, trade shows, and other communications channels with the goal of keeping existing members informed of the organization's activities and expanding the awareness NWiR among ever more women in the industry.

Members support the committee's work by gathering information on events around the country, capitalizing on public relations opportunities, and finding new and creative ways to promote NWiR at the national, regional, and local levels. They're also constantly on the look-out for new sources of information regarding women in construction to bolster the content of NWiR's digital library, newsletter, and website.

This year, the Communications Committee continued its work by:

- ✓ Creating new content and posting it across NWiR's social media channels
- ✓ Coordinating the *Sponsor Spotlight* articles in the NWiR newsletter
- ✓ Writing "Member Profiles" and posting about the women making a difference in roofing on the NWiR blog
- ✓ Advising association management and the Board on communications issues

N.E.W.S. (Network of Educating Women Scholarship) Conference Attendee Program

The Mentoring Committee manages a scholarship program for first-time contractor attendees to NWIR Day and the 2022 IRE and NRCA Convention in New Orleans, Louisiana. This program is designed to encourage first-time attendees who work for a contractor to experience the benefits of professional development in the roofing industry. Attendance at these events can influence one's career trajectory and benefit not just the attendee, but her company/employer as well. In 2021, N.E.W.S. scholarships were awarded to: Lisa Willett, Operations Manager at Twin City Roofing in St. Paul, Minnesota; Breianna Dahl, Marketing Manager at Northeast Wisconsin & Tulsa Oklahoma Roof Medics; Sarah Lechowich, CEO and Founder at True North Roofing in Cottage Grove, Minnesota; and Lisa Conti, Foreman at USA General Contractors Corp. in Manalapan, New Jersey.



Lisa Willett
Operations Manager

Twin City
Roofing
St Paul, MN



Breianna Dahl
Marketing Manager

Roof Medics
Northeast WI &
Tulsa, OK



Sarah Lechowich
Foreman

True North
Roofing
Cottage Grove, MN



Lisa Conti
Foreman

USA General
Contractors Corp.
Manalapan, NJ



COMMUNITY SERVICE

The Community Service Committee works as the liaison between NWiR, councils and other agencies, charities, and service organizations to advance philanthropic efforts that support women's empowerment and professional development. They offer education and encouragement on how to fund-raise and encourage volunteerism for local women shelters, women crisis centers, women build programs and programs that support women, girls, and their families. Committee members help councils choose community service activities, raise funds for charity and communicate their successes.

This year, the committee focused on collecting the stories from across the country of NWiR members and their companies and NWiR councils that were giving back to their communities during the pandemic. Some of these stories involve long time relationships with non-profit partners. Others responded in a crisis such as disaster relief with the fires in the west and flooding in the south. Many companies engage in mentoring programs for young adults preparing for the world of work through local schools and non-profits.

The committee also played an instrumental role in developing a Community Service Toolkit, which can be found on the website.



This year, the committee focused on empowering and supporting women and girls by:

- ✓ Alexandria House continued to be supported by the Los Angeles council with much needed renovations
- ✓ Bliss Roofing in Oregon supported their local fire station with supplies
- ✓ National Roofing Company in New Mexico supported The Children's Grief Center
- ✓ The Florida Council was very active! Two of their events supported Fallen Angels & a Dress for Success program
- ✓ Antis Roofing & Waterproofing hosted more than 50 blood drives for the American Red Cross

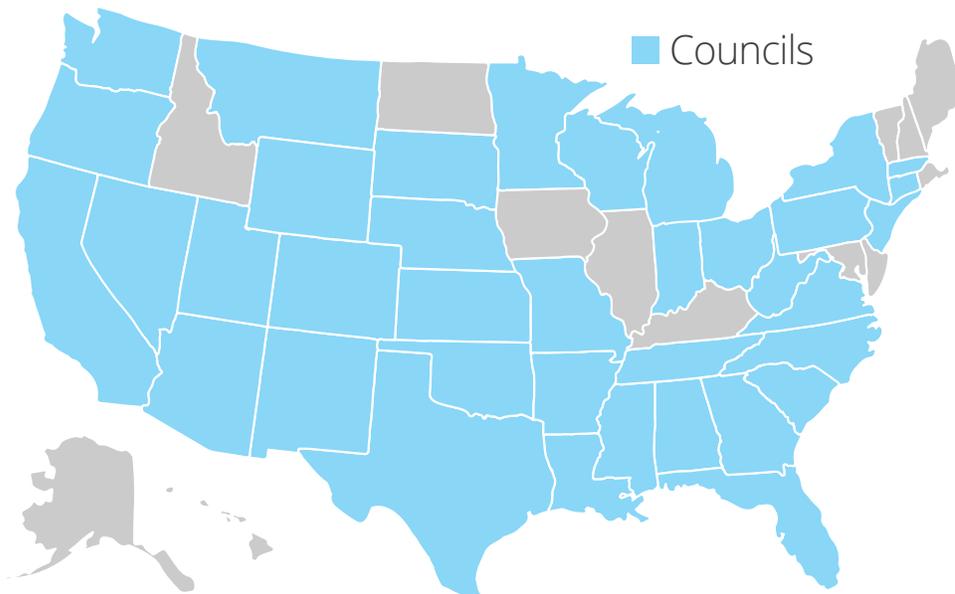
As the country opens up, NWiR members and councils will have even more opportunities to serve the girls, women and families in their communities. We plan to highlight these at NWiR Day 2022 and champion a NWiR Giving Month in November of 2022.

COUNCILS

Located across the country and Canada, NWiR's state and local councils provide a forum for the organization's members to connect, exchange ideas, attend educational events, and assist women in developing relationships that can help them advance in profession. State and local councils are aware of and sensitive to the unique needs of their members and the communities in which they work, making them an important grass-roots link to all women roofing professionals.

NWiR's Councils most noteworthy accomplishments in 2020-2021 were:

- ✓ Expanding into new areas of the United States and into Canada
- ✓ Developing a searchable index of over 100 proven meeting content ideas that align with the organization's four pillars based on past activities from councils nationwide
- ✓ Working with NWiR's Membership Committee to retain members and recruit new members on the national, regional, and local levels
- ✓ Supporting councils in shifting to virtual events and activities





DIVERSITY EQUITY & INCLUSION COMMITTEE

NWiR's Diversity, Equity and Inclusion (DEI) Committee works to create a diverse and equitable space for further growth and recruitment throughout the industry by teaching inclusion and celebrating women at both individual and organizational levels. The DEI Committee seeks out diverse lenses of all NWiR Initiatives and education by fostering conversations and action against bias and discrimination on the basis of race, color, religion (creed), gender expression, age, national origin (ancestry), disability, marital status, or sexual orientation. One of the first tasks was to develop DEI Liaisons for each Committee to help everyone understand potential blind spots in our thinking.

In the initial year, NWiR DEI facilitated this platform by:

- ✓ Creating inclusive and diverse content for social media, newsletter and blog postings. Frequent features posted to highlight the diverse women in the roofing industry. The following features have been posted so far in 2021 Black History Month, Asian American and Pacific Islander Heritage Month, Women's History Month and Hispanic Heritage Month.
- ✓ Partnering with the Education Committee and Book Club to read *So You Want to Talk About Race* by Ijeoma Oluo to create a safe space to discuss race and its effects on the way we interact with people of color.
- ✓ NWiR Day 2021 was the first time DEI content was presented. The most notable presentation was focused on LGBTQ subject matter.
- ✓ Curating content for the DEI's *More Than Just a Label* campaign using TikTok and social media call to action. The purpose of the campaign is to celebrate our individualities as women.



EVENTS

NWiR has a presence at many national and regional roofing conferences. NWiR generally presents an education session, holds a reception with a presentation on a networking, mentoring, education, or recruitment topic, and has a booth at the trade show to offer an opportunity for women to learn about the association and connect with each other.

The Events Committee leverages industry-related gatherings to create meaningful opportunities to members and prospective members for educational, mentoring, charitable and networking events with the goal of increasing and retaining membership. Our focus is to foster the expansion of our growing community, whether virtually or in-person.

Committee members help recruit event coordinators and/or leaders to execute events. The committee works with industry associations, meeting planners and other vendors to identify and negotiate options such as event space, logistics, A/V and banquet needs, as well as assist with topic and presenter needs. We work with association staff in determining promotional needs for events, as well as trade show booth schedules.

In addition, the Events Committee coordinated the creation and continuation of *Books & Bubbly* — a collaboration with WIRE to bring together women across the country for a virtual monthly book club, content for the FRSA Convention, and content for the WSRCA Convention.

EDUCATION

The Education Committee creates and develops member-requested content for NWiR's key initiatives and focus areas. Committee members help update and maintain NWiR's library of webinars, directory of speakers, program abstracts, and resources to empower women in the roofing industry through continuing education. New content in 2021-2021 included live technical training demonstrations, webinars, monthly recommendations for content rich, on-demand learning, infographics, supporting a growing book club, and crafting diverse technical content in the online library.

In 2020-2021, the committee supported NWiR's goal of creating high-quality learning programs and experiences for its members by:

- ✓ Bringing various Councils into the spotlight during live technical training events by performing hands on demonstrations. Content focused in 2021 focused on providing members with asphalt shingle installation and minor repairs.
- ✓ Hosting monthly webinars which included AIA/CES for professional development, financial resilience, social resilience, and safety.
- ✓ Submitting abstracts for the 2022 IRE, IIBEC, and WSRCA on diversity and inclusion strategies and conflict resolution
- ✓ Providing educational content to the councils, sponsors, and the NWiR newsletter on workplace safety, technical resources, diversity and inclusion, and industry presentations
- ✓ Creating infographics and recordings of presentations that can be accessed and used to help reignite or complete council planning events
- ✓ Expanding the Education Committee to include HR and technical experts, and communication and mentoring liaisons



MEMBERSHIP

The Membership Committee promotes NWiR membership as a way for its members to connect with their peers and utilize the organization's resources for professional growth. Committee members collaborate with the Communications Committee to develop materials and tools to recruit and retain members, work with local councils to identify prospective members, plan and participate in recruiting events, and work with association management to maintain the membership database.

In 2021-2021, the Membership Committee continues its efforts to recruit and retain NWiR members by:

- ✓ The Membership Committee has started a new member engagement campaign to get new members plugged in sooner.
 - Email # 1 – *What can I expect now?* is sent out at 30 days of new member signing up.
 - Membership toolkits are sent out within approximately 30-45 days of becoming a new member or renewing membership. Katryna with Civica works with a 3rd party to mail these out.
 - Email # 2 – *Want to get the most out of your membership? Get involved, get connected!* is sent out at 90 days of new member signing up.
- ✓ Continuing to zero-in on our renewal policy by working closely with the Councils Committee by reaching out to members with lapsed memberships to encourage renewal. Membership Committee is responsible for contacting lapsed members.
- ✓ Added Xena Workwear, FTD, Arbill Roof Safety, Cotney's consulting packages, Cotney's discount on training
- ✓ Reviewing and making updates to keep the Membership pages on the NWiR website current and relevant.
- ✓ Making recommendations to expand the new member kit ... including the very popular NWiR face masks.
- ✓ Promoting and growing our Membership Monday social media campaign;
 - Membership Monday Video to include male ally-ship
 - Member Benefit Highlight
 - Stand-up Call (3rd Monday of the month at 5:00 pm EST). Information from this call is then sent to Council Committee to get the new members plugged in quicker.
- ✓ Improving NWiR's membership services by exploring additional offerings to our members



MENTORING

The Mentoring Committee encourages women in the industry to develop mentor-mentee relationships by finding creative ways to bring women together to share their workplace experiences and support each other's career growth. Committee members foster the mentoring process by bringing mentors and mentees together, teaching them how to build strong mentor-mentee relationships, and creating venues for partners to share their insights and successes.

This year, the Mentoring Committee has enhanced interest in and support for NWiR mentoring programs by:

- ✓ Growing the mentoring blog library that highlights the benefits of the mentor-mentee relationship along with pieces on various challenges women face with personal story experiences
- ✓ Create topics to engage/start a mentor-mentee experience via zoom.
- ✓ Orchestrated the NWiR Scholarship program, which provided four individuals attendance at NWiR Day and the International Roofing Expo for the first time, a welcoming experience with professional and personal contacts they can reach out to for guidance.

RECRUITMENT

The Recruitment Committee reaches beyond traditional recruitment strategies to attract and hire women who bring diverse backgrounds, talents, and experiences to the industry. Committee members work to attract talent to the industry through unconventional means like social media, networking, and creating opportunity for advanced education opportunities.

They lead the ongoing development of engagement with industry and non-industry associations to enhance visibility of career opportunities within the roofing industry.

In 2020-2021, the Recruitment Committee worked to increase the number of women in the industry by:

- ✓ Created “Roofing Is” campaign which all committees can create social content around the what the industry “is” to both high profile industry professionals and the broader everyday roofing professional. The marketing goal is to highlight the professionalism the industry has and career opportunities it offers women in both field and non-field positions.
- ✓ Newsletter content series on NWiR member companies who successfully use interns and college recruiting programs to recruit millennials in to the industry.
- ✓ Established a partnership with NCCER, a national skilled trades educational non-profit association.
- ✓ Continued the recruitment campaign providing a forum of career postings to share through social media to direct jobseekers to NWiR as a resource for their next career.
- ✓ Currently exploring the opportunity of a professionally produced video marketing series targeting high school and college+ aged career seekers, promoting the roofing industry as a stable/opportunity-rich destination industry.



Sponsorship

In order to keep membership costs low for individual members, we depend on sponsors to help fund the operating budget of the association. It is with the support of outstanding industry leaders like you that ***we can continue and expand on our mission together.*** Below is a summary of the 2021-2022 sponsorship benefits.

Benefit	Details	Founding Sponsors	Silver \$1,000 USD	Gold \$5,000 USD	Platinum \$10,000 USD	Diamond \$25,000 USD
Career	Highlighted posts on the recruitment page.			✓	✓	✓
Career	Careers page sponsor.				✓	✓
Consult	In person consultation with a NWiR board member to enhance internal programs.					✓
Consult	Virtual consultation with a NWiR board member to enhance internal programs.				✓	
Directory	Access to member directory for informational purposes.			✓	✓	✓
Marketing	Spotlight in the newsletter. Submitted by Sponsor.				1	1
Marketing	Post on website blog. Submitted by sponsor.			2	4	6
Marketing	Corporate logo on digital event signage.	✓	✓	✓	✓	✓
Marketing	Corporate logo on brochure and event signage.				✓	✓
Marketing	Corporate logo on webinars.	✓			✓	✓
Education	Opportunity to submit seminars, meetings, events to the website calendar and content resource library. Submitted by Sponsor (must be product neutral and educational in nature).	✓	✓	✓	✓	✓
Education	Additional opportunity for education upon consultation.					✓
Marketing	NWiR will re-share social media content about your company's participation as a NWiR Sponsor and support of women's initiatives. Submitted by Sponsor.	✓	✓	✓	✓	✓
Marketing	Acknowledgment every month on newsletter.		✓	✓	✓	✓
Marketing	Access to NWiR logo for corporate use.	✓	✓	✓	✓	✓
Marketing	Local council sponsorship (if designated by sponsor).		✓			
NWiR Day	Access to preferred seating at keynote address.					8
NWiR Day	Access to complimentary tickets.				2	8
NWiR Day	Opportunity to make brief remarks.					✓
NWiR Day	Opportunity to provide gifts to attendees (gifts must be co-branded with NWiR logo) in the official "swag bag."	✓	✓	✓	✓	✓
NWiR Day	Logo included on NWiR Day official gift.					✓
NWiR Day	Access to digital invitation to use throughout your company and with customers.	✓	✓	✓	✓	✓
NWiR Day	Corporate logo on invitation and web page.					✓
Recruitment	Sponsors may submit member profiles for highlighting on the blog.			✓	✓	✓
Website	Access to Resources for Sponsors page.	✓	✓	✓	✓	✓
Website	Corporate logo on Home page.			✓	✓	✓
Website	Corporate logo on Sponsorship page.		✓	✓	✓	✓

NWiR Financial Report

Statement of Financial Position

As of May 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10001 National Checking - US Bank x 3327	9,550.95
10002 Councils Checking - 2787	0.00
10003 JP Morgan Chase	525,515.63
1072 Bill.com Money Out Clearing	0.00
Total Bank Accounts	\$535,066.58
Accounts Receivable	
10100 Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
15000 Due from Councils	0.00
16000 Prepaid Expenses	0.00
17000 Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$535,066.58
TOTAL ASSETS	\$535,066.58
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable (A/P)	2,052.23
Total Accounts Payable	\$2,052.23
Other Current Liabilities	
20200 Due To National	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$2,052.23
Total Liabilities	\$2,052.23
Equity	
30000 Retained Earnings	164,329.57
32000 Partner Contributions	233,508.67
Net Revenue	135,176.11
Total Equity	\$533,014.35
TOTAL LIABILITIES AND EQUITY	\$535,066.58



SAVE THE DATE

NWR Day

January 30, 2022 | New Orleans, Louisiana