



**FOLLOW**

**YOUR**

**PATH**



**NWIR** *Day*  
March 5 , 2023 | Dallas, Texas

# Welcome to National Women in Roofing Day 2023

*National Women in Roofing (NWIR) is excited to host our sixth annual conference. By attending, you will connect, discover, and cultivate new relationships with fellow roofing professionals. This premier conference brings multidisciplinary women in the industry together to learn about the latest business strategies and tactics and share their secrets to success.*

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*NWIR Day is sponsored by our 2023 Diamond Sponsors:*



# 2023 SCHEDULE AT-A-GLANCE

MARCH 5, 2023

TIME	ACTIVITY	LOCATION
7:30 am	<b>Registration</b>	Hallway
7:45 am – 8:15 am	<b>First Time Attendees Meet &amp; Greet</b> Opportunity for new members and first time attendees to meet the Board of Directors and Council Leaders from across the country. We will help put names to faces and talk through what the day has in store for you as a First-timer. This is a wonderful way to find a buddy and get early entry!	D226
8:00 am – 6:00 pm	<b>Head Shot Station</b> We are bringing in a professional photographer to take head shots for the day.	Hallway
	<b>Keepsake Corner!</b> Come by and create your own keepsake from NWiR Day! This is a do-it-yourself craft corner of fun and networking. All supplies will be provided to decorate your keepsake and take with you when you're complete!	Hallway
	<b>Photo Booth</b> Come take photos!	Hallway
8:30 am – 9:15 am	<b>Welcome Remarks and Opening Session</b> Join us as we kick off the 6th annual NWiR Day! <i>Michelle Boykin, NWiR Executive Chair, Rackley Roofing; Jennifer Keegan, NWiR Vice Chair, GAF</i>	Clear Fork/Elm Fork
	<b>Annual Meeting of the Members</b> <i>Ellen Thorp, MA, CAE, NWiR Executive Director</i>	Clear Fork/Elm Fork
	<b>Community Service Update</b> <i>Susan DeGrassi, NWiR Community Service Chair, Antis Roofing &amp; Waterproofing; Stephanie Baird, Bliss Roofing; and Dawn Holsinger, NWiR Community Service Vice Chair, Delta Rep Group</i>	Clear Fork/Elm Fork
9:15 am – 10:30 am	<b>Keynote — Finding Your Path: 2023 and Beyond</b> Your role, and the entire world of work continues to change year by year and sometimes day by day. How do you secure your footing on the path to your best future? We'll explore the path of work from hire to retire in today's marketplace and how you, as women leaders, can best position yourself for the future you deserve. <i>Nora Burns, Speaker, Leadership Advisor, Executive Coach</i>	Clear Fork/Elm Fork
10:45 am – 11:45 am	<b>Breakout Sessions</b> Choose the morning session that aligns with your goals.	See page 5
11:50 am	<b>Lunch</b>	East Fork/ West Fork
1:15 pm – 2:15 pm	<b>Breakout Sessions</b> Choose the afternoon sessions that aligns with your goals.	See page 6
2:30 pm – 3:30 pm	<b>Breakout Sessions</b> Choose the afternoon sessions that aligns with your goals.	See page 7
3:45 pm – 4:45 pm	<b>Breakout Sessions</b> Choose the afternoon sessions that aligns with your goals.	See page 9

5:00 pm –	<b>Awards Ceremony &amp; Closing Remarks</b>	Clear Fork/Elm Fork
6:00 pm	Presentation of the WORLD Awards: the Veteran Award and the Rising Star Award <i>Lisa Garcia, NWiR Awards Committee Chair, Tremco Roofing and Building Maintenance</i>	
	<b>Council Award</b> <i>Christine Mockenhaupt, NWiR Councils Chair, SRS Distribution Inc.</i>	Clear Fork/Elm Fork
	<b>Closing Remarks</b> <i>Michelle Boykin, NWiR Executive Chair, Rackley Roofing; Jennifer Keegan, NWiR Vice Chair, GAF</i>	Clear Fork/Elm Fork
6:00 pm	<b>Reception</b>	East Fork/ West Fork

MARCH 6, 2023

TIME	ACTIVITY	LOCATION
9:00 am –	<b>Books, Balance, and Brunch</b>	East Fork
12:00 pm	Hosted by the DEI committee, this will be a casual, come-as-you-are type of session to enlighten both mind and body... then we will nourish it with some good food and fellowship. If you registered for NWiR Day, you also registered for brunch and paid if you clicked yes on the question.  <i>Mandy McIntyre, Level Up Consultants; Rae Fistonich (July), NWiR DEI Co-chair, Chinook Building Envelope Services; and Jess Cress, NWiR DEI Co-Chair, SRS Distribution Inc.</i>	
	<b>9:00 am Restorative Yoga Session</b> This will be a gentle and meditative yoga session where no experience, flexibility, or strength is required. All are welcome as there will be no sweaty or difficult poses. The purpose of this session is to simply stretch, rest and relax. Both soothing and nurturing, this class offers relaxing and meditative yoga poses that quiet the mind and settle the body. Focus is on being still, relaxing and letting go. Benefits include lowering blood-pressure, reducing anxiety and depression, strengthening the immune system and promoting restful sleep. Yoga mats will be available for \$20.  <i>Jennifer Miracle-Best, Jennifer Miracle LLC</i>	
	<b>10:15 – 11:15 am Book Club Discussion — Divinely Queer: My Journey to Spirituality Through Sexuality</b> Please note this is open to everyone and reading the book is not required to participate in the discussion. However, there are some ground rules. First and foremost, this is a safe space discussion. We encourage everyone to feel comfortable sharing but also be mindful and respectful. Be cognizant of the fact that not everyone will share your views. We are all here to learn. Intentions should be verbalized so that everyone has a better chance of reaching aligned goals.	
	<b>11:15 am Brunch</b> Attendees will head to <i>Texas Spice</i> at the Omni Hotel for lunch.	

## FOLLOW YOUR PATH

Choose your own path or be inspired by one of these (color-coded) paths we created to help you get started on your journey today.

 **Spanish**

 **Contractor**

 **Leadership Focus**

 **Sales & Marketing**

 **Councils Focus**

# BREAKOUT SESSIONS

10:45 am – 11:45 am

## ➡ Demo — Perimeter Edge Metal Installation

The code requirements and importance of perimeter edge metal will be discussed. Then installation of several perimeter edge metal systems for both parapet wall and roof edge conditions will be demonstrated. The focus will be the general advantages and disadvantages of the edge systems and the roofing system interface, rather than specific details. Questions and comments will be encouraged during this interactive demonstration.

*Minnie Robles, ATAS International; Bob LeClare, ATAS International*

10:45 am – 11:45 am | Room D227

## ➡ Demo — The Pathway to Coatings: The 4 P's to a Successful Roof Restoration

Take a walk through the 4 P's of a successful roof restoration using coatings. During the presentation, you will have a hands-on activity to learn how to successfully flash a roof penetration.

*John Walker, APOC; Jessica Gonzalez, APOC; and Chelsea Oesch, Beacon Building Products*

10:45 am – 11:45 am | Room D227

## ➡ Finding Joy by Trusting Your Strengths

Joy is often referred to as the scariest emotion. That's surprising to most when they hear that. But as humans we're taught to be skeptical of joy, blowing right past it to find the fear. For many women, finding, trusting and sharing your strengths with others is more scary than joyful. But what if your strengths were the secret to unlocking joy at work and with others?

*Katie Ostreko, Quality Edge*

10:45 am – 11:45 am | Room D223

## ➡ Mentoría Entre Mujeres, Una Herramienta de Crecimiento en el Mercado de Los Techos

La mentoría entre mujeres, particularmente en el ámbito de la construcción, es una poderosa herramienta que contribuye a eliminar los estereotipos de género, promueve el empoderamiento y desarrolla las habilidades de liderazgo de las mujeres, con el objetivo de contribuir al despliegue máximo de su potencial en beneficio propio y de la empresa.

*Antai Ramos Stevens, GAF*

10:45 am – 11:45 am | Room D226

## ➡ Mentoring — Career Guidance

Want to learn how these accomplished women got to where they are today? Join us to hear their stories, learn about self-awareness and skill-building. Learn what tactics and strategies have worked for these women.

*Kyrah Coker, NWiR Mentoring Vice Chair, NRP; Kelley Caron, NWiR Mentoring Chair, OMG Roofing Products; Heidi J. Ellsworth, NWiR Past Chair, RoofersCoffeeShop, HJE Consulting; Rae Fistonich (July), NWiR DEI Co-chair, Chinook Building Envelope Services; and Shari Carlozzi, NWiR Past Chair, FiberTite Roof Systems*

10:45 am – 11:45 am | Room D224

## ➡ Starting a Council

In this session, attendees will hear an overview of the process to start a council, all the tools available, and the support offered. Attendees will leave with access to the Councils Toolkit that provides a broad overview of what leading a NWiR Council entails. This session is intended for new council leaders and those thinking about starting a council.

*Stephanie Kiriazes, Holcim Building Envelope*

10:45 am – 11:45 am | Room D225

### ➡ **The Path to your Inner Super Shero: Being an Upstander**

How do you respond to the HERdles we often face? Upstanders have the courage to speak up when they see someone being mistreated. These are superheroes - they act with integrity and make a difference. Join this interactive session to find the path to unlocking the inner super shero inside you!

*Jennifer Keegan, NWiR Vice Chair, GAF*

10:45 am – 11:45 am | Clear Fork/Elm Fork Rooms

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1:15 pm – 2:15 pm

### ➡ **Become a NegotiatHer: Learn the Secrets to Make More Money in Your Career**

As women, salary negotiation is an essential skill, but negotiating isn't always so easy. Impostor syndrome, fear, and unconscious bias are real adversaries that can get in your way to a successful negotiation and earning what you deserve. The good news is that negotiation is a skill that can be learned. DevelopHer's founder, Lauren Hasson shares how she tripled her base salary in less than two years by grounding herself in data and asking critical questions to uncover key leverage points and ultimately learned to negotiate with confidence. Attendees learn actionable steps they can take themselves to not only uncover their true market value, but also negotiate for the salary they deserve.

*Lauren Hasson, DevelopHer (on behalf of Beacon Building Products)*

1:15pm – 2:15pm | East Fork Room

### ➡ **Breaking the Habit of Hustling For Your Worth**

You may be hustling for your worth without even realizing it, especially if you are a high achiever. The concept has recently been discussed by thought leaders such as Brené Brown, life coaches, and spiritual mentors. This poses the question, what does it mean, and how does it affect us?

*Joyce Atayde, CMR Construction & Roofing*

1:15pm – 2:15pm | Room D223

### ➡ **Cinco Pasos Para Elevar tu Marca Personal**

Cuando tu marca personal es completamente aprovechada, puedes cambiar las reglas del juego en relación a tu carrera. Exploraremos cinco pasos para amplificar tu diferencia única y desarrollar un plan práctico para convertirte en una potencia y amplificar tu influencia. En esta session cubriremos:

- Qué es una marca personal y por qué es importante.
- Como construir la historia de tu marca personal.
- Como lograr tus objetivos usando tu marca personal.
- Tus valores y estilos de comunicación.
- Como superar miedos y dudas.

*Monica Vornbrock, The GLO Group, LLC*

1:15 pm - 2:15 pm | West Fork

### ➡ **Demo — Asphalt Shingle Installation Tips and Tricks**

Join us for this live hands-on installation demo on the best practices for installing asphalt shingles.

*Amanda Boyer, CertainTeed*

1:15pm – 2:15pm | D227

### ➡ **Demo — TPO Details and Polymer-modified Asphalt Shingles**

Join us to learn about the different TPO details such as curb flashings, inside and outside corners, T-joint covers, various types of penetration flashings, and more. An additional demonstration will showcase the differences between polymer-modified asphalt shingles and traditional-oxidized asphalt shingles. Standard shingles use oxygen and extreme heat to harden asphalt so that it can be used in a shingle. Learn how using rubber polymers (SBS – Styrene-Butadiene-Styrene) and plastic polymers can chemically harden and rubberize the asphalt core of the shingle, giving the shingle a rubber-like strength and flexibility.

*Lynsay Walsh, Holcim Building Envelope; Stephanie Kiriazes, Holcim Building Envelope*

1:15pm – 2:15pm | D227



### ➡ **Doing Good: The More You Give The More You Grow**

Giving back to your community is good for your employees, your business and your brand. Customers expect their business partners to contribute to the greater good. In this session we will talk about:

- Getting started with community service in your company or council
- Leverage community service to market your brand
- Simple and more complex Community Service initiative ideas

Share tools, project plans, marketing ideas and more.

*Stephanie Baird, Bliss Roofing; Dawn Holsinger, NWiR Community Service Vice Chair, Delta Rep Group; and Susan DeGrassi, NWiR Community Service Chair, Antis Roofing & Waterproofing*

1:15pm – 2:15pm | Room D226

### ➡ **Finding Your Pathway as a Women-owned Business**

Are you a new(er) business owner? Have you thought of opening your own roofing company? Join us! This session is part panel presentation, part workshop and 100% empowerment! Come meet with your fellow roofing entrepreneurs and take away some great tips so you can forge your way through business owner challenges.

*Lee Lipniskis, NWiR Events Vice Chair, Levello Construction; Ami Feller, Roofer Chicks; Kristina Hill, HomeShield Roofing & Exteriors; and Sarah Lechowich, True North Roofing, LLC*

1:15pm – 2:15pm | Room D224

### ➡ **Safety Solutions — Follow the Path to Safety**

Join WTI and WTC for a rooftop safety solutions hands-on presentation. Tiffany Newman will walk participants through the assembly of guardrails and a hatch guard; part of the Tremco rooftop safety products that include non-penetrating solutions. Don't leave rooftop safety to chance! Build some of the products that help prevent injuries from slips, trips, and falls.

*Gina Ortiz, Tremco Roofing and Building Maintenance; Maureen Greeves, NWiR Education Chair, Tremco CPG*

1:15pm – 2:15pm | Room D225

### ➡ **Understanding Marketing Data & How it Drives Success**

Data is the core to understanding and refining your lead sources. Quality data can help solidify your best avenues for business success.

*Anna Anderson, NWiR Executive Committee, Art Unlimited*

1:15 pm - 2:15 pm | Rooms Clear Fork/Elm Fork

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2:30 pm — 3:30 pm

### ➡ **Building Council Membership**

The task of finding potential members may seem daunting; but between NWiR resources, a little sleuthing, some easy-to-use tech tools, and activating connections attendees will be on their way to building a robust membership roster in no time. Attendees will leave with four specific methods to reach potential council members. This session is open to current council leaders or to those thinking about starting a council.

*Wendy Lucas, PB Roofing*

2:30pm – 3:30pm | D225

### ➡ **Critical Insurance Issues in Roofing**

Top 5 Issues:

- |   |                               |
|---|-------------------------------|
| 1. Commercial General Liability             | 4. AOB and first party claims |
| 2. CGL Top Coverage Limitation Endorsements | 5. Builder's Risk             |
| 3. Subcontractors' Insurance                |                               |

*Ashlee Poplin, Adams & Reese, LLP*

2:30 pm - 3:30 pm | East Fork Room

### ➡ Demo — Cubierta monolítica y TPO

Aprenda los conceptos básicos de las membranas para techos de una sola capa y experimente como soldar membranas TP.

- Puntos generales de techos con una sola capa
- Conceptos básicos de TPO
- Experiencia práctica: tutorial y competencia de soldadura manual

*Alan Lopez, GAF; Erasmo Fuentes (Mitos), GAF*

2:30 pm - 3:30 pm | Room D227

### ➡ Estimating For The Win!

Strategic pricing isn't just a matter of throwing out a number and hoping everything is all good. In this session, I will walk you through the critical steps of formulating your estimating structure, the benefits of training, and presenting your estimates in the most persuasive manner possible.

*John Kenney, Cotney Consulting Group*

2:30 pm - 3:30 pm | Room D223

### ➡ Five Steps to Elevate Your Personal Brand

When your personal brand is fully leveraged, it can be a career game changer. We'll explore five steps to amplify your unique difference and develop an actionable plan to become a powerhouse. We'll cover:

- What is a personal brand and why it's important.
- Building your personal brand story.
- Leaning into your brand to achieve your goals.
- Your values and communication styles.
- Overcoming fears and doubts.

*Melissa Chapman, The GLO Group LLC*

2:30 pm - 3:30 pm | West Fork Room

### ➡ Sexual Assault/Harassment

Harassment in the roofing industry is a difficult, yet unfortunately common occurrence. In this panel, we will discuss our personal experiences with harassment and how we can work together to make meaningful changes in our workplaces so all employees, especially women, feel safe and respected. We will share resources, mentorship opportunities, and strategies to help combat sexual harassment. We also encourage session participants to take what they've learned today and spread the knowledge back at their companies or in the industry. Be on the lookout for follow up discussions on this important topic following NWiR Day as well.

*Michelle Jones, Creativate*

2:30 pm - 3:30 pm | Room D224

### ➡ The Value of Mental Health Awareness in the Roofing Industry

When you think about job site hazards, physical risks are probably at the top of the list — an unprotected fall, an unmarked restricted zone, etc. But what about the dangers you can't see? Construction workers are statistically at a higher risk for mental health issues than virtually every other profession and have the highest suicide rates of all industries according to the Centers for Disease Control and Prevention (CDC) and the Substance Abuse and Mental Health Services Administration (SAMHSA). A 2020 study found that 83% of construction workers have experienced a mental health issue. This session will provide solid solutions and resources on the value of mental health awareness initiatives to provide safer job sites, a more profitable business, and combating the labor shortage by helping to attract, engage and retain your workforce.

*Mandy McIntyre, Level Up Consultants*

2:30 pm - 3:30 pm | Clear Fork/Elm Fork Rooms



3:45 pm — 4:45 pm

### ➡ **Demand-driven Product Performance and How Asphalt Shingles Are Evolving to Meet the Challenge**

Weather extremes are pushing the construction industry, insurance carriers, and property owners to demand higher performance from building products. Can asphalt shingles rise to meet the challenge? Learn about asphalt shingle advancements that are leading to enhanced performance in some of the most extreme weather conditions.

*Melissa Dunson, TAMKO Building Products*

3:45 pm - 4:45 pm | West Fork Room

### ➡ **Demo — Single-ply Roofing and TPO**

Learn the basics of single-ply roof membranes and try your hand at welding TPO membrane.

- Single-ply overviews
- TPO basics
- Hands-on Experience: hand welding tutorial and competition

*Alan Lopez, GAF; Erasmo Fuentes (Mitos), GAF*

3:45 pm - 4:45 pm | Room D227

### ➡ **It's Just a Conversation; Networking for Meaningful Connections**

Learn how to shake the nerves, be yourself and build meaningful connections.

*Crystal Coats, Exterior Medics and Gabriela Torres, Exterior Medics*

3:45 pm - 4:45 pm | East Fork Room

### ➡ **Mentoring Circles**

Mentoring committee is offering various conversations to discuss questions on experiences and situations such as family business, mentors, personal development, how to be heard and courageous conversations. Find a topic at a table that interests you, and join in! We will have 5 tables set up with moderators at each table with the following topics:

- |  |                         |
|--|-------------------------|
| 1. Courageous Conversations                | 2. Personal Development |
| 3. How to be Heard/Negotiating Skills      | 4. Family Businesses    |
| 5. Identifying Allies, Advocates & Mentors |                         |

*Lee Lipniskis, NWiR Events Vice Chair, Levello Construction; Rae Fistonich (July), NWiR DEI Co-chair, Chinook Building Envelope Services; Jess Cress, NWiR DEI Co-Chair, SRS Distribution Inc.; Paula Felix, NWiR Recruitment Chair, NRP; Kyrrah Coker, NWiR Mentoring Vice Chair, NRP; and Kelley Caron, NWiR Mentoring Chair, OMG Roofing Products*

3:45 pm - 4:45 pm | Room D223

### ➡ **Planning Council Events**

It may seem like there's no room in your brain to add one more thing to the mental load, but planning council events doesn't have to be taxing if you use a simple format, plan about 6-8 months ahead, and embrace simplicity! Experienced council leaders will present three methods of planning that have enabled them to have minimal stress and maximum impact with their council members. This session is open to current council leaders or to those thinking about starting a council.

*Christina Smith, Suncoast Roofers Supply/SRS Distribution Inc.*

3:45 pm - 4:45 pm | Room D225

### ➡ **REAL Roofing: Moving the Roofing Industry Forward with Equity, Diversity, and Inclusion**

This session will provide an overview of the NWiR's REAL Roofing program and a space for open discussion. We'll review exactly what DEI means and how it can be applied within the roofing industry. You'll gain insight into how the program operates, and how it can assist your recruiting and retention efforts along with elevating your confidence when discussing these topics.

*Mandy McIntyre, Level Up Consultants; Ellen Thorp, MA, CAE, NWiR Executive Director*

3:45 pm – 4:45 pm | Clear Fork/Elm Fork Rooms

### ➡ **Developing a Personal Brand Statement**

A personal brand statement can help you communicate your strengths and your goals to peers and leaders. This enables others to understand and remember who you are. A personal brand statement will help you tell your story in an intentional way, which can set the stage for career advancement. This Personal Brand breakout session is designed for participants to actively think about their own brand and how to build their brand statement.

*Jeseika Mitchell, Owens Corning; Sara Fagerman, Owens Corning; and Ruth Kennedy, Owens Corning*

3:45 pm – 4:45 pm | Room D224

### ➡ **Réseautage Informel en Espagnol**

Las mujeres de habla hispana son una fuerza motivadora y brillante en la industria de la construcción de techos.

Esta es una invitación para pasar tiempo juntos y conocernos mejor..

3:45 pm – 4:45 pm | Room D226

## CONGRATULATIONS TO THE 2023 N.E.W.S. RECIPIENTS

NWIR is honored to offer for a fifth year the Network of Educating Women Scholarship (N.E.W.S) for first-time contractor attendees to NWIR Day and the 2023 IRE and NRCA Convention in Dallas, Texas. 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.



**Sara Klindworth**  
Solid Roofing NW  
Albany, OR



**Natalie Roby**  
McDermaid Roofing  
& Insulating Co  
Rockford, IL



**Carolina Santos  
da Silva**  
NV Roofing  
Sterling, VA

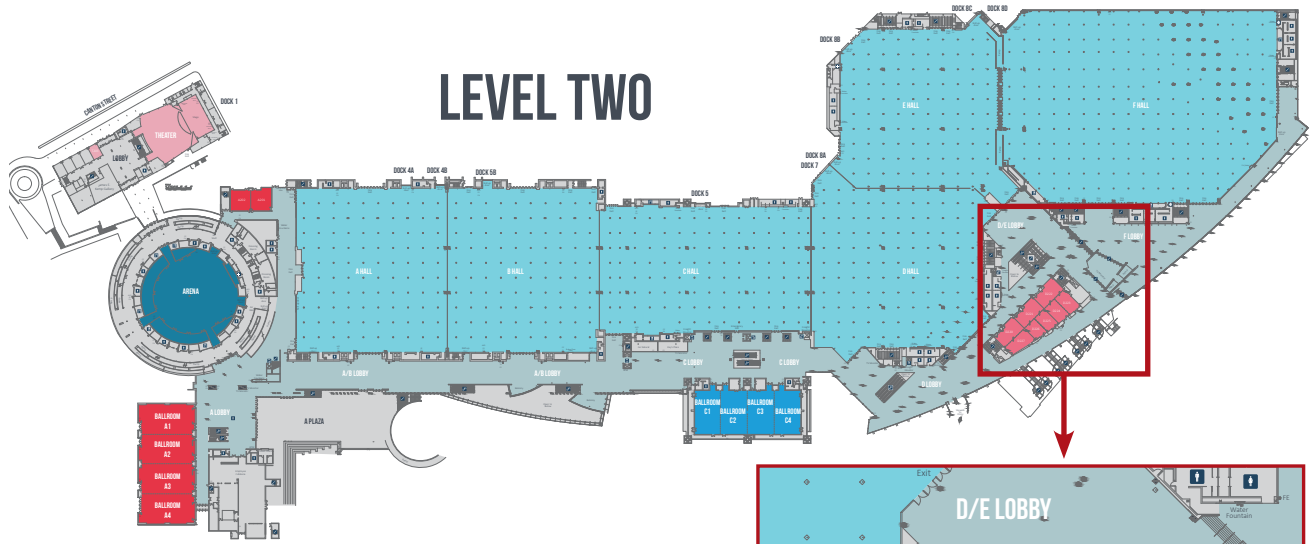


**Brittany Taylor**  
Rackley Roofing  
Carthage, TN

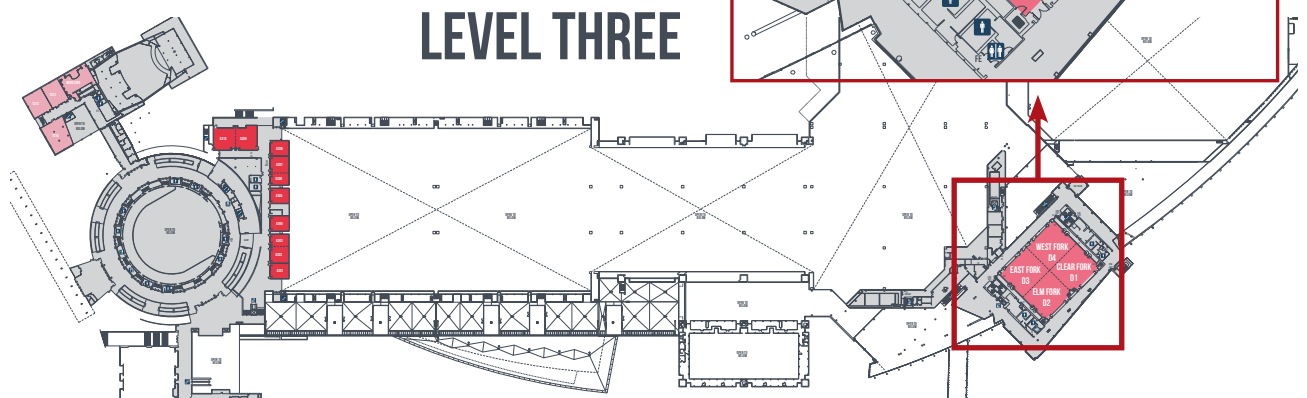
# BREAKOUT SESSION SCHEDULE

LOCATION	10:45 am to 11:45 am	1:15 pm to 2:15 pm	2:30 pm to 3:30 pm	3:45 pm to 4:45 pm
<b>Clear Fork/ Elm Fork</b>	The Path to your Inner Super Shero: Being an Upstander	Understanding Marketing Data & How it Drives Success	The Value of Mental Health Awareness in the Roofing Industry	REAL Roofing: Moving the Roofing Industry Forward with Equity, Diversity, and Inclusion
<b>D223</b>	Finding Joy by Trusting Your Strengths	Breaking the Habit of Hustling for Your Worth	Estimating for the Win!	Mentoring Circles
<b>D224</b>	Mentoring — Career Guidance	Finding Your Pathway as a Women-owned Business	Sexual Assault/ Harassment	Developing a Personal Brand Statement
<b>D225</b>	Starting A Council	Safety Solutions — Follow the Path to Safety	Building Council Membership	Planning Council Events
<b>D226</b>	Mentoría Entre Mujeres, Una Herramienta De Crecimiento En El Mercado de Los Techos	Doing Good: The More You Give The More You Grow		Réseautage Informel en Espagnol
<b>D227</b>	Demo — Perimeter Edge Metal Installation Demo — The Pathway to Coatings: The 4 P's to a Successful Roof Restoration	Demo — TPO Details and Polymer-modified Asphalt Shingles Demo — Asphalt Shingle Installation Tips and Tricks	Demo — Cubierta monolítica y TPO	Demo — Single-ply Roofing and TPO
<b>East Fork</b>		Become a NegotiatHer: Learn the Secrets to Make More Money in Your Career	Critical Insurance Issues in Roofing	It's Just a Conversation; Networking for Meaningful Connections
<b>West Fork</b>		Cinco Pasos Para Elevar Tu Marca Personal	Five Steps to Elevate Your Personal Brand	Demand-Driven Product Performance and How Asphalt Shingles Are Evolving to Meet the Challenge





## CONVENTION CENTER MAP



# 2023 SPEAKERS

*National Woman in Roofing Day could not be possible without our speakers. We thank everyone offering their expertise to help us collectively create opportunities, provide training and build a lasting network to elevate women in the roofing industry.*

## **Anna Anderson**

NWiR Executive Committee  
Art Unlimited

## **Joyce Atayde**

CMR Construction & Roofing

## **Stephanie Baird**

Bliss Roofing

## **Amanda Boyer**

CertainTeed

## **Michelle Boykin**

NWiR Executive Chair  
Rackley Roofing

## **Nora Burns**

Speaker, Leadership Advisor,  
Executive Coach

## **Shari Carlozzi**

NWiR Past Chair  
FiberTite Roof Systems

## **Kelley Caron**

NWiR Mentoring Chair  
OMG Roofing Products

## **Melissa Chapman**

The GLO Group LLC

## **Crystal Coats**

Exterior Medics

## **Kyrah Coker**

NWiR Mentoring Vice Chair  
NRP

## **Jess Cress**

NWiR DEI Co-chair  
SRS Distribution Inc.

## **Susan DeGrassi**

Community Service Chair  
Antis Roofing & Waterproofing

## **Melissa Dunson**

TAMKO Building Products

## **Heidi J. Ellsworth**

NWiR Past Chair  
RoofersCoffeeShop  
HJE Consulting

## **Sara Fagerman**

Owens Corning

## **Paula Felix**

NWiR Recruitment Chair  
NRP

## **Ami Feller**

Roofer Chicks

## **Rae Fistonich (July)**

NWiR DEI Co-chair  
Chinook Building Envelope  
Services

## **Erasmus Fuentes (Mitos)**

GAF

## **Lisa Garcia**

Tremco Roofing and Building  
Maintenance

## **Jessica Gonzalez**

APOC

## **Maureen Greeves**

NWiR Education Chair  
Tremco CPG

## **Lauren Hasson**

DevelopHer

## **Kristina Hill**

HomeShield Roofing & Exteriors

## **Dawn Holsinger**

NWiR Community Service  
Vice Chair  
Delta Rep Group

## **Michelle Jones**

Creativate

## **Jennifer Keegan**

NWiR Vice Chair  
GAF

## **Ruth Kennedy**

Owens Corning

## **John Kenney**

Cotney Consulting Group

## **Stephanie Kiriazes**

Holcim Building Envelope

## **Sarah Lechowich**

True North Roofing, LLC

## **Bob LeClare**

ATAS International

## **Lee Lipniskis**

NWiR Events Vice Chair  
Levello Construction

## **Alan Lopez**

GAF

## **Wendy Lucas**

PB Roofing

## **Mandy McIntyre**

Level Up Consultants

## **Jeseika Mitchell**

Owens Corning

## **Jennifer Miracle-Best**

Jennifer Miracle LLC

## **Christine Mockenhaupt**

NWiR Councils Chair  
SRS Distribution Inc.

## **Chelsea Oesch**

Beacon Building Products

## **Gina Ortiz**

Tremco Roofing and Building  
Maintenance

## **Katie Ostreko**

Quality Edge

## **Ashlee Poplin**

Adams & Reese, LLP

## **Minnie Robles**

ATAS International

## **Christina Smith**

Suncoast Roofers Supply/  
SRS Distribution Inc.

## **Antai Ramos Stevens**

GAF

## **Ellen Thorp, M.A., CAE**

NWiR Executive Director

## **Gabriela Torres**

Exterior Medics

## **Monica Vornbrock**

The GLO Group, LLC

## **John Walker**

APOC

## **Lynsay Walsh**

Holcim Building Envelope

# 2023 WORLD AWARD

*Started in 2019 the **Woman of Outstanding Roofing Leadership Distinction (WORLD) Award** is given to a Veteran in the industry and to a Rising Star.*

A WORLD Award Veteran exhibits outstanding commitment and leadership in the roofing industry. She demonstrates perseverance, personal and professional growth, contributes to the industry, creates opportunities for others, and is an inspiration to many. This woman is admired throughout the industry.

A Rising Star is a young professional who exhibits outstanding leadership in the roofing industry. These emerging leaders anticipate (internal or external) customer needs, are team players, innovate, and inspire those around them. This woman is admired by their peers and foster and encourage collaboration.



## 2023 WORLD Award Veteran Nominees



**Stephanie Baird**  
General Manager  
Bliss Roofing, Inc.  
Clackamas, OR



**Denise Cantu**  
Branch Manager  
Beacon Building Products  
Oxnard, California



**Maureen Greeves**  
Director, Field Operations  
Tremco CPG  
Beachwood, Ohio



**Jennifer Keegan**  
Director, Building & Roofing Science  
GAF  
Parsippany, NJ



**Lorie Mets Herman**  
Business Development & Marketing  
Farrell Roofing  
Dunkirk NY



**Lynn Picone**  
Sr. Product Manager  
GAF  
Parsippany, NJ



**Minnie Robles**  
Product Representative  
ATAS International, Inc.  
Allentown, PA





## 2023 WORLD Award Rising Star Nominees



**Melinda Flore**  
Branch Manager  
SRS Distribution Inc./  
JB Wholesale  
Simi Valley, CA



**Melissa Lopez**  
Vice President  
619 Roofing  
Escondido, CA



**Wendy Lucas**  
Director of Strategic  
Development & Marketing  
PB Roofing  
Elmwood Park, NJ



**Cindy Rivera**  
Head Of Finance and  
Master NLP Lead Trainer  
Conscious World Changers  
Irvine, CA



**Erica Sherman**  
Building Sciences Manager  
GAF  
Parsipanny, NJ



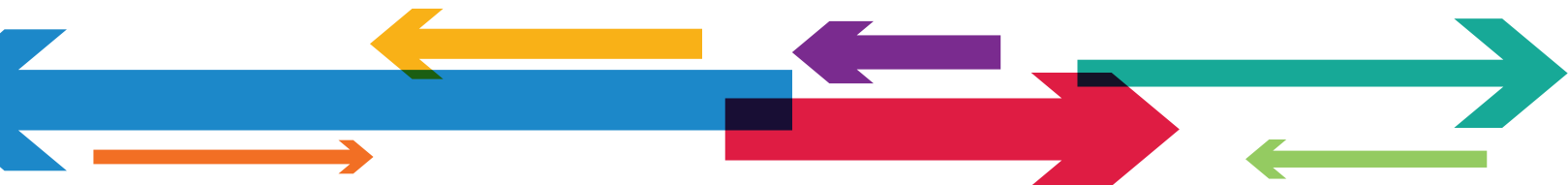
**Sage Sorathia**  
Chief Operating Officer  
Capitol Roofing  
Clifton, NJ



**Amanda Veinott**  
Co-founder & CEO  
The Home Pro Hub LLC  
Succasunna, NJ



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