



# Hitting It Out of the Park

A year in  
review and a  
glimpse of  
what is to  
come!



2022-2023  
ANNUAL  
REPORT

**NWIR**  
*National Women in Roofing*  
[www.NationalWomeninRoofing.org](http://www.NationalWomeninRoofing.org)



# NWiR

*National Women in Roofing*

Thanks to the support from Sponsors and members, over the past seven years, National Women in Roofing gained industry respect and our **2,600+ members** found **belonging**.

This annual report showcases our progress in membership, council development, mentoring, industry engagement, and communications as it shares our vision for initiatives to keep you at the **top of your game** including collaborative efforts, recruitment programs, and education that will be teed up in the coming year.

We are embracing our **allies and advocates** and truly bringing them into the fold. As we look ahead, watch for NWiR allies to join Board of Directors as Member at Large. This is how we get stronger and continue with our mission to empower women in the roofing industry...together.

The home run of empowering women is achieved by “running bases” of *Education, Recruitment, Mentoring, and Networking* (aka our pillars). Your support has resulted in some **all-start moments** this past year that we are excited to share with you.

That said, our theme for this year is **Hitting It Out of the Park**: How Women Rise with Allies and Advocates. In celebration of our 7th year, I **challenge you** to invite seven new members to join us and find a place where they belong.

Thank you for being part of our collective journey!

With gratitude,

*Keegan*

**Jennifer Keegan**

*Director, Building and Roof Science, GAF Materials Corporation; NWiR Executive Committee 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 2023

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.



**Christine Mockenhaupt**  
Secretary  
Senior Manager Inventory - Northeast  
SRS Distribution Inc.  
Morris Plains, New Jersey

**Michelle Boykin**  
Immediate Past Chair  
COO  
Rackley Roofing  
Nashville, Tennessee

**Christee Holbrook**  
Treasurer  
President  
Graham Roofing  
West Point, Mississippi

**Jennifer Keegan**  
Chair  
Director, Building & Roof Science  
GAF Materials Corporation  
Parsippany, New Jersey

**Anna Anderson**  
Vice Chair  
CEO  
Art Unlimited  
Angora, Minnesota

# Setting & Accomplishing Goals

Goals and timelines are set annually by the Board of Directors.

## CONTINUING TO BUILD SUPPORT

### NWiR Diamond Sponsors 2023



### NWiR Platinum Sponsors 2023

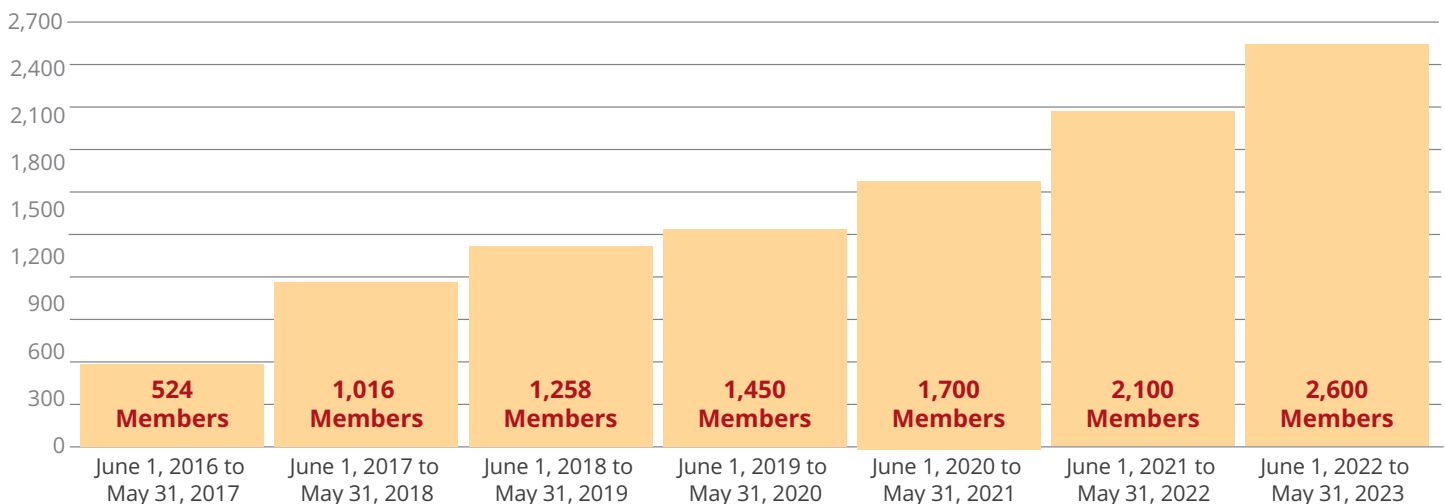


### NWiR Gold Sponsors 2022



## 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 male allies who are members and support the empowerment of women in the roofing industry.





Over  
**50**  
councils

## DEVELOPING COUNCILS NATIONWIDE

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 50 active 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 activities. In all cases, they serve as a way to connect women and contribute to industry retention.

## OFFERING EDUCATIONAL OPPORTUNITIES

NWiR continues to develop educational webinars, as well as new content for the library, infographics, and educational sessions at different industry conferences, expos, and trade shows. Be on the lookout for more technical information in the content library as well as presentations on business operations and mentoring.

Among national webinars, councils, regional in-person events, and national conferences NWiR is focused on education. Below is a sampling of the educational offerings over the past year.

### Over 24 education and mentoring sessions were presented in 2022-2023:

- The Importance of Women Supporting Women
- Keeping it Cool: Using Cool Roofs to Combat Heat Islands and Save Energy
- Vegetated Roofing
- Building Solutions for Increasing Heat Equity
- Long-Term and Short-Term Goals
- Being "The Only" in the Room: Blending In, Leaning In, and Stepping Up!
- Roofing Is... Being an Upstander
- Expert Tips for Contract Negotiation and Review
- The Role Brand Personality Plays in Purchase Decisions + Employee Engagement
- Career Path Blind Spots
- OSHA (Occupational Safety and Health Administration) 10 – En Español
- Personal Improvement
- Self-Care and Seasonal Depression
- Let's Get REAL: NWiR's DEI (Diversity, Equity, and Inclusion) Program for the Roofing Industry!
- REAL Roofing DEI Program Cohort 3
- The Power of Networking
- Financial Wellness
- The Business of Women in Roofing – Operations Management
- Ventilation: A COOL Way to Increase Sales!
- Using Your Voice to Create Change in Your Community and Career
- Our Strength is in our Diversity
- Respect Within Roofing – Strategies for Building Inclusive Communities at NWiR & Beyond
- REAL Roofing DEI Program Cohort 4
- The Value of Mental Health Awareness in the Roofing Industry



On average  
**80**  
register for  
NWiR education  
sessions



**50%**  
of NWiR members  
that own or work for  
a roofing contractor

**30%**  
of NWiR members are the  
only woman or one of few  
women in their company



# 6th Annual National Women in Roofing Day

The sixth annual NWiR Day was held on Sunday, March 5, 2023 prior to the start of the International Roofing Expo in Dallas. The day was filled with excellent presentations from outstanding women in the roofing industry.



**93%**  
of attendees  
said the day  
met, exceeded  
or far exceeded  
expectations

## NWiR Day Survey Results

**65%**  
stayed for  
the evening  
reception

**73%**  
connected with  
women who  
live in their  
local area

**40%**  
were first-time  
attendees to  
NWiR Day





# NATIONAL WOMEN IN ROOFING DAYS 2024

## Why Send Your Employees?

### Empowering Your Workforce

National Women in Roofing (NWIR) Days serves as a platform to empower and celebrate women within the roofing industry. No other conference exists where the entire program is focused on the unique challenges and opportunities affecting women in the roofing industry. By sending your employees to this event, you are demonstrating your commitment to gender diversity and equality within your workforce. It sends a strong message that you value and support the professional development of your team members.

### Networking and Collaboration

Attending National Women in Roofing Days will help your employees gain new ideas and skills and make valuable connections within the roofing industry. Building relationships and collaborations can lead to new business opportunities, partnerships and gain a broader perspective on industry best practices.

### Skill Enhancement

NWIR Days are specifically designed for multi-disciplined roofing professionals with sessions focused on challenges specific to the roofing industry. These sessions are designed to help bridge the gap, whether it's learning the latest application techniques, safety, creating a company culture that attracts and retains talent, speaking with leading marketing and technology providers or developing short-term and long-term business strategies.

Some NWIR Day sessions are offered in Spanish and the keynote session will be translated into Spanish.

### Fostering Inclusivity and Innovation

Diversity is a catalyst for innovation and creative problem-solving. Attending NWIR Days will help your employees gain fresh perspectives and ideas that can be applied to your projects and operations, ultimately contributing to your organization's growth and success.

### Employee Engagement and Morale

Investing in the professional development and well-being of your employees is essential for maintaining high levels of job satisfaction and engagement. Participating in NWIR Days will boost morale, instill a sense of belonging, and demonstrate your commitment to their personal and professional growth.

### Industry Insights

Staying informed about the latest trends, technologies, and industry insights specific to women in the roofing industry is crucial for your company's competitiveness. This 2-day event provides a unique opportunity to access cutting-edge information and stay ahead in a rapidly evolving industry



### TOP 5 REASONS TO ATTEND:



Be inspired by the knowledge, creativity, and heart in our industry, openly shared in sessions.



Meet potential collaborators, mentors, and clients during networking opportunities.



Re-energize professionally with sessions on *How Women Rise*.



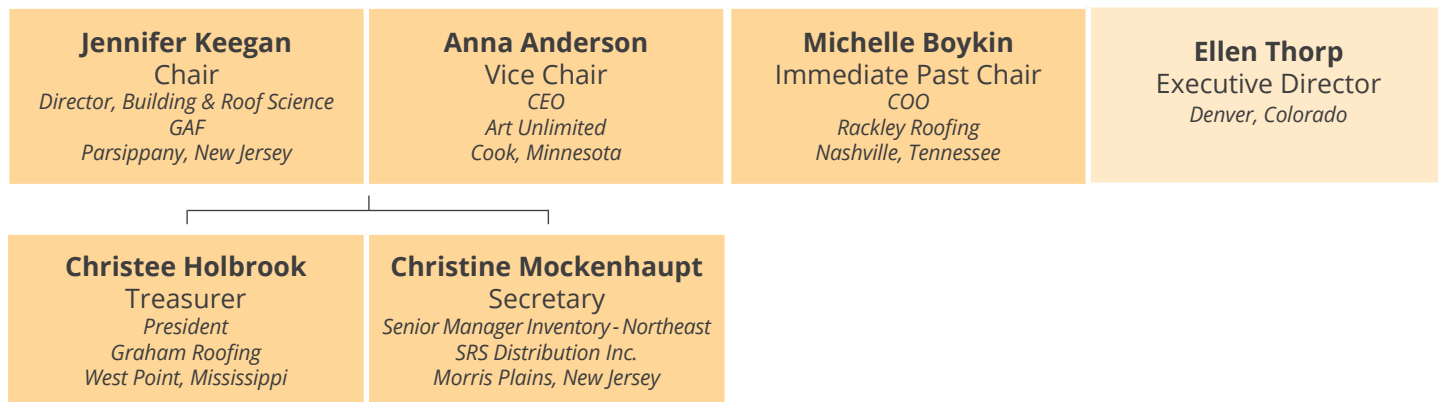
Strengthen skills to be a more effective ally and advocate in the industry.



See, touch, and experience through our hands-on sessions.

# BUILDING LEADERSHIP WITH A STRONG BOARD OF DIRECTORS

## Executive Committee



## Past Chairs



## Directors & Committee Chairs

### Anne Marie Bourque

Canadian Liaison,  
Councils Committee  
*Architectural Technical*  
Representative  
Enercorp  
Quebec, Canada

### Kelley Caron

Mentoring Chair  
*Marketing Specialist*  
OMG Roofing Products  
Agawam, Massachusetts

### Kyrah Coker

Mentoring Vice Chair  
*Vice President of Finance*  
National Roofing Partners  
Coppell, Texas

### Jess Cress

DEI Co-Chair  
*Operations Manager*  
SRS Distribution Inc.  
Bogart, Georgia

### Susan DeGrassi

Board Member at Large  
President & COO  
*Antis Roofing & Waterproofing*  
Irvine, California

### Liz Garza

Recruitment Chair  
*Chief Culture Officer*  
My Roofing Crew  
Springfield, Tennessee

### Dawn Holsinger

Community Service Chair  
*Managing Partner*  
Delta Rep Group  
Saint Petersburg, Florida

### Jae Horbacz

Membership Chair  
*Architectural Representative*  
Kemper System America  
Monroe, New Jersey

### Rae July

DEI Co-Chair  
*Director of Steep Slope*  
Operations  
Chinook Building  
Envelope Services  
Tacoma, Washington

### John Kenney

Board Member At Large  
CEO  
*Cotney Consulting Group*  
Plant City, Florida

### Stephanie Kiriazes

Councils Chair  
*Senior Codes Engineer*  
Holcim Building Envelope  
Nashville, Tennessee

### Lee Lipniskis

Events Vice Chair  
*Owner and CEO*  
Lavello Construction  
Denver, Colorado

### Wendy Lucas

Councils Vice Chair  
*Director of Strategic Develop-*  
*ment & Marketing*  
PB Roofing  
Weehawken, New Jersey

### Kimberly Reichert

Communications Chair  
*Graphic Designer &*  
*Social Media Manager*  
S-5!  
Colorado Springs, Colorado

### Manaya Robertson

Education Vice Chair  
*Channel Sales Specialist*  
CertainTeed  
Sanford, North Carolina

### Shelby Smith

Recruitment Vice Chair  
*HR Leader*  
Owens Corning  
Toledo, Ohio

### Jodi Thomas

Education Chair  
*Codes & Standards Manager*  
Carlisle Companies Inc.  
Midland, Michigan

### Casey Troxclair

Community Service Vice  
Chair  
*Contracts Manager*  
KPost Roofing & Waterproofing  
Dallas, Texas

### Brittany Wimbish

Events Chair  
*Operations Manager*  
Fields Roof Service  
Kent, Washington



# 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. NWiR engages members through social media as well, using this important tool to get information into the hands of members quickly and efficiently.

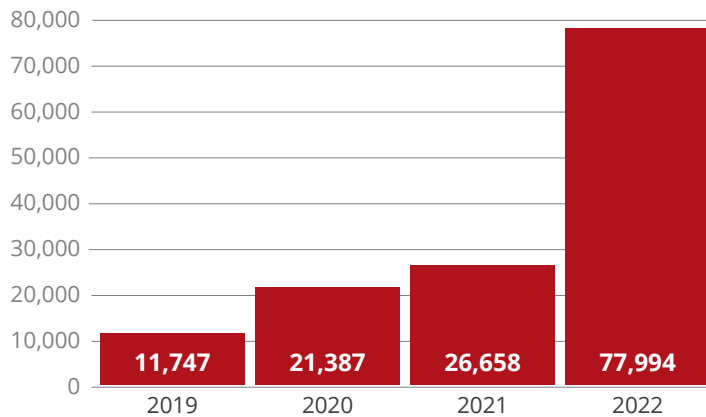
## Email Newsletter

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

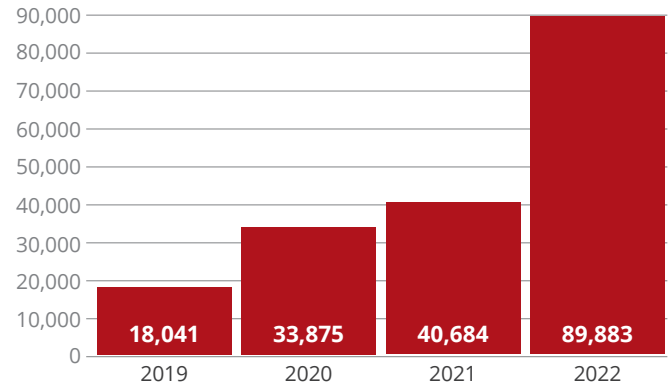


## Website

UNIQUE WEBSITE VISITORS

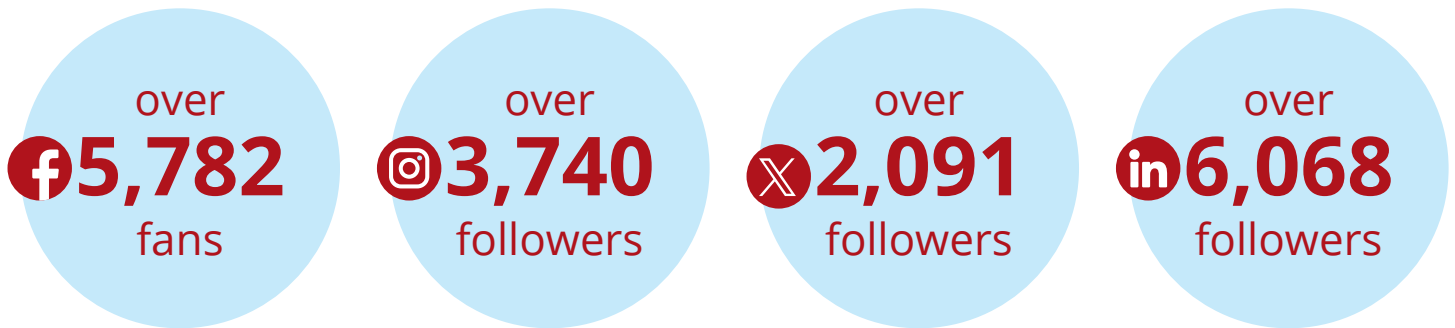


WEBSITE VISITS



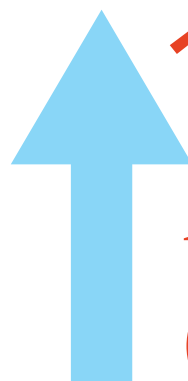
## Social Media

NWiR continues to have a strong social media presence:



1,583 posts created across channels

Over 31,101 engagements across all channels



18,681 followers across all channels (A 38% increase!)

# Sustaining and Growing

## EFFICIENT OPERATIONS, STRATEGIC INITIATIVES, AND MEMBER FOCUSED PROGRAMS

- Five-member Executive Committee, each volunteering 15-18 hours per month
- Board of Directors, each volunteering 8-10 hours per month
- Significant volunteer contributions by members and a shared office keeps overhead costs low
- \$750,000 annual budget in FY 23-24 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

As a volunteer-led organization, many of the programs and initiatives of NWiR are developed and implemented by the Board of Directors; and every effort is made to fill association needs by member volunteers before looking outside the association. The Executive Committee is the officers of the association who provide a vision for the association for the upcoming 1-3 years, serve as liaisons for 2-3 committees to provide guidance and strategic oversight, and address significant issues that affect the association. NWiR is professionally managed by an association management firm, Civica Management, with Ellen Thorp, M.A., CAE serving as the independent Executive Director of the organization. NWiR headquarters are housed in the Civica office in the Denver, Colorado metro area.



Ellen Thorp, M.A., CAE  
Executive Director

**civica**

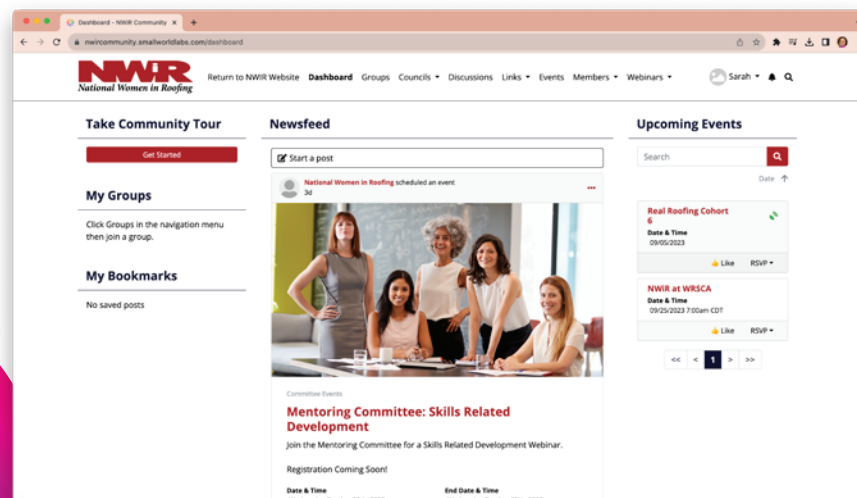
ASSOCIATIONS  
CONFERENCES  
EXHIBITIONS

## NWiR CommUnity PLATFORM

We are thrilled to warmly welcome all NWiR members to our newly launched member communication and engagement platform, CommUnity. Think of CommUnity as a blend between a private Facebook group and a LinkedIn page. It's important to highlight that full access will be granted exclusively to active NWiR members.

Within CommUnity, a diverse array of functionalities awaits, enabling members to participate in a multitude of activities. These encompass conversing with fellow NWiR members and leaders, staying updated on the latest NWiR news and events, fostering connections with councils, delving into specialized interests, and exchanging ideas and resources.

NWiR eagerly anticipates your presence on this exciting platform!



## *In 2023, we honored both a veteran and rising star with a W.O.R.L.D. Award to celebrate two outstanding women roofing professional.*

In its fourth year, the Woman of Outstanding Roofing Leadership Distinction (W.O.R.L.D) Award honored two recipients at NWiR Day 2022. The NWiR WORLD Award Committee is pleased to announced the 2023 winners. Congratulations to Stephanie Baird for winning the WORLD Award Veteran award and to Erica Sherman for winning the WORLD Award 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 of National Women in Roofing's committees provides significant programmatic support to the association. Below is a snippet of what NWiR's committees have accomplished in the past year and currently have in development.

### COMMUNICATIONS

The Communications Committee has been revamping and rebuilding and we've got some good things going:

- One of the original members of the committee stepped up to help rebuild the committee on campaigns to drive engagement inside/outside of the organization.
- A core group of women have volunteered to help rebuild it and they come from a variety of areas of the industry, providing insights and experience.
- Campaigns set up within the new social platform for various themes (councils, NWiRDay, sponsors, community service, etc.)
- Transitioned to a new social platform that will allow the committee to focus on analytics and concentrate
- List of campaigns and themes to run, laid out by week and month.

### What's Coming...

**Personal Experiences:** The committee has been working on ways to generate buzz for NWiR Day 2024! We implemented a video selfie submission form for people to talk about their experiences at the conference. These will be shared through social media.

**Honor Our Sponsors:** We have started a campaign that involves sharing our different sponsorship levels and the companies at those levels. This recognition will be done throughout the year to show appreciation as well as to help encourage other companies to join in.

**Council Focus:** Committee member dedicated to covering our councils and their growth within the organization through events, etc.





## COMMUNITY SERVICE

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The Community Service Committee planned and submitted a breakout session idea for NWiR Day 2023 to highlight the year! *Doing Good: The More You Give The More You Grow*. Committee leadership led round table discussions were held on 3 topics:

- 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.

The Community Service Committee encouraged NWiR members to pursue relationships with organizations and causes that help and empower women, girls and their families – the focus of our organization- encouraging volunteerism and engagement first, fund raising or sourcing “in kind” donated products and services for organizations such as local women shelters, women crisis centers, women build programs.

Meeting four times during the year, the singular goal of the committee is to provide tools and ideas for businesses and councils that are just getting started with giving back AND collect the stories from across the country of what so many of our members are doing in their communities. The updated toolkit can be found on the NWiR website.

The committee will showcase a new video compilation of stories from 2023 at NWiR Day 2024. During the month of November — *Doing Good Month* daily features of how councils and businesses supported their communities will be highlighted by NWiR in social media and the newsletter.

Some highlights from the past year are:

- Full month of daily posts featuring our members community
- Video compilation at NWiR day
- First breakout session at NWiR day 2023

Sneak peak to the 2024 breakout session proposal — *Home Turf Advantages: How to get more out of being involved locally.*

## COUNCILS

What a year for Councils! We reworked the Councils Toolkit, providing updated links for resources and additional information to help new and existing Council Leaders establish connections with their members.

Be on the lookout for the official updated Councils Toolkit to hit the Resources for Councils page of CommUnity.

This past year the Councils Committee helped to update information for all our 50 Councils in the books! Having up-to-date Council Leader information and Council activity really helps us to help you.

We've launched several new Councils so far this year, including the National and Latina Hispanic Council!

Looking to the future, what can you expect from the Councils Committee? As we grow as an organization, we want to ensure that we allow ourselves to continue to grow and establish connections within local Councils. To do so, we'll periodically work with the Board of Directors to update policies or create new ones.

On a more fun note, who doesn't like swag and recognition? We're so excited to announce the upcoming Council Recognitions! This program was designed to also be used by new Council Leaders and new Councils as a springboard for ideas and establish a strong foundation to build upon. We are so excited to highlight some of our OUTSTANDING Councils!

Until then, if you have questions you can find us on the Tuesday calls or email your Councils Committee Chair Stephanie Kiriazes (Stephanie.Kiriazes@Holcim.com) or Vice-Chair Wendy Lucas (wlucas@pbroofingco.com). Talk to you in the next All Council Leaders call!

### Canada Council

Members from Canada responded quickly to our events. A first cocktail was held in Laval (Quebec) in November, followed by another one in Toronto (Ontario) in December. The exercise allowed us to survey our customers to validate their needs and expectations. Networking and training are the 2 topics that stand out the most. We have set up our first NWiR Canada Day and are more than happy with the success of this first national event. We joined the Rooftech show, which brings together the major players in the roofing industry in Canada, and offered a complete program of conferences and networking.

Our members are spread over a large territory, a whole country, therefore in 10 provinces. It is practically impossible to organize a central event that would bring everyone together. We therefore rely on the virtual for the majority of our events, even today. The pandemic will have made us realize that it was possible. One of our challenges is to offer events in 2 languages, French and English. Many of the board members are bilingual so we are trying to meet the needs in this aspect. 2023-2024 looks promising with great projects. We are talking about setting up virtual fitness sessions, great technical trainings and all in both languages of course. Stay tuned!







**R**eveal opportunities.

**E**levate equity.

**A**ctivate diversity.

**L**ead inclusively.

## *Moving the roofing industry forward with equity, diversity, and inclusion education.*

In the fall of 2020, the Executive Committee of NWiR started discussing the need for an education program for the roofing industry on the topic of diversity, equity, and inclusion. It was determined that it was important to make sure that the program would be applicable to small and medium-size contractors and consultants, that it would be available at a low cost, and that the planning of the program would include voices from all various aspects of the roofing industry. REAL Roofing is inspired by the global leadership nonprofit, the Center for Creative Leadership. Their proprietary REAL™ framework for equity, diversity, and inclusion is informed by decades of making the world a better place through more effective leadership.

The first pilot cohort launched in March 2022. By mid-summer 2023, over 300 people from the roofing industry and beyond will have participated in REAL Roofing. Through a multi-part micro-learning interactive video and text series, the REAL Roofing is available at a low cost to ANYONE in the roofing industry. Stay tuned to NWiR social media and CommUnity for the announcement of upcoming cohorts starting soon.

## **DIVERSITY EQUITY & INCLUSION COMMITTEE** —————

The DEI Committee meets the second Friday of every month and we're encouraging members to join our meetings either as a liaison or a committee member.

Promoting REAL Roofing continues to be our main focus and one of our 2023 goals is to utilize councils to garner interest and boost activity for REAL Roofing.

In 2023, the DEI Committee has been committed to partnering with other committees. We have started partnering with the Hispanic & Latina council for Hispanic Heritage Month features and content translations. Our committee is also hoping to have a special Spanish cohort for REAL Roofing sometime in the not too distant future. We've discussed with Lorna Rojas about leading the Spanish cohort discussions but more to come on this as Mandy continues to be the program facilitator.

Coming up in 2024 we are partnering with the Education Committee on a webinar series focused on financial literacy and saving for the future. We have also had broad discussions on partnerships with the Mentorship Committee. As we continue to produce highlight features recognizing some of our members, we are always looking for members who would like to be featured so please don't hesitate to reach out to us.



## EVENTS

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### Celebrating a Year of Connection and Growth

In the past year, the National Women in Roofing (NWiR) Events Committee has been at the forefront of continuing to foster connections, empowerment, and educational opportunities within the roofing industry. With a vibrant presence at both national and regional roofing conferences, our committee has consistently delivered enriching experiences that have resonated with our members and prospective members alike.

Our approach has been multi-faceted, featuring education sessions that ignite curiosity, receptions with insightful presentations on networking, mentoring, education, and recruitment themes, and engaging trade show booths where women can explore the association and forge meaningful connections with industry peers.

As we stepped into 2023, our focus was to sharpen on the pivotal theme of career progression and the complex decision-making processes it entails. With the spotlight on *What does it really mean to 'follow your pathway' in your career?* We acknowledge that career decisions are an ongoing journey, often influenced by both fear and intuition. National Women in Roofing invited our members and peers to thought-provoking round table discussions at this year's national expos. These insightful sessions gave insights and the potential skills to navigate career pathways using effective decision-making strategies, fostering personal and professional growth through sharing stories and creating actionable take-a-ways.

The Events Committee's year-long efforts have revolved around the core principles of inclusivity, education, empowerment, and growth and as we reflect on the past year, we express our gratitude to our sponsors, whose support has enabled us to flourish. Together, we have woven a vibrant tapestry of relationships through our events that will continue to serve as steppingstones for women within the roofing industry to thrive, progress, and transform.





## EDUCATION

The Education Committee had a highly productive year in 2023, providing valuable content based on member suggestions. The year started with an impactful session called *The Power of Networking*, featuring Heidi Ellsworth and Karen Edwards from Roofers Coffee Shop. Mandy McIntyre, the Owner of Level Up Consultants, delivered a powerful talk on *The Value of Mental Health Awareness in the Roofing Industry*. One of the highlights of the year was the session in June, titled *Good, Better, Best: No Fear Selling*, presented by Trevor Thomson of CertainTeed. This session garnered significant interest with over 40 online attendees and sparked engaging discussions and questions.

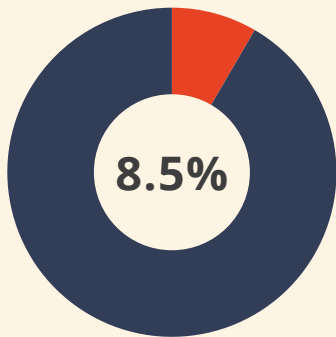
In August, the committee hosted an interactive discussion on *Employee Engagement and Retention in 2023*, led by committee members Cindy Hamilton and Lorna Rojas. The rest of the year is jam-packed with sessions covering important topics such as sexual harassment, professional certifications, a DORA overview, and a hands-on demo showcasing cold weather applications of flashings and repairs.

Saying farewell to our dedicated chair, Maureen Greeves, who skillfully led the committee for the past two years, was bittersweet. We warmly welcomed Manaya Robertson of CertainTeed and Jodi Thomas of Carlisle as the new co-chairs, and we are excited about the plans for the upcoming year.

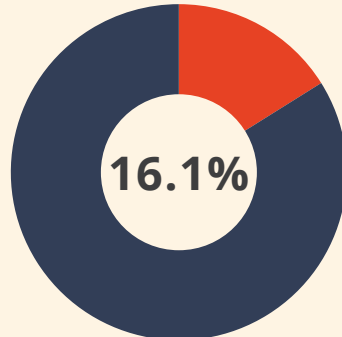
Next year, the committee aims to collaborate with the DE&I committee on financial wellness initiatives. Additionally, there are plans for more roofing-specific seminars to further enhance knowledge and skills within the industry.

## By the Numbers: Women in Construction

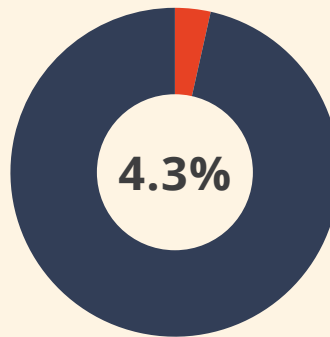
### SPECIFIC OCCUPATIONS



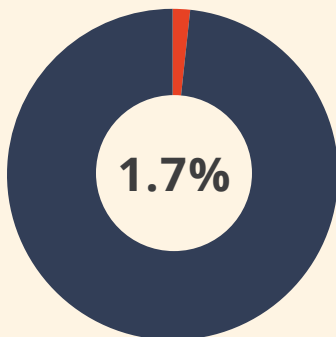
Construction Managers



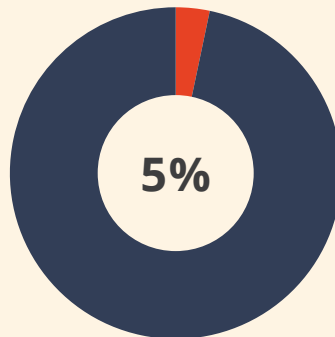
Architects



First-line Supervisors of Construction Trades & Extraction Workers

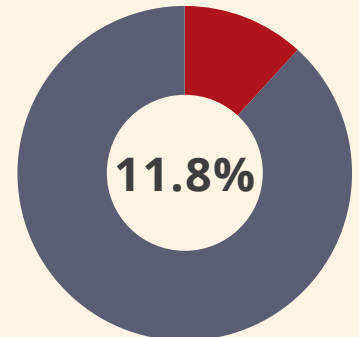


Construction Laborers & Equipment Operators

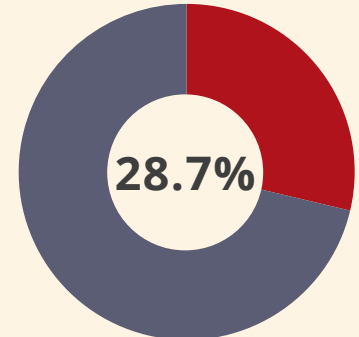


Roofers

### GENERAL INDUSTRY



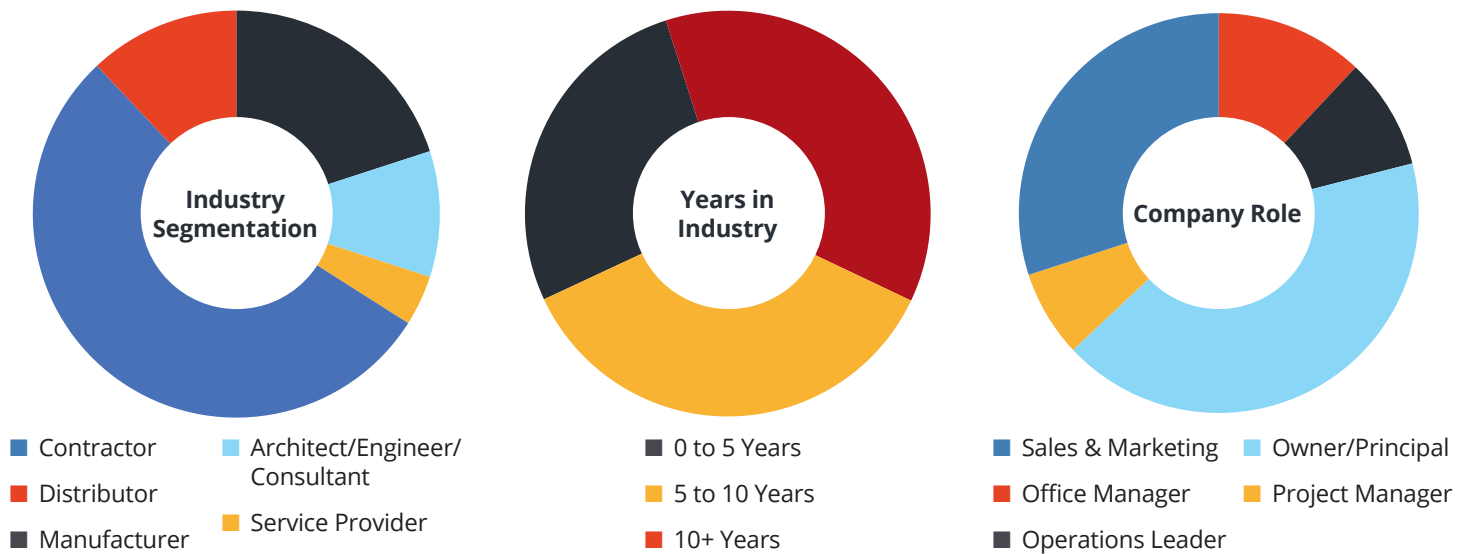
Construction Industry



Manufacturing Industry

# Member Demographics

Source: National Women in Roofing



## MEMBERSHIP

Our ongoing new member engagement campaign involves several key initiatives. Firstly, we send *Email #1 — What can I expect now?* to new members 30 days after they sign up, offering insights into their membership journey. However, we currently lack confirmation regarding the timely dispatch of Membership toolkits within 30-45 days of enrollment, which is a crucial area for improvement. At the 90-day mark, we dispatch *Email #2 - Want to get the most out of your membership? Get involved, get connected!* to encourage active participation among new members.

For lapsed members, we send reminder emails highlighting the need for renewal, which will include updated fees. Furthermore, we express our desire to engage in conversations with them to understand the reasons behind their decision not to renew, emphasizing the importance of follow-up in this regard.

Our first major goal centers around enhancing Member Benefits. To achieve this, we plan to have a dedicated table at NWiR Day to promote these benefits actively and leverage social media platforms to amplify our message. Additionally, we intend to develop clear parameters and guidelines for member benefits, including a vetting process for evaluating different offerings. To foster innovation, we'll create a platform at NWiR Day for members and sponsors to suggest benefits they'd like to offer, with a fillable form that undergoes review by both our committee and executive council. These benefits will encompass member-to-member and sponsor-to-member perks, including discounts, networking opportunities, and promotional items, all distributed during NWiR Day. Furthermore, we aim to provide quality education and hands-on training tailored to advancing women in the roofing industry. To streamline access to these benefits, we'll create a dedicated webpage or drop-down menu on our website. Our outreach efforts will also include a robust social media campaign.

Our second goal is to develop a program for student membership. We plan to initiate a pilot program involving 1-3 college students majoring in construction. This program will be offered to students at no cost and will involve engagement with a local council, committee participation, and attendance at NWiR Day. We will outline the program's structure, benefits for students, and advantages for NWiR. Additionally, we will use this program as a learning tool to create offerings for universities and technical schools with construction-related programs. We will also seek feedback from schools with construction and roofing programs to refine and promote this initiative.

A future membership initiative will involve targeted outreach to DE & I organizations, IIBEC, large roofing contractors, and state roofing contractor associations to attract potential prospects and expand our membership base.



# 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 IRE and NRCA Convention in Las Vegas. 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 2023, N.E.W.S. scholarships were awarded to: Carolina Santos, Director of Production at NV Roofing in Elgin, IL; Sara Klindworth, owner of Solid Roofing NW, LLC in Salem, Oregon; Brittany Taylor, Contract Administator at Rackley Roofing Company Inc., in Carthage, TN; and Natalie Roby, Sales at MacDermott Roofing in Livonia, Michigan.



**Carolina Santos**



**Sara Klindworth**



**Brittany Taylor**



**Natalie Roby**

## MENTORING

Coordinating the N.E.W.S (Network of Educating Women Scholarship) Conference Attendee Program, which provided four women contractors with complimentary attendance at NWiR Day and the International Roofing Expo is the primary focus of this committee. This program provides a welcoming experience for these first-time attendees with professional and personal contacts they can reach out to for guidance.

The group peer mentoring series has been a strong success with consistent participation and engagement. This program will continue around common scenarios and questions that are unique to women in the roofing industry, including incorporating a book discussion in September to focus on for a conversation topic.

## INDUSTRY RECRUITMENT

The Industry Recruitment Committee reaches beyond traditional recruitment strategies to attract 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 2022-2023, the Industry Recruitment Committee worked to increase the number of women in the industry by:**

- Creating a nationwide video campaign highlighting the benefits of the roofing industry for women
- Developing a social media strategy focused on helping women connect their outside industry experience to success careers in roofing
- Creation of an external microsite that promotes the roofing industry as a stable and opportunity-rich destination industry. Keep an eye out for the roll out of the microsite in the fall of 2023

# Looking ahead to 10 years of NWiR

The Executive Committee is thinking ahead to our 10 year anniversary in 2027. We have some very big initiatives at play and some in the bullpen, warming up for prime time. Some of these initiatives include:

- Leadership Development Program
- Regional Events
- Sponsorship Enhancements
- Council Recognition Program
- Special Interest Groups, our first one is the Spanish speaking council

We've been dedicating much time to determine the infrastructure that we need in place to achieve our long-term goals. Empowerment of women in the roofing industry remains our core "why".

We are at a **chapter transition at NWiR**. Like a good book, the early chapters of NWiR have been quite a journey and the anticipation is building as we turn the page to this next chapter. We've laid the foundation for women to not only grow but to thrive. Our commitment is to broaden this opportunity, extending its reach to encompass new avenues for women and our invaluable Allies. Together, we shall fortify the pillars of Networking, Mentoring, Education, and Recruitment, ensuring that strength and inclusivity remain at the core of our journey.

***We're excited to start this new chapter with you! There are exciting things ahead!***





# 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 2022-2023 sponsorship benefits.

Benefit	Details	Silver \$2,500 USD	Gold \$5,550 USD	Platinum \$11,000 USD	Diamond \$27,500 USD
Career	Careers microsite 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	Corporate spotlight in the newsletter; submitted by sponsor.			1	1
Marketing	Post on the website blog; submitted by sponsor.		2	4	6
Marketing	Corporate logo on digital signage at events.	✓	✓	✓	✓
Marketing	Corporate logo on 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).		✓	✓	✓
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.	✓	✓	✓	✓
NWiR Day	Access to preferred seating at keynote address.				8
NWiR Day	Access to complimentary tickets.			2	8
NWiR Day	Intentional engagement at NWiR Day as well as recognition from the main stage.				✓
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, which is provided by NWiR.				✓
NWiR Day	Access to digital invitation to use throughout your company and with customers.	✓	✓	✓	✓
NWiR Day	Corporate logo on invitation and web page.				✓
Recruitment	Member profiles on the website blog; submitted by sponsor.		2	4	6
Website	Corporate logo on Home page.			✓	✓
Website	Corporate logo on Sponsorship page.	✓	✓	✓	✓

**ANNUAL COUNCIL SPONSORS (\$1000):** Companies who have a more regional or local focus may choose to sponsor a NWiR Council instead of the national organization. In this case, please view the list where [NWiR has active Councils](#) and reach out to the local leaders by completing the contact form to offer your support.

**EVENT SPONSORS (\$1500):** NWiR generally has a booth and/or presence at the following national and industry events: NERCA, Roofing Day, FRSA, WSRCA, and adjacent to the Best of Success Conference (there is no NWiR booth at Roofing Day or BOS, just a mentoring session and luncheon or reception). We are offering an "add-on" option for sponsors to support the NWiR presence at these events. The donation for this sponsorship is \$1500 and will include recognition from the podium and recognition on digital signage. This add-on option is limited to Gold, Platinum and Diamond Sponsors.







SAVE THE DATE

**NWR** Days

February 4-5, 2024 | Las Vegas, Nevada