



# IN THE KNOW

A Monthly Publication of National Women in Roofing

February 2024 Edition



## LETTER FROM THE CHAIR

*Jennifer Keegan, 2023 NWIR Chair*

It's hard to believe that an entire year has gone by since I stepped up as Chair of NWIR. Above and beyond all the amazing things our committees do for our members each year, so much more has been accomplished as we started this new chapter, including:

- Updated all of our **bylaws and governance** structure
- Formalized the **onboarding process** for the Board of Directors
- Brought on Katie Bodiford as our **new Executive Director**
- Updated our **logo** and launched the "Why in our I" campaign
- Intentional inclusion of **allies and advocates** into our membership
- Launch of the **Member Benefits Advantage (MBA) Marketplace**
- Debut of the **RoofingIsWomen.org** recruitment site



I have nothing but Grace and Gratitude for our Board of Directors and members for all of the trust, patience, and grace bestowed on NWIR as we started this new chapter. AND, the journey continues! I had the privilege of introducing **Anna Anderson** as our next Chair during NWIR Days. For those of you that haven't had the pleasure of getting to know Anna, she is:

- A business owner
- A powerhouse within NWIR
- A Wife and Mother
- A resident of the magical land of northern Minnesota/southern Canada



(L to R) Anna Anderson and Jennifer Keegan

What makes a great **team captain**? Captains embody 3 C's in leading their team. They are Caring, Courageous, and Consistent. Being named a team captain is quite the honor. The position of captain is given to someone the rest of the team respects and trusts to lead them in the right direction.

1. Anna leads by example.
2. She communicates the vision clearly.
3. She's encouraging and helps us work through our mistakes with grace.
4. She's confident, yet humble.
5. She makes her teammates and the people around her better.

*A great captain is not defined by how many championships they win, but by how many lives they touch and inspire. ~ author unknown*

Please welcome our **new NWIR Chair**, Anna Anderson!



## NWIR DAYS 2024 - LAS VEGAS

What do practical education sessions, baseball puns and a marching band all have in common? They are all components of **NWIR Days 2024** which occurred at the Las Vegas Convention Center in Las Vegas, Nevada, February 4 - 5.

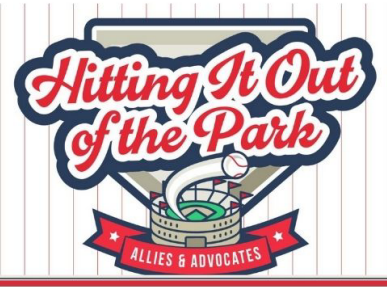
Nearly **500 women and men** converged in the days prior to the International Roofing Expo to network, learn and celebrate the mission of National Women in Roofing which is to empower women in the roofing industry. The event theme, **"Hitting It Out of the Park,"** provided a fun, baseball-inspired event with volunteers and speakers alike having fun with the 2024 theme. One highlight was the presence of the Green Valley High School **marching band** that entertained attendees as they led them in and out of this year's Awards Ceremony.

The **Opening Kick-off session** featured 2023 Chair Jennifer Keegan and Vice Chair Anna Anderson highlighting key conference "need-to-knows" followed by a welcome by new Executive Director, Katie Bodiford. In her message, Bodiford shared the newly redesigned logo as well as the "Why In Our I" which is the cornerstone of NWIR's recent rebranding efforts. Capping off the opening session was a keynote talk and interactive session by Dr. Kimberly Harden titled "The Sum of Us."

Following the kick-off was a lunch containing numerous **topical table talks** which then branched off into **40 education sessions** that filled the afternoon. Topics ranging from leadership and personal development to technical, hands-on demonstrations were well-received by attendees and served as the backbone of this year's conference.

In keeping with the baseball theme, attendees were asked to share their **"walk-up song"** and a **NWIR Days 2024 playlist** was created using the songs shared. Download your own copy of this playlist by clicking on the QR code provided in the Resource Center on page 4.

NWIR also honored several individuals with key awards at this year's show. The association's top two honors, the Rising Star Award and the World Award were presented at the Awards Ceremony Sunday evening. The **Rising Star Award**, given to young professionals who exhibit outstanding leadership in the roofing industry, was presented to **Amanda Veinott**, owner and founder of Maven Roofing & Exteriors in Roxbury, NJ. The **World Award** is given to someone who exhibits commitment and leadership in the roofing industry, along with demonstrating perseverance, growth and creating opportunities for others. This year's recipient is **Devri Pieratt**, Director of Marketing and Organizational Development at Integrity Insurance & Bonding in Happy Valley, OR.



**RISING  
STAR**  
Award



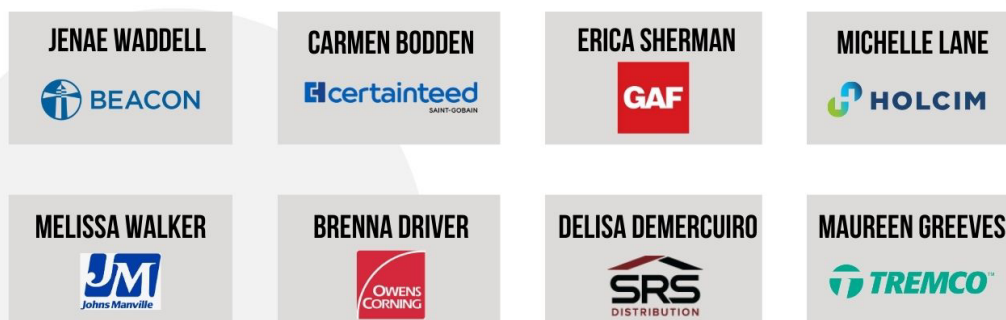
**WORLD**  
Award



## NWIR 2024 MVPs

National Women in Roofing also recognized MVPs from each of our Diamond sponsor companies. These MVP winners exemplify excellence and their contributions to the association and the industry in general were recognized with MVP videos throughout the event.

The MVPs recognized include:



## NEWLY-ELECTED NWIR DIRECTORS

NWIR membership approved the following candidates as new appointees to the Board of Directors. These individuals were the first to apply using our new onboarding/ election process and were formally accepted at our General Membership Meeting on Sunday, February 4, 2024. They are listed alphabetically by last name and their role on the board is also included:



## 2024 Board of Directors

[CLICK HERE](#) to view the roster for the current 2024 Board of Directors. This leadership team is comprised of the Executive Committee, the full board as well as Executive Director Katie Bodiford.

## NWIR DAYS 2024 - RESOURCE CENTER



### 2024 EVENT SURVEY

**Your feedback MATTERS!** Please scan the QR Code to the left to provide feedback on NWIR Days this year. Your input is crucial in helping us improve for future events!



SCAN ME

### What's Your Walk-Up Song?

Scan the QR Code to the left to download the Spotify playlist comprised of the walk-up songs shared by NWIR Days attendees. You are sure to be inspired by the songs that inspire your fellow members!



### Education Session Handouts

Scan the QR Code to the left to download the handout of our keynote presenter for NWIR Days. Both English and Spanish versions included.







*In each newsletter, we'll feature various **NWIR Councils** including updates on recent events and upcoming happenings. NWIR Councils engage our membership on the local level and not only provide networking opportunities but often participate in community service activities as well.*

**Dallas Council** - Join us for a Galentine's Sip and Shop with Kendra Scott on Thursday 2/22 from 6-8pm benefitting Genesis Women's Shelter. Watch on our Linked In page for a link to shop in case you can't join us in person. [Sign up here!](#)



We will also have an event March 5th at 5:30pm where we are partnering with National Association of Women in Construction (NAWIC) at the The Women's Club of Fort Worth 1316 Pennsylvania Avenue Fort Worth, TX. [Sign Up Here!](#)

**Oregon Council** - Thank you to everyone who attended our January meeting! We want to say a huge thank you to Rebecca Norvell and CertainTeed for hosting us and to Nicole Weber for taking us through the plant tour! It was great to learn about CertainTeed/Saint Gobain and the history of the company. Please join us this afternoon for our next meeting hosted at Bliss Roofing in Clackamas!

February 13th @ 3:00pm | Bliss Roofing | 14430 SE 98th Ct. Clackamas, OR 97015

We would like to introduce our **2024 Oregon Council Leadership Team:**

**Council Chair-** Rachel Garcia, Malarkey Roofing  
**Council Co-Chair-** Sara Klindtworth, Solid Roofing NW  
**Community Outreach Chair-** Stephanie Baird, Bliss Roofing  
**Secretary-** Torrey Henderson, Raindrop Roofing NW  
**Marketing Chair-** Kendall Ekerson, Simply Affordable Roofing  
**Marketing Co-Chair-** Mandy Baird, Bliss Roofing



## SEMI-ANNUAL REPORT - TELL US ABOUT YOUR COUNCIL!

The most effective way for us to spread the word about what's going on at NWIR is through our local councils. But, we need to make sure we have the **correct contact info.** for each group! By completing the Semi-Annual Report (SAR), you can ensure we know all about your council and can **communicate effectively** throughout the year! The SAR survey will be sent out soon and the target date for completion is **March 1!**



## DON'T HAVE A COUNCIL NEAR YOU? WE CAN HELP!

If you are a member of NWIR but don't live near one of our councils (or aren't sure if you do), we have another option available... a **Virtual Council!** Send an email to [katie@nationalwomeninroofing.org](mailto:katie@nationalwomeninroofing.org) to learn more about this opportunity to connect with others!



*Our NWIR committees work hard to make sure that the programs and services we offer are relevant and add value to your membership. We will highlight committee efforts in each newsletter so if your committee is working on a project you'd like to share, please submit it to the NWIR team by the 20th of the month prior to each newsletter.*

**DEI** - Our first REAL Roofing Diversity, Equity, and Inclusion (DEI) cohort of 2024 **begins on Feb.19!** Before the program begins, we welcome everyone to join our upcoming webinar on February 15th where we'll explore meaningful ways to foster a more inclusive workplace. [Register Here!](#)



REAL Roofing's innovative design includes a wide range of learning methods, including approximately 15-minute micro-lessons delivered via text and self-paced video lessons that cater to individual schedules. Participants receive a detailed workbook containing lesson outlines and key term glossaries, enriching their learning experience with optional live Zoom meetings for peer interaction. To register for REAL Roofing program or to learn more visit [www.realroofing.org](http://www.realroofing.org)

**MEMBERSHIP** - At NWIR Days we debuted the Member Benefit Advantage (MBA) Marketplace! This members-only benefit will help you leverage relationships with fellow members while you save some money (or make some!) in our online marketplace.



Have a side hustle? Take advantage of a listing in the MBA (free for the first year!) and benefit from discounts provided by other NWIR members. Scan the QR code to get the ball rolling! Our Enrollment Phase is open now... don't miss out!



Interested in getting involved in the activities of NWIR?  
**Join a committee!** Want to learn more about each one?  
 Visit: [nationalwomeninroofing.org/committees](http://nationalwomeninroofing.org/committees)



**SIGN UP FOR  
THE COMMITTEE  
OF YOUR CHOICE!**



Scan this  
QR Code  
to get  
signed up!





At the core of who we are at NWIR, we build each other up. By **celebrating the accomplishments** of other women in roofing, we elevate the industry as a whole. Let us know if there is someone who won't "toot their own horn" but deserves a shout out!

**Madi Cazzola** has been promoted to the **Director of Strategy and Risk** for **National Roofing Partners**, headquartered in Coppell, TX. Madi started at NRP as the Sales Administrator and quickly realized she had found her passion in the organization and the roofing industry. During her tenure with National Roofing Partners, Madi has grown in the organization and held several diverse positions, each contributing to the company's successes. Madi is the oldest of three siblings and was raised in an entrepreneurial environment. Her passion for business development and organizational growth, instilled from her youth, has contributed to her success with NRP. Madi and her husband, Jarrin, raise their son, Aiden, and fur baby, Ziva, in Flower Mound, TX. When she is not spending time with her family, Madi participates in organizations such as NWIR, CFMA and IRMI. Madi's goal is to continue her personal and professional development with NRP and aspires to one day make it to executive leadership. In the meantime, Madi dedicates her time to the overall improvement of roofing industry through her position within NRP and her involvement in industry organizations.

*"Madi is instrumental in driving success at our company and in the Roofing Industry. Early in her career at NRP, we saw that her commitment is unwavering. I am excited to continue to watch her leadership drive growth."*

- National Roofing Partners CFO and Company Integrator, Kyrak Coker.

*"Madi has demonstrated time and again to our council that her heart is made of gold. She is a wonderful leader and has recently been promoted to Co-Chair for the Dallas Council. She's driven and sincere and we know those two things help shape amazing leaders in our Industry. Keep being amazing Madi!"* KPost Roofing & Waterproofing

- Contract Manager, Casey Troxclair



## NOTES FROM THE OFFICE

**Katie Bodiford, CAE, NWIR Executive Director**

I've never been hugged so much in my life. There are many takeaways I brought home from my time at NWIR Days and IRE in Las Vegas, but the hugs really stuck with me.

The warmth of the NWIR members as they embraced me as their new Executive

Director made stepping into a new role much easier. I had the privilege of meeting members from all over the country as well as a few of our international ones as well. But more than the interactions I had with many of you, I enjoyed watching you interact with each other the most. New friendships blossoming, old friends reconnecting, local councils cheering as they saw their efforts showcased in a highlight reel, and fellow members cheering for awards recipients as if they'd won it themselves. That is the culture at NWIR and it's what I've come to love the most about this organization.

Our mission at NWIR is to empower women in the roofing industry. But, we're so much more than that. We are a collection of women and men from diverse backgrounds that see value in a common goal. We are roofers and salespeople, technical experts and owners, marketers and financial gurus. We are young and seasoned (I count myself in that last group) and, more than anything, we are family. We challenge each other to be better and we celebrate when we are. Thank you for the honor of being the coach of such an amazing team. We have a busy season ahead of us. Look out 2024, here we come!