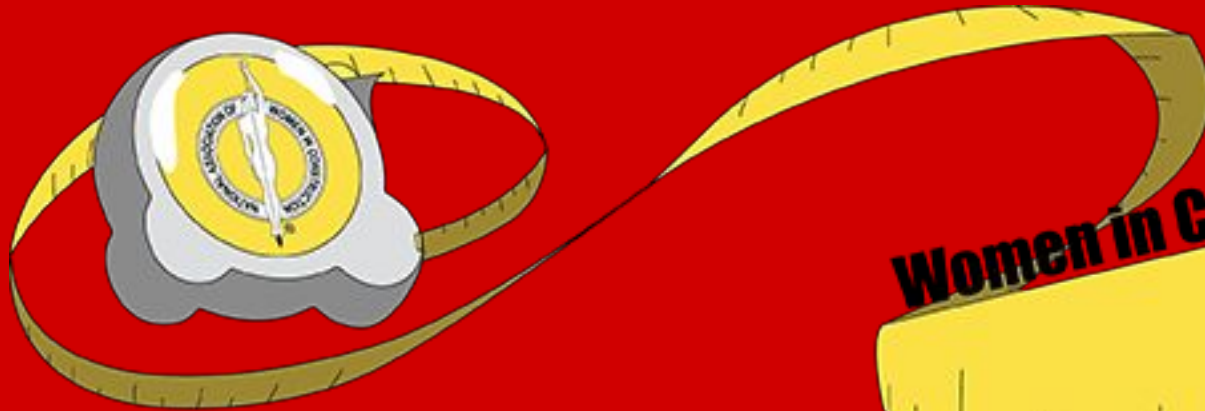




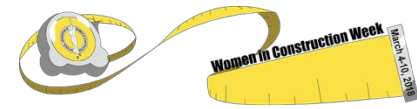
NAWIC



**Women in Construction Week**

March 4-10, 2018

# WIC Week Chairs



## WIC Week

March 4-10, 2018

## Email:

wicweek@gmail.com

## Website:

<http://wicweek.nawic.org>

## Deadlines

*Commitment Form*

*Due: Jan. 5, 2018*

*Recap Form*

*Due: Apr. 2, 2018*

## Pins & Posters

*Pins: \$1 Each*

*Posters: 17" x 22"*

*Due: Feb. 1, 2018*

**#WICWeek2018**

- **Heather Berlinski** – WIC Week Chair 2017-2018
  - **NAWIC Chapter:** Maine Chapter #276
  - **NAWIC History:** Joined in 2014, Region WIC Week Chair two time, Current VP of NAWIC Maine #276, Incoming President of Maine #276
  - **Works for:** Kleinfelder Inc.
  - **Job Title:** Construction Inspector
  - **Contact Info:** wicweek@gmail.com
  
- **Jennifer VanBreda** – WIC Week Co-Chair 2017-2018
  - **NAWIC Chapter:** Dallas Chapter #2
  - **NAWIC History:** Joined in 2008; served 2 regions as WIC Week Chair, NEF Liaison and NEF Fundraiser; served as chapter Secretary, VP, President-Elect and President; currently Dallas chapter IPP and incoming Treasurer
  - **Works for:** SimplexGrinnell (Tyco, Johnson Controls)
  - **Job Title:** Corporate Project Manager
  - **Contact Info:** wicweek@gmail.com

# SCR WIC Week Chairs



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*March 4-10, 2018*

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nawic.org*

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***#WICWeek2018***

- **Dana Lumpkin** – SCR WIC Week Chair 2017-2018
  - **NAWIC Chapter:** Greater Little Rock Chapter #12
  - **NAWIC History:** Joined in 2015
  - **Works for:** Arkansas Aggregates, Inc.
  - **Job Title:** Sales and Marketing Manager
  - **Contact Info:** [dana@arkagg.com](mailto:dana@arkagg.com)
  
- **Laurie Parker** – SCR WIC Week Co-Chair 2017-2018
  - **NAWIC Chapter:** North Shore LA Chapter #339
  - **NAWIC History:** Re-Joined in 2014; Currently serving as Chapter President and also served in 2006-2007. Was honored as WIC of the Year in 2007 at the Region 5 Spring Forum.
  - **Works for:** BillBar Construction, Inc.
  - **Job Title:** Administrative Assistant
  - **Contact Info:** [lparker520@bellsouth.com](mailto:lparker520@bellsouth.com)

# WIC Week Goals



- Talk about WIC Week all year
  - Use Social Media to highlight Women in Construction all year
  - Have a woman in your chapter doing great things, promote her on Social Media
    - NAWIC Facebook, use #WICWeek2018
  - See a NAWIC Company out in the field, promote it on Social Media
    - NAWIC Facebook, use #WICWeek2018
  - WIC Week Committee Chairs will choose a few to highlight the NAWIC Image magazine each month
- Get 100% participation
  - Have all NAWIC Chapters turn in commitment forms and recap forms.
  - Set small commitments and make them count
    - Wear a pin and post a picture
    - Buy a poster and put it in your office
    - Go to lunch with NAWIC sisters
    - WIC Week in your email signature

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***#WICWeek2018***

# WIC Week Deadlines



## • Commitment Form

- Due: January 5, 2018 (*To Dana by December 15, 2017*)
- Email form to [wicweek@gmail.com](mailto:wicweek@gmail.com) (*dana@arkagg.com*)
- Chapter and Region info required
- Chapter WIC Week Chair should be the contact
- Note all activities you plan to do. If you do not have a solid plan yet, just make sure you note your chapter will be hold events to be determined

## • Recap Form

- Due: April 2, 2018
- Email form and pictures to [wicweek@gmail.com](mailto:wicweek@gmail.com)
- Be sure to include number of NAWIC members attending and number of guests attending each event.
  - Use sign in sheets to verify your counts

## • Order Pins & Posters

- Due: February 1, 2018

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### **Deadlines**

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***#WICWeek2018***

# WIC Week Pin & Posters



- Pins

- Cost \$1 each
- Purchase one for every chapter member

- Posters

- Posters are 17” x 22”, two sided and printed on glossy paper.
- Note: Posters are available in increments of five only.
  - 5 for \$20
  - 10 for \$30
  - 15 for \$40
  - 20 for \$50
  - 25 for \$60
  - 30 for \$70
  - 35 for \$80
  - 40 for \$90
  - 45 for \$100
- Order posters for your offices or to post up at your WIC Week events

- Order by: February 1, 2018

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***#WICWeek2018***

# WIC Week Contests



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*nawic.org*

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***#WICWeek2018***

- Chapter hosting most WIC Week Events providing NAWIC exposure to the community
  - Hold as many events as you can during WIC Week
    - Provide event names, dates and times on your recap form
  - Invite guests to as many events as possible to get the community involved
    - Guests can be co-workers from NAWIC member companies, family, friends
- Largest Chapter WIC Week Event
  - Based on percentages of chapter members to event attendees
    - December 1, 2017 member list will be the base line
  - Track your attendees, members and guests, and provide the counts on your recap form
- Region with the largest combined WIC Week event
  - Multiple Chapters coming together for an event
  - Entire Region participating in an event
  - Region Chair will need to track all chapters participation
  - Chapter chair will need to send a recap to Region Chair to provide a count

# WIC Week SCR Contest



- Facebook Promo Post

Will raise awareness about NAWIC

Will build our social media presence

–Create and post a flyer/image to your chapter website and the chapter who's post is **SHARED** the most will be the winner. Flyer can include:

- Facts about NAWIC
- Quotes from members regarding why they like working in construction
- Upcoming NAWIC events
- Highlights/successes within your chapter
- Anything you might wish to promote!

–Along with the posts, Chapters are encouraged to film and post Live Videos, which will count as 5 shares!

- **\$100 Visa Gift Card for the Chapter who wins our WIC Week contest!**

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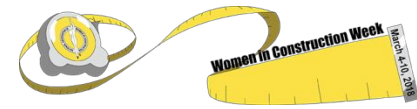
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**#WICWeek2018**



# WIC Week Ideas & Tips



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***#WICWeek2018***

- Host and Lunch N Learn at your office
  - Get the ladies together and talk about NAWIC and why it is a great organization to be a part of.
  - Invite your vendors and contractors to the lunch
  - Many NAWIC members can do this on the same day
- Host a book drive, food drive, blood drive or clothing drive
  - Members can donate at their convenience to a central location to benefit a charity near their city
- Host a Block Kids event
  - Block kids doesn't have to be held once a year
- Have a membership drive or mixer event
  - Charge a minimal fee and host a networking mixer. This can provide your chapter with potential new members.
- Participate in a community improvement project
  - Red Cross, Animal Shelters, Community Clean up, retirement centers, are all locations that need volunteers and donations

*Thank you*

*Questions*

*wicweek@gmail.com*

