WIC Week Chairs

- 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

#WICWeek2018
SCR WIC Week Chairs

• 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

• 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

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
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 *(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
  – 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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#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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WIC Week Contests

• 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

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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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WIC Week Ideas & Tips

• Host and Lunch N Learn at your office
  – Get the ladies together and talk about NAIWC and why i 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

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#WICWeek2018
Thank you

Questions

wicweek@gmail.com