WHAT'S YOUR "WORD"

Back in November we asked each member to come up with a "Word" that has a specific meaning to you. We asked that you think about things like; a specific goal, what brings you joy, what is something you want to let go of or something you want to improve upon, what makes you feel like your true self?

The purpose of that exercise was to help you figure out what WORD, as a daily reminder, would help you achieve what you seek to accomplish.

Working together, the Committee hand made each member a bracelet to wear. Our hope was that as you looked at that word it would encourage you to keep reaching for that goal and be proud of who you are as an individual. We hope you enjoyed receiving them as much as we did making them. We also hope you all enjoyed a wonderful holiday season. If you did not get yours at the last meeting please see Mackenzie to pick it up from her.

We’re looking forward to our next task of planning the Annual Meeting and look forward to any suggestions and help everyone can provide. Happy 2020.
From the President

Mackenzie Kersbergen

Happy New Year, albeit a little late. I hope everyone had a great holiday season. On that note, thank you to all the members who helped make Christmas that much better for our adoptive Christmas Family this year. Penny and I delivered the gifts; it was really something special. Now it’s a new year and we have lots of NAWIC going on. We already had our first membership meeting of the year at the Senator Inn. We welcomed Karen Reed from Allen Insurance and Financial with a Red Rose Ceremony (see page 5). We also covered a lot of business including WIC Week, March 1-7, Marketing and Membership Contest Video due March 20th and started thinking about the Annual Meeting which this year will be in June. We threw ideas out about putting the WIC week logo in our email signatures and using our social media platforms that week to post and highlight famous women in construction each day.

We also have a Block Kids Event coming up in Poland on February 8th. Please contact Jen Dubay for more information.

We have already been to one event, the AGC Annual Meeting, which was held in Portland this year. Thank you to Melissa, Robin, Karen, and Heather for (wo)manning the booth. We have the ABC Craft Championships on the books for Wednesday, April 1 in Augusta. We have participated in this event before with great success of networking and a lot of fun too!

This brings us back to our Strategic Plan for the 2019-2020 year. Our action plan was to discuss a fundraiser/big event which is going to be the Construction Career Days in 2021; Share NAWIC and find events/conferences in 2020 that NAWIC can attend in Maine; Have our PDE committee set up locations and speakers for the year and keep our website up to date, which it is; and lastly revamping our Committee Sign-up Sheet, which is in the works. A copy of the current committees is attached. Great job ladies on sticking to our realistic plan and goals! (SWOT Analysis is attached)

The Northeast Spring Forum Registration opened! Who is planning on attending? This year it’s going to be a Thursday and Friday, May 14th and 15th in Hershey, PA. More details are yet to come, but it already looks awesome. Please talk to people who have gone in the past and see what a value it is to attend. You can register online at:

https://nawicnortheast.org/page-1844985

Mackenzie
Meet Heather Groves

My name is Heather Groves, I have been a NAWIC member since May of 2013. In those short six years I have been the National and Regional WIC Week Chair, sat on the National Emerging Professional Development Committee, Regional Membership Chair, Chapter President, Chapter Vice President and Board of Directors.

I am a wife to an amazing man who has giving me his full support in all things NAWIC, mother to a beautiful energetic 4 year old boy and a step-mom to a thoughtful and kind hearted 12 year old boy.

I have worked on both the private sector and government sector for almost 12 years prior to starting my own firm Cole River Consultants LLC in 2019. My business venture in the engineering consulting world has been one of the scariest and most invigorating adventures of my life. I currently am the only employee of my company with a contract working for the Maine Department of Transportation doing roadway inspection services and design work in the winter. I am proud to say that I am the only current engineering consultant firm that is Maine DBE Certified.

NAWIC Christmas Family

Many thanks to everyone for the donations made to the Christmas Family this year. Mackenzie spoke about the delivery of gifts in her President’s Message, and these two smiling faces were the recipients of those gifts. They are so appreciative of the NAWIC members for adopting them and helping them have an incredible Christmas!

FUN FACT

Women in the U.S. earn on average 81.1 percent of what men make. The gender pay gap is significantly smaller in construction occupations, with women earning on average 99.1 percent of what men make.
Upcoming Meetings and Events

February 19  ASPE Joint Meeting
March 18    ALL about NAWIC
April 9 month Bernstein Shur Event

DaVinci’s, Lewiston
Senator Inn
Portland Country Club, Falmouth

“Women in Construction and Project Development”

“Behind every successful woman is herself”

Please take a few minutes to update your calendar to ensure you never miss a meeting!
Red Rose Ceremony

Melissa Hall, Membership Chair, welcomed Karen Reed from Allen Insurance & Financial to the Chapter with a Red Rose Ceremony. She also presented a new member packet to provide Karen with information regarding the chapter, what we do and who we are. Our Chapter is very excited to have Karen as a new member. Please take a few minutes to introduce yourself at the next meeting.

Karen has already volunteered for one of our events, the AGC Annual Meeting, where she helped out at our booth. It was a great opportunity to chat with her, learn a little about her and what she does, and introduce her to others attending the event. WELCOME KAREN.

Please share your thoughts and ideas on both WIC Week 2020 and the National Marketing Competition. Social media is “It” these days, so please think about how we as a chapter can participate in these friendly opportunities! What posts would make you want to visit our FaceBook, Instagram and LinkedIn pages frequently and share with your contacts??

SOCIAL MEDIA
Share your Facebook insights and your Facebook URL by emailing marketing@nawic.org, no later than June 1st 2020.
Social Media will be judged by:
1. Growth
2. Engagement
3. Content of Page
Member Companies

Thanks for your support

REED & REED

KLEINFELDER
Bright People. Right Solutions.

CPM Constructors
Freeport, Maine

All States Materials Group

Allen Insurance Financial

Frankenmuth Surety
A Division of Frankenmuth Insurance

StANDARD WATERPROOFING, INC.
We Set the Standard

ESB

CROOKER
Since 1935

Maine DOT

Skillings Shaw
SURETY BONDING

Project Flagging

United Rentals

Maine Drilling & Blasting

PIKE INDUSTRIES, INC.
## 2019 - 2020 Committee Members

### Professional Education / PR / Marketing / Dinner Meetings
- **Chair**: Bethany Martin
- Robin Wood
- Melissa Hall
- Heather Groves

### Membership
- **Chair**: Melissa Hall
- Joanne Gagnon
- Robin Wood
- Melissa Hall
- Marion Thomas
- Jennifer Dubay
- Judy Purington

### Annual Meeting / Christmas Program
- **Chair**: Bethany Martin
- Joanne Gagnon
- Penny Shorette
- Heather Groves
- Robin Wood
- Melissa Hall
- Heather Groves

### Fundraising
- **Chair**: Bethany Martin
- Joanne Gagnon
- Penny Shorette
- Heather Groves
- Robin Wood
- Melissa Hall
- Heather Groves

### NEC
- **Chair**: Bethany Martin
- Joanne Gagnon
- Penny Shorette
- Heather Groves
- Robin Wood
- Melissa Hall
- Heather Groves

### Block Kids
- **Chair**: Bethany Martin
- Joanne Gagnon
- Penny Shorette
- Heather Groves
- Robin Wood
- Melissa Hall
- Heather Groves

### Shoshanna Starks and Penny Shorette
- **Chair**: Bethany Martin
- Joanne Gagnon
- Penny Shorette
- Heather Groves
- Robin Wood
- Melissa Hall
- Heather Groves

### NAWIC Maine Chapter 276

### Newsletter
- Chair: Robin Wood
- Heather Groves

### Scholarship
- Chair: Jody Watson

### Budget
- Chair: Bethany Martin
- Joanne Gagnon
STRATEGIC PLANNING  
October 16, 2019

STRENGTHS
- Diversity within group
- Younger and older members
- Representing different trades
- Including office and field
- Positive attitude
- Knowledge
  - In NAwIC as organization
  - Construction as a whole
  - Including HR, accounts, engineers

WEAKNESSES
- Majority of members represent horizontal construction
- People to (wo)man the booths at conferences
- Low attendance at meetings
- Large state – location of meetings
  - Lewiston/Auburn
  - Portland/Saco/Biddeford
  - Acroicst County
- Seasonal
- Scholarship/Fundraiser Event

OPPORTUNITIES
- New potential vertical construction members
- Other conferences/events
  - (ABC, architects, AGC, WTS, MAPA, ASCE, SWE, ASPE, safety, MBTA/MDT, JMG)
- Getting involved in school Career Days
- ASCE/SWE Student chapters
- Putting emphasis on special events

THREATS
- Burn out
- Lack of volunteers, same core women
- The Weather

GOALS:
1. Fundraiser – cover chapter costs and scholarship
2. Member Retention and Recruit (30 total members by September 2020)
3. Diverse program/speakers and locations

ACTION PLAN:
1. November Meeting – discuss fundraiser in the future
   - Have a committee and chair by December 2019
2. Everyone tell some one about NAWIC
   - Share events with other groups/organizations and go to their events too
   - Compose/Find a list of all 2020 conferences in the state of Maine
3. PDE Committee set up locations of meetings based on speaker and audience before schedule is distributed and uploaded to the website
4. Re-vamp Committee Sign Up Sheet