



# 2021-2022 ANNUAL REPORT



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



# NWiR

*National Women in Roofing*

National Women in Roofing continues to experience tremendous growth every year, and 2022 was no exception. Thank you to our Sponsors who support us not only financially, but through their time, resources, and educational initiatives. We also thank each of our members, who bring diverse backgrounds and ideas to make our organization better with each year.

We have strong local Councils that continue to be “boots on the ground” for member engagement, events, and support. NWiR is a volunteer-led organization whose hands-on approach gives every member the opportunity for involvement and celebration. Our mission to empower women in the roofing industry paired with our four pillars of Networking, Education, Mentoring, and Recruitment create a level of passion and excitement for the roofing industry for generations to come.

This report represents our progress in membership, council development, mentoring, industry event support, and communications as it shares our vision for exciting initiatives, programs, and education that will be available and realized in the coming year.

With great thanks and appreciation,



*Michelle Boykin*

**Michelle Boykin**  
COO, Rackley Roofing; 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 2022

*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.*



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

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

**Renaë Bales**  
Immediate Past Chair  
Vice President, Services  
KPost Roofing & Waterproofing  
Dallas, Texas

**Anna Anderson**  
Executive Committee  
CEO  
Art Unlimited  
Angora, Minnesota

**Christee Holbrook**  
Executive Committee  
President  
Graham Roofing  
West Point, Mississippi



# Setting & Accomplishing Goals

Goals and timelines are set annually by the Board of Directors in February of each year.

## CONTINUING TO BUILD SUPPORT

### NWiR Diamond Sponsors 2022



### NWiR Platinum Sponsors 2022

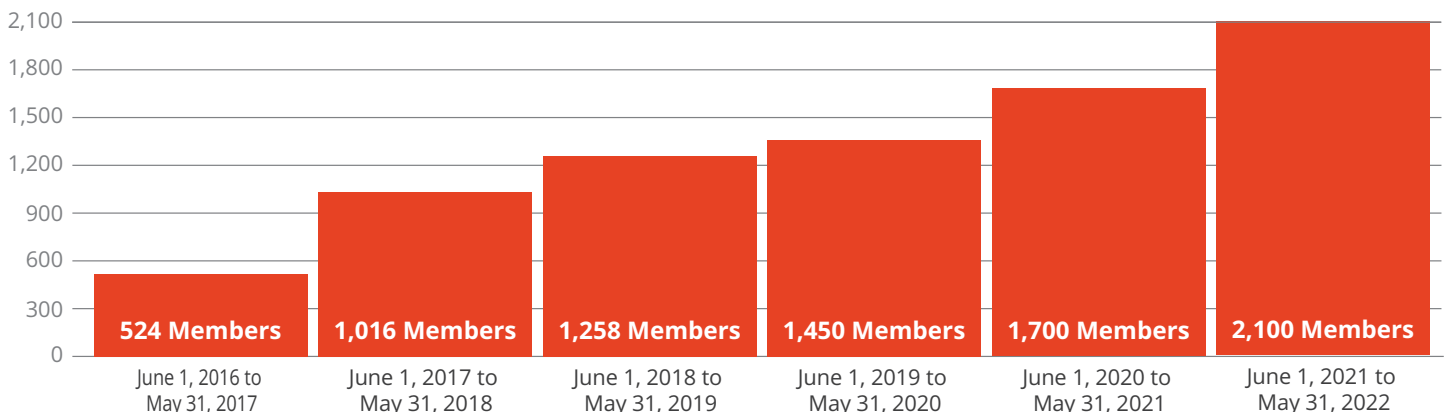


### NWiR Gold Sponsors 2022

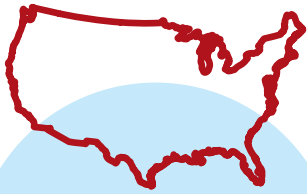


## INCREASING MEMBERSHIP

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 men who are members and support the empowerment of women in the roofing industry.



## DEVELOPING COUNCILS NATIONWIDE



Over  
**60**  
councils

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 60 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.



On average  
**140**  
register for  
NWiR education  
sessions

### Over 46 education and mentoring sessions were presented in 2021 & 2022:

- Contract Law
- OSHA 10 En Español
- OSHA 10 Training
- Growing Your Network
- The Science of Safety
- Marketing Your Roofing Business
- Advocacy in the Roofing Industry
- Green Roof Sustainable Solutions
- Metal Roof Wind Uplift(ing) or NOT?
- Metal Roofing History Material & Application
- Domestic Violence Awareness Lunch-N-Learn
- Expert Tips For Contract Negotiation and Review
- Introduction to Slate Roofing and Demonstration
- Financial Wellness and Independence
- Low Slope Roofing 101 & Restoration
- Mastering the Art of Your Elevator Speech
- Climate Adaptation of Commercial Roofs
- Allies in Prevention of Domestic Violence
- A Roundtable Discussion on Unconscious Bias
- The Importance of Women Supporting Women
- Roofing Is...Being an Upstander
- Insurance Law 101 for Roofers
- Workplace Conflict De-escalation Techniques
- Imposter Syndrome – And What To Do About It
- Roof Walk at American Airlines Headquarters
- Overcoming Overwhelm & Becoming Yourself
- State of American Business 2022
- How to Read & Understand an Insurance Claim Estimate
- Weathering the Storm: Hands-On Demo of Roofing Materials
- Weathering the Storm: Hands-On Demo for Installing Asphalt Shingles
- Technical Inspections for Liquid Resin Roofing & Waterproofing Membranes
- Understanding Specifications, Drawing Details, and the Effects on Contracts
- Adding Value to Already Great Green Roofs: Award Winning Rooftop Farm Case Study
- The Role That Brand Personality Plays in Purchase Decisions and Employee Engagement
- The Business Case for Challenging the Status Quo: Improving Employee Recruitment, Retention, and Culture
- Being “The Only” in the Room: Blending In, Leaning In and Stepping Up!



18 Breakout Sessions

36 Presenters

5 Mentoring Circles

# 5th Annual National Women in Roofing Day

300 Members in Attendance

The fifth annual NWiR Day was held on Sunday, January 30, 2022 prior to the start of the International Roofing Expo in New Orleans. The day was filled with excellent presentations from outstanding women in the roofing industry.

## NWiR Day Survey Results

78%

said that they were able to connect with women who lived in their local area

93%

said it met, exceeded, or far exceeded expectations

76%

stayed for the evening reception

50%

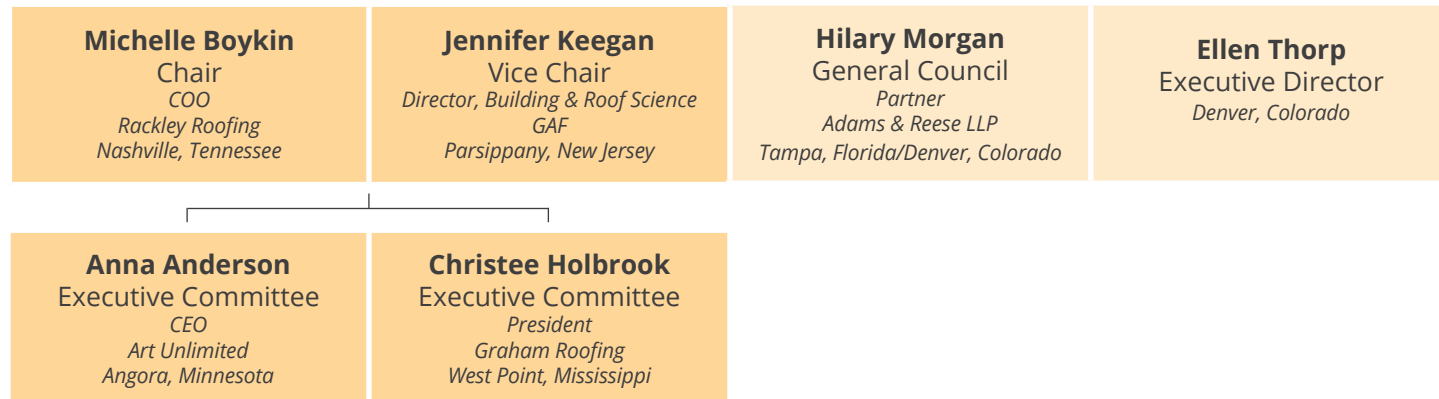
about 1/2 of the attendees were first-time attendees to NWiR Day



NWiR Board of Directors and members at NWiR Day 2022.

# BUILDING LEADERSHIP WITH A STRONG BOARD OF DIRECTORS

## Executive Committee



## Past Chairs



## Directors & Committee Chairs

### 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

Community Service Chair  
President & COO  
Antis Roofing & Waterproofing  
Irvine, California

### Brenna Driver

Membership Co-Chair  
Senior Area Sales Manager  
Owens Corning  
Toledo, Ohio

### Erica Farver

Education Vice Chair  
Sr. Business Manager of Roofing  
Duro-Last Roofing, Inc.  
Saginaw, Michigan

### Paula Felix

Recruitment Chair  
Restoration Project Analyst  
Restoration Builders Inc.  
Plano, Texas

### Liz Garza

Recruitment Vice Chair  
Marketing Director  
My Roofing Crew  
Springfield, Tennessee

### Maureen Greeves

Education Chair  
Strategic Project Manager  
Tremco Roofing & Bldg Maintenance  
Beachwood, Ohio

### Chantalle Hepburn

Communications Vice Chair  
Business Development Manager  
Tremco Roofing & Bldg Maintenance  
Ontario, Canada

### Dawn Holsinger

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

### Jae Horbacz

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

### Kathleen Howard

Membership Co-Chair  
Director of Systems Integration Administration  
Tremco Roofing & Bldg Maintenance  
Virginia Beach, Virginia

### Rae July

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

### Lee Lipniskis

Events Vice Chair  
Owner and CEO  
Levello Construction  
Denver, Colorado

### Christine Mockenhaupt

Councils Chair  
Regional Operations Controller  
SRS Distribution Inc.  
Morris Plains, New Jersey

### MaryBeth Reed

Councils Vice Chair  
Territory Manager, Commercial  
GAF  
Miami, Florida

### 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!

46%

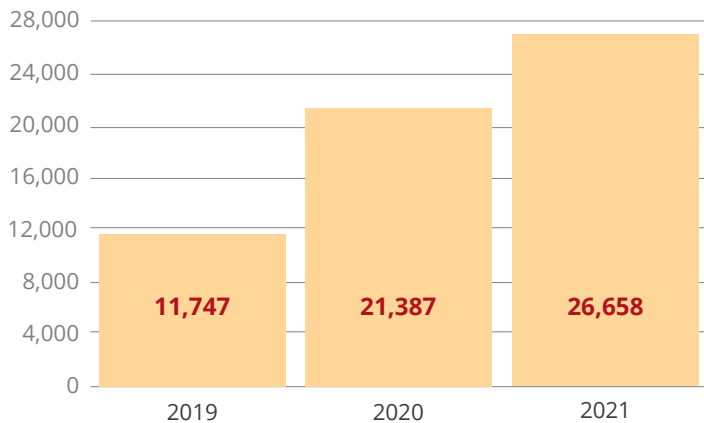
Average Open Rate

18%

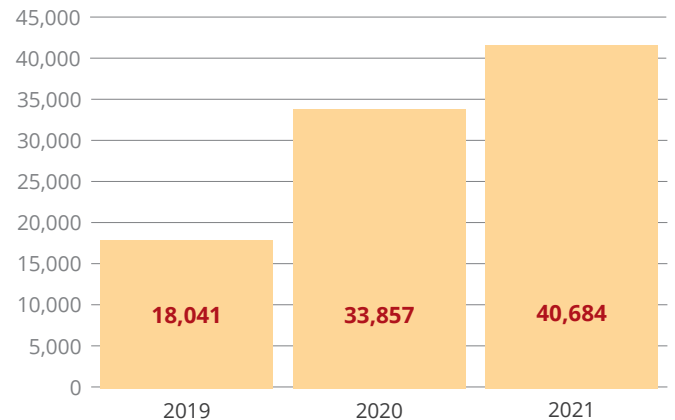
Average Click-through Rate

## Website

UNIQUE WEBSITE VISITORS



WEBSITE VISITS



## Social Media

NWiR continues to have a strong social media presence:

1,906 posts created across channels

Over 30,000 engagements across all channels

13,500 followers across all channels (An 18% increase!)



# Sustaining and Growing

## EVOLVING STRATEGIC PLAN — PLAN / PILOT / PIVOT

The NWiR 5-year plan has been revised due to phenomenal growth in the past four years to reflect and include:

- Five-member executive committee, each volunteering 15-18 hours per month
- 22-member board, each volunteering 8-10 hours per month
- Significant volunteer contributions by members and a virtual office keeps overhead costs low
- \$400,000 annual budget 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

NWiR is professionally managed by an association management firm and an independent Executive Director, Ellen Thorp. As a volunteer-based association, some of the duties are performed by the Executive Committee, Board of Directors, and committee members; every effort is always made to fill association needs by member volunteers before looking outside the association. NWiR headquarters are housed in the Denver, Colorado metro area.

**civica**  
ASSOCIATIONS  
CONFERENCES  
EXHIBITIONS



*Ellen Thorp, M.A., CAE  
Executive Director*





*In 2022, 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 third year, the Woman of Outstanding Roofing Leadership Distinction (W.O.R.L.D) Award honored two recipients at NWiR Day 2022. Michelle Boykin of Rackley Roofing received the W.O.R.L.D. Veteran Award, and Kristina Hill of HomeShield Roofing & Exteriors, LLC accepted the 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

Over the past year, the Communications Committee has worked to promote the initiatives from each of the committees and councils, increase attendance to the events, increase NWiR membership, and connect with partners within the roofing and construction industries.

We started the year strong by building interest in the NWiR Day in New Orleans. At the event, we did on-the-spot social posting and engaged with attendees. Throughout the year, we posted at tradeshow and events where NWiR has had a presence. The Communications Committee promoted the monthly events for the Education and Mentorship committees regularly, setting the stage to build the technical and career expertise of our NWiR members.

The committee has also been a diversity leader in the roofing industry by regularly promoting our widely diverse membership — telling their stories and celebrating their wins throughout the year.

At the end of 2022, the committee will continue with a strong presence on social while brainstorming new ways to expand our reach and influence on the NWiR social platforms.

## COMMUNITY SERVICE

The video presentation of the many outreach and service projects done by NWiR members in 2021 was the Community Service Committee highlight for the year! The committee will showcase a new video compilation of stories from 2022 at NWiR Day 2023. During November, we will highlight how councils and businesses support their communities on NWiR in social media and the newsletter.

The Community Service Committee encourages NWiR members to pursue relationships with organizations and causes that help and empower women, girls, and their families. The committee promotes volunteerism and engagement and focuses on fundraising or sourcing in-kind donated products and services for organizations such as local women's shelters, women's crisis centers, and women's build programs.

The singular goal of the committee is to provide tools and ideas for businesses and councils that are just getting started, to give back. The committee meets four times during the year. We collect stories from across the country to show what our members are doing in their communities. The updated toolkit is on the NWiR website.

### Some highlights from the past year are:

- Alexandria House residents – single mothers and their children – were given a summer day of food and fun by the Los Angeles Council who have long supported this transitional living home.
- The Columbus Council held a diaper drive with the Columbus Diaper Coalition collecting 3,768 diapers and 2,280 wipes as well as multiple monetary donations. Diapers and wipes are among the “most needed” items for families in need.
- Antis Roofing & Waterproofing in California hosted summer interns for the 5th year from programs operated by three non-profit organizations that work with high school youth to preparing them for the world of work and “how education fits” their career objectives.
- For their first community service project, the DC Metro Council collected “Summer Activity Kit” donations for the non-profit organization called *She Believes in Me* in Virginia. This organization serves vulnerable children and their families by providing life skills, emotional support, and urgently needed resources to predominantly girls and their families.
- For the 4th year, the Seattle Council participated in *Rebuilding Together South Sound's She Build* where a new roof was provided for a female homeowner in need. Beacon Supply was one of the many companies involved with this project.
- The Oregon Council and ABC Roofing donated the labor and materials necessary to complete a new laundry room addition at the *Good Neighbor Center* in Tigard, Oregon. The center provides shelter and resources for families experiencing housing insecurity; from food and clothing to cleaning supplies and furniture.



Southern California and Los Angeles Council Members





## COUNCILS

Located across the U.S. and Canada, NWiR's state and local councils provide a forum for the organization's members to connect, exchange ideas, attend educational events, and assist women in developing relationships that can help them advance in their profession. State and local councils are aware of and sensitive to the unique needs of their members and the communities in which they work, making them an important grass-roots link to all women roofing professionals.

### **The Councils Committee's most noteworthy accomplishments in 2021 - 2022 were:**

- Created a Virtual Council for North America to support members that do not have nearby councils
- Held weekly calls to give startup and existing councils support and answer any questions they may have
- The first regional conference was held in the Pacific Northwest, a collaboration between the Seattle Council and local roofing contractor association. We hope to repeat these regional conferences across the country throughout the year.

## *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 Dallas, TX. 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 2022, N.E.W.S. scholarships were awarded to: Penny Hewey, Production Coordinator at Gardner Contracting in Aurora, Colorado; Sydney Correll, Right Hand Woman at JM Exteriors in Windsor, CO; Vanessa Williams, Employee Engagement Manager at Rackley Roofing Company Inc., in Carthage, TN; and Kari Chance, Business Development at Empire Roofing in Oklahoma City, OK.



**Penny Hewey**



**Sydney Correll**



**Vanessa Williams**



**Kari Chance**



## DIVERSITY EQUITY & INCLUSION COMMITTEE

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Over the past year, the DEI Committee leveraged the 2022 goals to ensure swift and noticeable action of DEI initiatives launched within the association. Throughout the year, we introduced various features during celebrations of multiple recognizable ethnicities, religions, identities, and orientations. These highlight women within the industry, giving a face, a space, and a connection to our audience to further understanding and familiarity. With these features, we are paving the way for openness through our association to permeate the industry with like-minded women that will all embrace DEI initiatives. With those initiatives being at the forefront of the DEI Committee's focus, we are happy to have been involved in the first and second cohorts of the new REAL Roofing initiative.

Throughout the year, we have worked on multiple outreaches to ensure we have all committees and communications looking through a lens of diversity, equity, and inclusion (the primary goal of our committee.) With this lens, we ensure that all happenings feel inclusive and represent all women regardless of their diverse makeup. In February, we hosted the first-ever NWiR Day Part 2 event. The turnout at this event was impressive and eye-opening, showing the number of women interested in DEI and wellness issues. The event created a space for the relaxation of the mind, allowing for openness and receptive behavior while speaking about race. We followed up with a brunch celebrating the bravery and work done in the day. With an incredible turnout, we are happy to announce that we will again host the NWiR Day Part 2 event in 2023. It will focus on wellness and DEI topics. We will continue to push the envelope this year for more challenging topics as we drive ourselves further into the DEI conversation.

## EVENTS

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NWiR has a presence at many national and regional roofing conferences. NWiR generally presents an education session, holds a reception with a presentation on a networking, mentoring, education, or recruitment topic, and has a booth at the trade show to offer an opportunity for women to learn about the association and connect with each other.

The Events Committee leverages industry-related gatherings to create meaningful opportunities to members and prospective members for educational, mentoring, charitable and networking events with the goal of increasing and retaining membership. Our focus is to foster the expansion of our growing community, whether virtually or in-person.

Committee members help recruit event coordinators and/or leaders to execute events. The committee works with industry associations, meeting planners and other vendors to identify and negotiate options such as event space, logistics, A/V and banquet needs, as well as assist with topic and presenter needs. We work with association staff in determining promotional needs for events, as well as trade show booth schedules.

In addition, the Events Committee coordinated the creation and continuation of *Books & Bubbly* — a collaboration with WIRE to bring together women across the country for a virtual monthly book club; and content for regional and national conventions.







*“NWiR is a powerful movement that has gone viral, filling a void that the roofing industry did not know existed. Our membership numbers increase weekly and we expect this growth to continue.”*

## EDUCATION

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The Education Committee works to develop and deliver original content to our members. With a rotating focus on Technical, Professional and Personal development topics we strive to bring well rounded content. The year kicked off with a technical focus on metal, slate, and tile. Then we moved into March with a roundtable on managing burnout as part of our personal development focus. In April, we shifted back to technical content with a focus on Fluid Applied coatings that included a live demo from our presenter. In June, we presented a webinar focused on the importance of women supporting women for professional development. A technical focus in July afforded us the ability to collaborate with our DEI committee, bringing our members a 2-part series on cool roofs in July and heat inequities in August. Upcoming events include a candid and powerful round table discussion on being the only Black woman in the room and providing OSHA 10 safety certification training in Spanish.

We love to hear from our members on content that is important to them. Based on recent feedback we are working to bring on a series called The Business of Women in Roofing this winter and early months of 2023. We are very excited to bring this content to our members. We will focus on marketing, finance, business operations, selling strategies and more. We hope to bring this content to our members in the form of webinars, roundtables, and infographics.

Speaking of infographics, the Education Committee has been hard at work converting some of our best infographics into Spanish. Looking to start a discussion with your council? Need some ideas for a local event or discussion? Check out the Infographic series on the website where you will find these helpful, content rich, quick guides for some great ideas.



## MEMBERSHIP

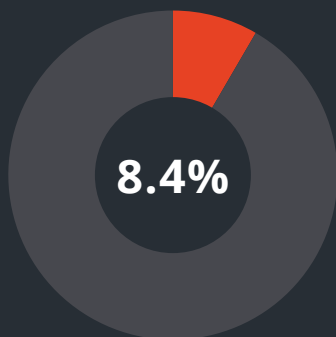
Members join National Women in Roofing to advance their careers, to support the empowerment and inclusion of women, and to connect locally and nationally with other like-minded professionals. Although voting rights within the association are limited to women members only, membership is open to women and men; and there are many men who are members and support the empowerment of women in the roofing industry. Committee members collaborate with the Communications Committee to develop materials and tools to recruit and retain members, work with local councils to identify prospective members, plan and participate in recruiting events, and work with association management to maintain the membership database.

**In 2021-2022, the Membership Committee continues its efforts to recruit and retain NWiR members:**

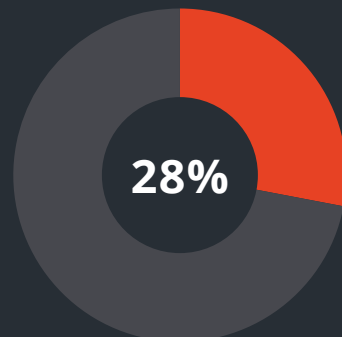
- A new member engagement campaign gets new members plugged in sooner.
  - Email # 1 – *What can I expect now?* is sent out at 30 days of new member signing up.
  - Membership toolkits are sent out within approximately 30-45 days of becoming a new member or renewing membership.
  - Email # 2 – *Want to get the most out of your membership? Get involved, get connected!* is sent out at 90 days of new member signing up.
- Continuing to zero-in on our renewal policy by working closely with the Councils Committee to reach out to members with lapsed memberships to encourage renewal.
- Hosting a monthly Stand-up Call for new members (3rd Monday of the month at 5:00 pm ET). Information from this call is then sent to Council Committee to get the new members plugged in to their local councils quicker.

## By the Numbers: Women in Construction

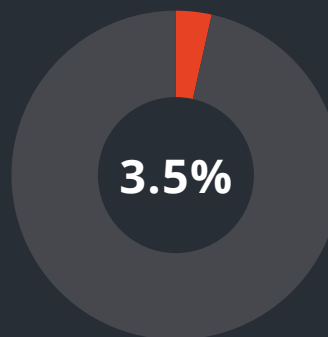
### SPECIFIC OCCUPATIONS



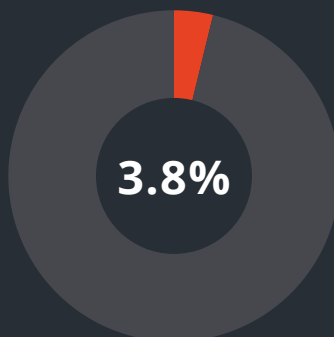
Construction Managers



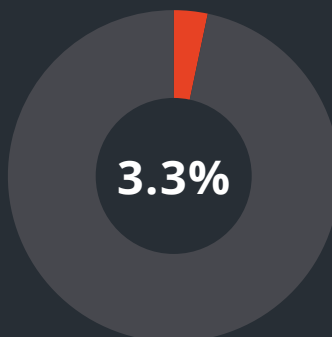
Architects



First-line Supervisors of  
Construction Trades &  
Extraction Workers

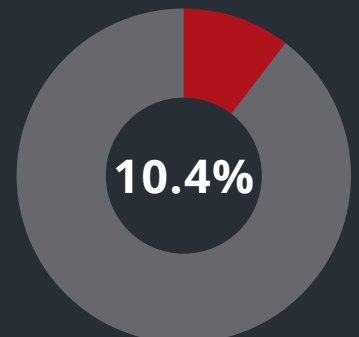


Construction Laborers &  
Equipment Operators

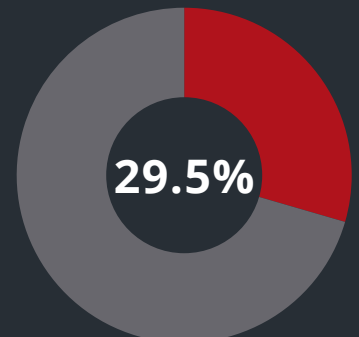


Roofers

### GENERAL INDUSTRY



Construction Industry



Manufacturing Industry



## MENTORING

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The Mentoring Committee encourages women in the industry to develop mentor-mentee relationships by finding creative ways to bring women together to share their workplace experiences and support each other's career growth. Committee members foster the mentoring process by bringing mentors and mentees together, teaching them how to build strong mentor-mentee relationships, and creating venues for partners to share their insights and successes.

**This year, the Mentoring Committee has enhanced interest in and support for NWiR mentoring programs by:**

- Coordinating the N.E.W.S (Network of Educating Women Scholarship) Conference Attendee Program, which provided four contractors with complimentary attendance at NWiR Day and the International Roofing Expo. This program provides a welcoming experience for these first-time attendees with professional and personal contacts they can reach out to for guidance.
- Preparing to launch the first component of the new member engagement platform
- Creating a group peer mentoring series focused around common scenarios and questions that are unique to women in the roofing industry.





**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 program was custom made by NWiR in concert with Flock Theory, a nationally known training and learning agency with extensive experience in DEI education. The first pilot cohort launched in March 2022, and the second pilot cohort launched in August 2022. 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 for the announcement of upcoming cohorts starting soon.

## **INDUSTRY RECRUITMENT**

The 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.

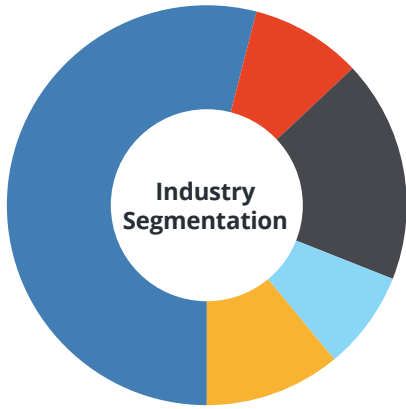
**In 2021-2022, the Industry Recruitment Committee worked to increase the number of women in the industry by:**

- Continuing the "Roofing Is" campaign which all committees can create social content around the what the industry "is" to both high profile industry professionals and the broader everyday roofing professional. The marketing goal is to highlight the professionalism the industry has and career opportunities it offers women in both field and non-field positions.
- Consulting on the development of a nationwide video campaign highlighting the benefits of the roofing industry for women
- Developing an external microsite that promotes the roofing industry as a stable and opportunity-rich destination industry.

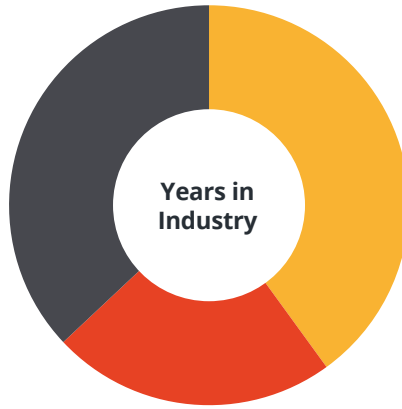


# Member Demographics

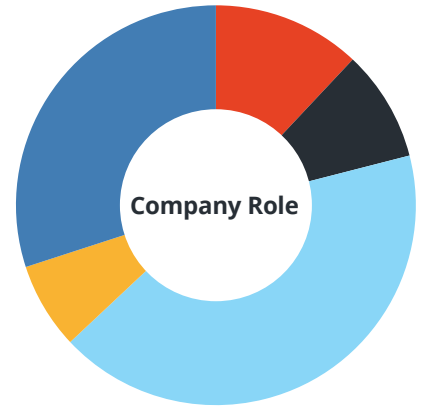
Source: National Women in Roofing



- Contractor
- Architect/Engineer/Consultant
- Distributor
- Manufacturer
- Service Provider



- 0 to 5 Years
- 5 to 10 Years
- 10+ Years



- Sales & Marketing
| Office Manager | Red |
| Operations Leader | Dark Grey |
| Owner/Principal | Light Blue |
| Project Manager | Yellow |



# 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	Founding Sponsors	Silver \$1,000 USD	Gold \$5,000 USD	Platinum \$10,000 USD	Diamond \$25,000 USD
Career	Careers page 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	Spotlight in the newsletter, submitted by sponsor.				1	1
Marketing	Post on website blog, submitted by sponsor.			2	4	6
Marketing	Corporate logo on digital event signage.	✓	✓	✓	✓	✓
Marketing	Corporate logo on brochure and 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.	✓	✓	✓	✓	✓
Marketing	Local council sponsorship (if designated by sponsor).		✓			
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, 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	Sponsors may submit member profiles for highlighting on the blog.			✓	✓	✓
Website	Access to Resources for Sponsors page.	✓	✓	✓	✓	✓
Website	Corporate logo on Home page.				✓	✓
Website	Corporate logo on Sponsorship page.	✓	✓	✓	✓	✓



# NWiR Financial Report

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
10003 JP Morgan Chase	335,843.79
1072 Bill.com Money Out Clearing	0.00
<b>Total Bank Accounts</b>	<b>\$335,843.79</b>
Accounts Receivable	
10100 Accounts Receivable (A/R)	0.00
<b>Total Accounts Receivable</b>	<b>\$0.00</b>
Other Current Assets	
15000 Due from Councils	0.00
16000 Prepaid Expenses	8,875.00
17000 Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$8,875.00</b>
<b>Total Current Assets</b>	<b>\$344,718.79</b>
<b>TOTAL ASSETS</b>	<b>\$344,718.79</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable (A/P)	6,315.02
20001 Accounts Payable (A/P) - CAD	0.00
<b>Total Accounts Payable</b>	<b>\$6,315.02</b>
Other Current Liabilities	
20200 Due To National	0.00
<b>Total Other Current Liabilities</b>	<b>\$0.00</b>
<b>Total Current Liabilities</b>	<b>\$6,315.02</b>
<b>Total Liabilities</b>	<b>\$6,315.02</b>
Equity	
30000 Retained Earnings	533,749.67
32000 Partner Contributions	0.00
Net Revenue	-195,345.90
<b>Total Equity</b>	<b>\$338,403.77</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$344,718.79</b>



SAVE THE DATE

**NWR** Day

March 5 , 2023 | Dallas, Texas