

NAWIC's 55th Annual Convention, Sept 2nd through 4th, 2010; Louisville, Kentucky

Convention Report Prepared by Terri Piasecki (Chapter Delegate) Page | 1

Thank you for the opportunity to represent the Raleigh NAWIC Chapter at Convention. I served as a chapter delegate during the Annual Meeting. The following is a report prepared in compliance with receiving reimbursement funds from the Chapter. My Convention Materials are available to members at the September chapter meeting. Anyone is welcome to help themselves to any materials on display from convention.

Thursday, September 2nd, 2010

Keynote Speaker – Jodi Walker discussed communication and the different styles of communication. Everyone has a particular style of communicating – sometimes we have a backup style which usually comes out under stressful situations. The four main communication styles include

- 1) Logical-this group is your analytical, precise, balance to the penny type.
- 2) Amiable – these are your people pleasers and keep the team together type.
- 3) Director- this style likes to get to the bottom line, to the point and direct.
- 4) Expressive-is gregarious and likes to be acknowledged for a job well done.

Which style are you? No style is good or bad. They are just different. The important thing is to be conscious of how you communicate with others. Be in the moment when you connect with someone. I know I'm guilty of multi tasking. The objective here is to be conscious of that, and do your best to devote attention to one person at a time and really connect with that person.

Collaborate: Use resources, technology and information to foster presence, participation and communication of mutual goals. More people involved means more revenue! Go outside the industry and draw a connection to improve within.

Challenge your assumptions and turn challenges into opportunities. Keep moving forward with the "what's next" attitude. Encourage questions, and be curious. NAWIC is the place to connect with strong women!

Reports and discussions –

NEF: Looking for corporate donors and grants. NCCER Donated funds to purchase the gifts and prizes for the NEF convention raffles. NEF Adult programs will be updated every three (3) years. NEF will introduce one more K-12 program and one more adult program by 2012!

NFSF: The National Founders Scholarship Foundation's trust fund is over \$950,000 – of which annual interest allowed \$22,000 in scholarships! Together, chapters and NFSF awarded \$49,000 this year!! Wow!!

- Six chapters relinquished their charters.
- The membership rules have been clarified to specify that retired members may serve and chair committees. The 2010-2011 National budget has been approved.
- The NAWIC Image is now offered online in addition to print. NAWIC is on Facebook!
- Next year's convention will be St. Louis, Missouri August 31st – Sept. 3rd. This will be the 56th Annual convention of NAWIC.

Attendance: (Region number/In attendance) - 1/12; 2/28, 3//26; 4/79; 5/22; 6/21; 7/25; 8/26; 9/14; 10/15; 11/40; 12/40; 13/23; 14/16; At Large/0; National Board/20; Past Presidents/11; Guests/6= Total 424 at convention; with a voting strength of 351.1.

Seminars

#1 - CODE: The Sales Process was originally developed for the construction industry.

This seminar was offered by Rob Benson of www.FirstStepsTraining.com

Communicate with prospects - **O**rganize time and internal resources efficiently - **D**ocument progress - **E**valuate the process

Challenges to getting sales include: lean companies – the sales position is non-existent in a down economy. Decision maker time is at a premium and very difficult to reach. Unless they are to buy that minute – you are a bother. Hard to differentiate your services from the competition – “you are all the same”; Prospects don’t identify themselves early – by the time you get the RFP, it is too late to build a relationship. Some services have a long sales cycle – meaningful engagement is difficult over long periods of time. Your time limited making it difficult to track the leads and opportunities.

Sales is no longer delegated to just the sales department. The new normal is that the sales job is everyone’s job in the company. The best to approach to sales throughout an organization is via a standardized process. Don’t wait for the RFP. Build relationships and differentiate your company and services from the competition way before RFP’s are out.

Four Phases of CODE: 1) Anyone/Everyone can Generate leads - Who do you know, who do you not know, who do you want to know? Track and manage all prospects along the way. 2)Pre-Qualify the leads generated - are you talking to the decision maker? 3) Sales Pitch - Bring in the experts/technical people, estimators, project managers and the closer – usually VP or President. Finally, post sale activities should include an internal discussion of the process, survey, new customer, etc.

Re-think roles and responsibilities: Use project managers to find upcoming work – have them take GC’s to lunch to discuss upcoming projects. Get out of your comfort zone – but at the same time, realize not everyone will be good at this. Make a list of all past customers and re-engage them in a meaningful way. Give them something (information) of value. Invest 70% of your prospecting efforts on *warm* leads.

Slow down, and maximize face time. Never start off with your price. Give them something of value, and position yourself as the go to person.

#2 – Building Leaders at all Levels **This seminar was presented by Jodi Walker (Keynote Speaker), www.jodiwalker.com**

Entrepreneurial thinking does not mean that employees are encouraged to actually be entrepreneurs, instead “associates” should be encouraged to think like an owner. That is, seize opportunities; see a need and fill it; take initiative. If you are an employer, shine the light on your employees to foster loyalty. Get them involved and committed by engaging them in the process.

Suggestions for entrepreneurial thinking:

Write a personal mission statement – Start by answering the following:

The way I want to contribute to the world is _____?

I feel best when I help people _____?

I am most proud of my contribution to _____?

Analyze your strengths and know what you are willing to give up – Be your best every day!

Take a situation, learn from it, fix it and move on (don’t dwell) .

Be authentic, believable and confident.

How do you explain your successes? It is okay to accept success, take responsibility for your contribution and acknowledge the team. . More great questions for employees (these also make great interview questions!!)

- What should we expect of you?
- What are the contributions for which you would like to be accountable?
- What is the best utilization of your knowledge and abilities?

Friday, September 3, 2010

#3 – Reducing Energy and Water Bills with Green Technologies

This seminar was presented by Sarah Lawson of www.RainWaterManagement.com

Most water usage whether residential or commercial is non potable water. Major residential water usage involves outdoor (a whopping 55%), toilet flushing (27%) and clothes washing. Commercially, the majority of water usage involves irrigation and cooling equipment (HVAC) – all non potable (does not have to be drinking quality). Wasting resources wastes money. Today water is quite inexpensive, however estimates show the cost of water is going to increase substantially over the next few decades largely due to the cost of maintaining the currently antiquated infrastructure.

There are two basic ways to save water and energy. Behavioral changes include shorter showers, reduce lawn watering, etc. Structural changes include efficient appliances and low flow fixtures. The key is to go beyond the obvious structural changes; think: irrigation sensors, smaller pipes, smaller water mains which lead to savings on tapping fees, and more long term water savings. Thus saving water also saves infrastructure costs.

Green / LEED Certification is becoming part of building codes everywhere! Currently, schools built with federal dollars must meet certain green requirements. Other commercial facilities are able to cut their water usage in half using rather simple green technologies such as storm water management. For long term success, contractors today should join the green construction movement.

#4 – Finding the Critical Path **Presented by NAWIC Member, Cheryl McBride, Orlando Chapter 73**

This topic though analytical by nature, was presented in such a way that we could all comprehend it! Some of the pertinent information conveyed: The critical path is not always the path with zero float – and the critical path will change as the project progresses. Float belongs to the project – not to the contractor or owner. Often times contractors assume the float belongs to them, which leads to problems when the project runs behind schedule. Also when scheduling, be sure to exclude weekends and holidays if work will not be done on those days.

#6 – LinkedIn 101 **Presented by NAWIC Member Carol Hagan of the Phoenix Chapter**

LinkedIn is for Business to Business connections. There are 75 million LinkedIn users – especially used by HR and headhunters! Employers should include a social media policy as a company policy. Members can put their NAWIC position in their profile; make sure you have more than one email in your profile; The Events application is a great place to announce Chapter events; Every company should have a company profile on LinkedIn.

#7 – Blogging 101 **Presented by NAWIC Member Carol Hagan of the Phoenix Chapter**

Blogging is a way to position yourself (or your company) as an expert or the “go to” person. It can also be a good way to restore a reputation and/or keep in contact with your connections. Wordpress.com (or Wordpress.org) is free! A blog entry should be done frequently, suggested one per week.

Saturday, September 4, 2010

#8 – Safety Sleuths–The case of Amnesia Annie; **Presented by NAWIC Member Jennifer Sweeney San Antonio Chapter**

This seminar was a great way to show what kind of crazy things employees do throughout their day and how safety affects everyone – not just the field. The main character stumbles through her day – leaving all sorts of hazards along her way. The attendees were to review the evidence and come up with questions to solve the mystery and help Annie figure out what caused her amnesia!

NAWIC Workshops

CP & E – Construction Profession and Education is the newest committee formed by NAWIC. This committee combines the Construction Industry, Community Benefit and Professional Education into one committee. There is no longer an award for any of these, however, the National Chair is going to look into doing to regional awards. This year we are asked to communicate to the regional chairs what our chapter is doing as far as programs and educations so it can be shared across the nation. A few interesting ideas for chapter meeting programs: play “what’s my line” with three (working women) guests; theme of “build a building” for the year... and the programs go through the flow, from design to completion.

Treasurers Workshop

There was some great information provided here! For instance:

- Chapters should have one to two years finances set aside on reserve.
- At least 50% of operating expenses must be paid for by member dues. Look at the bylaws for what is required to operate the chapter and those are the operating expenses. Again, 50% of operating expenses must be paid for by member dues.
- The finance committee should determine the budget and present it to the board for approval.
- Checks should require two signatures, but three people should be authorized to sign (in case one of the two is not available).
- IRS compliance forms are due to NAWIC office by November 1st. IRS 990, 990EZ, 990T, 990N are due to the IRS by Feb 15th.
- It is preferred that reimbursements to members for conferences and convention be done after the conference is held. This was discussed in detail and it was determined that if members are unable to float the money, then chapters can reimburse them after they pay for the registration and provide a receipt. Some chapters require a post dated check (dated 46 days after the event) in case the member does not go to the event or does not provide a report within 45 days as required.
- UBI can be taxable if over \$1000 per year. UBI is unrelated business income – income generated from outside the chapter that has nothing to do with our purpose or objectives.
- Receipts should be attached to all expenses, along with a completed check request.
- There are several different Treasurer’s templates and IRS Forms are available on the NAWIC.org website.