

LYNN RUSSELL, Annual Meeting Report September 2-4, 2010

THURSDAY September 2, 2010

Annual Meeting 8:30 to noon 9/2/2010

Keynote Speaker – Jody Walker “Communicate, Collaborate, and Create the Future”

Discussed 4 communication styles

- Logical
- Amiable
- Directive
- Expressive

Collaboration works to establish mutual goals, shared vision, shared resources and information, shared decision making and most of all, respectful interactions and trust

Example: Community contest was used to decorate porta-potties to be used in the community. Involved the community and vendor was able to rent for a higher price.

Go outside of our community to get ideas to bring back. Challenge your assumptions and when you hit a roadblock or disappointment, look forward to “what is next?”

Ask good questions – be curious.

REPORTS

Nancy Eaton – NEF Raised \$40,000 (\$16,000 came from Region 11).

Carol Chapman – NFSF Report - There is a value of \$950,556 in the trust fund. NFSF awarded \$49,000 from trust fund (interest only) and raised funds

Shirley Horn – changing bylaws to include associate members for committees and chairmanships

Dede Hughes – Told story of water leak in the office. 6 month ordeal. Image is now online. May choose which way to receive it.

Now have a presence on Facebook. Making more headway with sponsors.

Debra Gregoire (incoming president) invited everyone to 56th Annual convention in St. Louis. 8/31-9/11

Final credentials check before the vote. 414 in attendance with 6 guests. 351 voting strength - Adopted as reported

New Business: No new business

WORKSHOPS

THE BUSINESS CASE FOR BUILDING GREEN – Fraser Allport, Energy, Water and Taxes, LLC

The Green Revolution is here to stay. Recognize, Adapt, and Get Out Front ... or Suffer. Reducing Costs is a good business model for you to embrace and market. That’s Your Mantra – Increased Efficiencies produce Cost-Savings. Building green is getting cheaper every year. It is important to build green alliances so you know who to call for what you need.

Ways to save:

- Renewable resources
- Sustainability
- Net Zero use – produce as much as you use
- Biofuels – 80% must be from renewable materials

Green is about 10 years into its serious implementation. It will take 30 more to finish the conversion. It is not going away. Will you be in buggy whip maker in an automotive culture?

There are 5 myths around green

1) MYTH is that Green is Politically driven.

TRUTH : Understand that Green is economically driven. Reducing Costs saves money. It's about Energy and Water Efficiencies that reduce Operations and Maintenance Costs. Ecopragmatism is about saving money, not about politics.

2) MYTH is that Green Costs a big upfront outlay of capital.

TRUTH : Understand that Green is profitable from Day 1 when quantifiable Savings exceed project's Finance Costs. For example, verifiable Energy and/or Water savings equal \$ 1 per month; while financing that project costs anything less than \$ 1 per month.

3) MYTH is that Green curbs economic growth.

TRUTH : Understand that Green creates new types of jobs. Green = Growth = Jobs. Job Creation is the social and economic motivator for Going Green. Closed factories re-open making Green products. The 21st Century is a new kind of World, with new kinds of Jobs. There is a growing need for Green professionals and vocational training. Bottom Line : Green creates new projects and new jobs.

<http://intelligentenergyportal.com/article/growing-need-trained-energy-professionals?cid=newsletter>

4) MYTH is that Green is an expensive luxury item.

TRUTH : Understand that Going Green is a smart business decision : A cost-effective tool for reducing expenses, increasing efficiencies, future-proofing a property, and enhancing Public Relations and Branding. Green is increasingly approaching " Cost-Neutral ". Within a short payback time ... Green pays long-term dividends that greatly exceed upfront costs.

5) MYTH is that the Business Owner must go it alone.

TRUTH : Understand that State and Federal Energy and Water Tax Incentives improve a project's ROI, Payback, and Cash Flow. State and Federal Tax incentives are, effectively, subsidies that discount a project's cost for the builder and owner.

The carrot has been the tax incentives and the stick comes from the EPA mandates. They will be increasing in intensity and speed. Green is becoming integrated into the code. Get in front of it.

The future lies with SMART Grid projects which will overlay all of our systems and indicate usage, weaknesses, maintenance requirements and breakdowns.

WATER EFFICIENCIES

The collection, distribution, and treatment of drinking water and wastewater nationwide consumes tremendous amounts of energy and release approximately 116 billion pounds of carbon dioxide (CO₂) per year—as much global warming pollution each year as 10 million cars.¹ The energy/water connection is particularly strong in the driest regions of the United States, such as the Southwest, where significant

amounts of energy are used to import water. Solutions exist to cut both water and energy use. Through water efficiency measures, we can help to protect dry areas from drought, lower consumers' utility bills, and reduce global warming pollution.

Buying a water saving toilet doesn't do much good if you have to flush it 3 times. Efficiency is a critical component of green applications. WATERSENSE from the EPA has efficiency requirements included.

Green roofs may look like a good idea, but you must balance it with the water requirements. You may be better off with a white roof than a green one.

Geothermal is a great option. Pipes are placed only 10 feet down and work with the temperatures of the earth to heat and cool the air and water supplies.

Drip irrigation saves gallons of water, does not rinse off sprays and is much more targeted than wide spread sprinkler systems. Tap fees are significant. The reduction of water usage can allow for smaller taps = small fees = pays for your upgrades.

Rainwater harvesting can pull 20,000 gallons off of a 1,000 sq. ft. roof in a year.

SUCCESSION PLANNING, Resnick Associates

2 out of every 3 family businesses do not make it from the founder to the 2nd generation!

- Original Owner Can't "Let Go"
- Lack of Plan or Inadequate Planning
- The Next Generation is Ill Prepared

10 Point Checklist

1. Define Personal Goals and Vision for the Transfer of Ownership and Management
2. Identify Your Successor
3. The Importance / Unimportance of Family Involvement in Leadership and Ownership of the Company going Forward
4. Techniques to Reduce or Eliminate Estate Taxes
5. Liquidity Positioning to Avoid the Forced Sale of the Company and Provide for Estate Equalization
6. Buy-Sell Agreements
7. Contingency Plan in the Event of Disability
8. Stock-Transfer Techniques to Help Achieve Succession Goals
9. Dependency on Business to Meet Retirement Cash Flow Needs
10. Business Valuation

Attended dinner with Region 11 Members

FRIDAY, September 3, 2010

Region 11 Photograph

WORKSHOPS

REDUCING ENERGY AND WATER BILLS

What does going GREEN really mean?

The harmonization and utilization of advanced technology in applied sciences, architecture, engineering, new construction and existing building retrofits to reduce energy and water consumption while simultaneously improving indoor air quality.

A multi-disciplinary and integrated methodology for attaining *Efficiencies*. Efficiencies drive Cost-Savings and enhanced Productivity.

- Energy Usage reduced.
- Water Usage reduced.
- Indoor Air Quality improved.

Installation Luncheon for new Officers:

- President – Debra Gregoire
- President Elect – Judy Deweese
- Vice President – Cindy Johnsen
- Treasurer – Yasmine Branden
- Secretary – Riki Lovejoy
- Immediate Past President – Robin Meyer

WORKSHOPS

LINKEDIN 101 – Carol Hagan

To gain full utilization of LinkedIn it is important to use the Blog and Twitter links. Look under the “More” button to connect. Also look at the learning center. Use #AEC on the end of tweets to locate Architectural, Engineering and Construction personnel.

Build a company profile for our chapter. Use strong keywords. Google loves LinkedIn. Utilize the search engine optimization on our website and at LinkedIn.

Select companies to follow. Go to www.carolhagan.wordpress

SATURDAY September 4, 2010

WORKSHOPS

CONSTRUCTION PROFESSION AND EDUCATION

Each committee has a website and the local chair should read the handbook. A monthly report will be due to the regional chair.

Take a good look at Magic Camp. Some chapters have had great success with it. Have the labor trades provide hands-on exercises like building a lamp or wiring a box, poring a concrete trivet.

Recommend a pre-submission of presentations to make sure they are worthwhile

NAWIC SWAP MEET (ideas)

Watch the publications for promotions and send congratulations and an invitation to join.

Go to WICALOT for resources. NAWIC section has ideas

Add our events to the calendar online and take a look at Zvents.

Consider exchanging volunteer hours for a booth at conferences. Set up should include the table at the back with people in front to encourage discussion. Collect business cards in a toy dump truck for a raffle
Encourage Associate members who are not in construction.

To bring press to your event, deliver a hard hat full of candy with an invitation. Media templates are available on line.

*Send local press contacts to add to the national data base.

Drop the NAWIC Image at your doctor's office.

Meet jointly with other associations 2 or 3 times a year.

Put the NAWIC logo on your business cards!

NAWIC's SECRET – NFSF

Expanding the construction industry one student at a time.

Posters are available to post on school bulletin boards. Applications go directly to National for selection. Student must be taking at least 12 hours (except for trades which are less – see website)

Send contributions to NFSF to administer in an account for Raleigh or in the general fund. Interest goes to the national fund, not ours.

Disbursement goes to the school not the student. Applications must be in by March 15th.

Convention workshop handouts are available at
<http://www.nawic.org/nawic/Seminars.asp?SnID=1864954779>

Had a great time! Departed for airport after last morning session.