

# COUNCIL TOOLKIT

*How to Establish a NWIR Council*

**NWIR**  
*National Women in Roofing*

*There is no tool for  
development more  
effective than the  
empowerment of  
women.*

*— Kofi Annan*

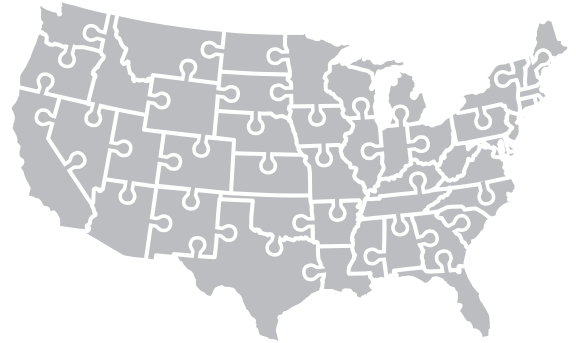
# Introduction

National Women in Roofing (NWIR) is a volunteer-based organization that supports and advances the careers of women roofing professionals. 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.

We foresee NWIR Councils being located across the country affiliated with roofing contractor associations, roof consultants, manufacturers, distributors and anywhere that women want to network and grow. And, we encourage you to start a local or state Council in your area with full support at the national level.

## Why establish a state or local council?

State and local councils serve as a venue for members to get together more regularly to exchange ideas, network, attend educational events, and develop relationships to advance women within the roofing profession. State and local councils can regularly interact in a community setting to provide programming or activities that directly impact the future of women in roofing. In addition, a state and local councils are aware of and sensitive to the needs that are unique to every community. For these reasons, the creation of state and local councils make sense and provide value to all women roofing professionals.



Most importantly, we, as women, must empower one another by working together, fostering relationships, leading by example, offering encouragement and support, and sharing what works for us.

## Goals

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 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 roofing.

### **Networking**

Provide opportunities to interact with women in the roofing industry, creating strong, long-lasting and supportive networks.

### **Recruiting**

Reach beyond traditional recruitment strategies to attract and hire women who will bring diverse backgrounds, talents and experiences to the roofing industry.





## Getting Started

A passion for the roofing industry and in advancing the role of women is a must! The logistics for starting a NWIR local council are quite easy, but it is a process that requires commitment. It requires dedicated the work of dedicated roofing professionals who agree with the NWIR's mission and want to take a proactive role in advancing women and the pillars in which the national organization is based. Getting started is easy:

1. Reach out! We'd love to hear from you!

- First, please visit <https://nationalwomeninroofing.org/> and indicate your interest in setting up a state or local Council of NWIR by choosing the VOLUNTEER tab on the right-hand side of the website.
- Contact Ellen Breipohl Thorp, CAE, Meridian Consulting and NWIR's Executive Director, at [ellen@meridianconsultllc.com](mailto:ellen@meridianconsultllc.com) or at 202-276-7054.
- Contact Council Chair Alison LaValley, National Roofing Contractors Association (NRCA), at [alavalley@nrca.net](mailto:alavalley@nrca.net) or (847) 493-7573 or Vice Chair Lindy Ryan, Tecta America, at [lryan@tectaamerica.com](mailto:lryan@tectaamerica.com) or (321) 275-0918.
- Think about what makes sense for the geographic boundaries of your Council and discuss it with the Council committee chairs and the National staff. In some case, due to size or population, a Council may be the entire state. In other cases, it may be one city. We want the opportunity to plan the regions accordingly with growth and size.

2. Get two or three people who share your enthusiasm and goals to assist you in the creation of the state/local council. These members may be the founding officers of the new council.

3. Contact state/local women in roofing. This can be done by telephone, email or mail, however, the National office recommends that you first identify individuals you already know. Contact them and ask them to participate in the formation of your new council. Then, contact the national office for other roofing professionals near you.

4. Decide upon a structure.

- The Officers: What officers you will have and who they will be? This can be done formally or informally as your group sees fit. (Recommended officers: Chair, Vice Chair, Treasurer, Secretary)
- Dues: It's not intended for a state or local Council to collect dues, and they are not designed to make or distribute money. However, if you need funding for organizing events, providing education, meeting expenses and so forth, NWIR can help. NWIR requests that each of your members join at the national level first to help support our mission nationwide. (National dues are \$60 per individual annually.) Councils will then receive 50 percent (%) of each paid National membership in which to operate, as needed.
- Submit a funding request: For an event to be funded, state/local Council meetings must meet at least two (or more) of the four pillars established by national leadership, including mentoring, education, networking and/or recruiting.
- Sponsorships also are available and requests for sponsored events should be channeled through the National office or by contacting Heidi Ellsworth at [hje@ellsworth.us](mailto:hje@ellsworth.us) or Jennifer Stone at [jstone@nationsroof.com](mailto:jstone@nationsroof.com).
- By-laws: Review National's by-laws and act in accordance with the mission set forth. There is no need to establish as separate set of governing by-laws, as the NWIR by-laws also cover Councils.
- Goals: What do you want to accomplish for your first year? Develop your mission and vision statements to advance the four foundation goals already established by National and set up meetings/events/gatherings to put these into motion. We encourage you to share your ideas and vision with National, when possible.
- Logo: Councils should anticipate adopting the National logo and are encouraged to add their city/state/etc. just underneath that logo. Please use the Minion Pro Bold font to type out the city/state/etc.



- Set-up a system for record keeping and accounting. At a minimum you will need to track:
    - Member contact information
    - Expenses and funding requests of National
    - New ideas for the organization
    - Activities/goals as it ties into the mission
    - Success related to the 4 foundation pillars
    - Educational opportunities
    - Social successes, including adding your group's pictures to the NWIR's Dropbox, using NWIR hashtags (#nwir, #nationalwomeninroofing, #womeninroofing), staying connected through LinkedIn, etc.
5. NWIR staff is available to assist you in any step of the process of Council development. Please direct any questions to Council Chair Alison LaValley, National Roofing Contractors Association, at [alavalley@nrca.net](mailto:alavalley@nrca.net) or (847) 493-7573 or Vice Chair Lindy Ryan, Tecta America, at [lryan@tectaamerica.com](mailto:lryan@tectaamerica.com) or (321) 275-0918. You also can contact Ellen Breipohl Thorp, CAE, Meridian Consulting and NWIR's Executive Director, at [ellen@meridianconsultllc.com](mailto:ellen@meridianconsultllc.com) or at 202-276-7054.

## What to do once you are started

1. Hold an informal organizing and recruiting meeting or social event. Invite everyone who may be interested. Include current members of the NWIR and potential members. At the meeting be prepared to:
  - Sign up new members to both the local council and to National. Remember, the only dues that should be collected are those at the National Level. Please encourage your members to join online as soon as possible (Only \$60 and the membership belongs to the individual) at <https://nationalwomeninroofing.org/>.
  - Discuss your mission, vision and goals as they align with National's foundation goals.
  - Disseminate a schedule of events and/or receive suggestions.
  - Recruit members for committees and specific activities.
  - Most importantly: Generate enthusiasm for the new state/local council.
  - Share your stories with National for NWIR's website, newsletter and social media outlets.
2. Designate a location (s) for your meetings. The location will depend upon the type of meetings you will be holding. Generally, locations are easy to arrange, such as at someone's office, small meeting rooms at hotels or banquet rooms at a restaurant. Perhaps rotate locations among members' businesses.
3. Publish a schedule of events, if you choose. Again, this can be as informal or formal as you'd like. We also recommend contacting regional/local roofing contractors, suppliers and associations to place announcements in their journals, newsletters, and social media outlets.
4. Share information with the National office so events and ideas can be shared and promoted to larger audiences. Utilize our communications resources: Submit your council introduction, program and press releases to NWIR by the 15th of each month for inclusion in that month's national newsletter and website council news.

## National Council Reporting Structure

We want this to be a rewarding and fulfilling experience and it is not intended to create more work for volunteers willing to step up! However, we would like to share ideas and build on successes and would like to volunteers/chairs to serve on the National Council Committee to accomplish this by:

- Participating in meetings or conference calls of the National's Council Committee
- Submitting agenda items to the Council Committee chair for meetings
- Reviewing and approving minutes from committee meetings
- Assuming responsibility for certain activities or projects, as appropriate
- Communicating, as needed, with the National Council Committee Chair and other members between meetings regarding projects and concerns and participate in and report on activities at bi-annual committee meetings held either in person or virtually
- Contact the National committee chairs: Mentorship, Education, Community Outreach for assistance or guidelines as you plan your programs and event.

# Official Council Chapter Application

Council Name: \_\_\_\_\_

Area Represented: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Work Number: \_\_\_\_\_

Cell Number: \_\_\_\_\_

Email address: \_\_\_\_\_

## **Officer Information – Optional (can be submitted at later date):**

Chairman: \_\_\_\_\_

Vice Chairman: \_\_\_\_\_

Secretary: \_\_\_\_\_

Treasurer: \_\_\_\_\_

Others: \_\_\_\_\_

\_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please submit to: Ellen Breipohl Thorp, CAE, Meridian Consulting and NWIR's Executive Director, at [ellen@meridianconsultllc.com](mailto:ellen@meridianconsultllc.com).

# Official Council Event Funding Request Form

Council Name: \_\_\_\_\_

Today's Date: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Estimated Cost of Event: \_\_\_\_\_ Amount Requested: \_\_\_\_\_

Brief Description of Event/Objectives: \_\_\_\_\_

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## Must meet two or more of these goals to be approved:

- Mentoring**  
Mentor and empower women in the roofing industry to 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 roofing.
- Networking**  
Provide opportunities to interact with women in the roofing industry, creating strong, long-lasting and supportive networks.
- Recruiting**  
Reach beyond traditional recruitment strategies to attract and hire women who will bring diverse backgrounds, talents and experiences to the roofing industry.

Name and Signature of Council Chair: \_\_\_\_\_

Please submit to: Ellen Breipohl Thorp, CAE, Meridian Consulting and NWIR's Executive Director, at [ellen@meridianconsultllc.com](mailto:ellen@meridianconsultllc.com).



[www.NationalWomeninRoofing.com](http://www.NationalWomeninRoofing.com)