National Women in Roofing has experienced tremendous growth in 2016 and 2017, thanks to the dedicated women in our organization backed by the support and motivation from our 28 Founding Sponsors. It is with great pride that we close in on our second anniversary of launching membership with an annual report and vision for the future.

We are an organization of volunteers whose hands-on approach gives every person involved a vested interest in its creation and celebrations. The volunteers’ support of our mission and our four pillars of Networking, Mentoring, Recruitment and Education has been instrumental in establishing our “hand-print” throughout our industry and beyond.

This report represents our progress in membership, council development, mentoring, industry event support and communications and it shares our vision for exciting new programs and services on a local, regional and national basis that will be realized in the coming year. This vision and your place in it as a partner with NWIR will be presented later in this report.

With great thanks and appreciation,

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

**RECRUITING**
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 Partner

[Image of NWIR logo]

NWIR Founding Sponsors

[Images of sponsor logos]

EXECUTIVE COMMITTEE 2016–2017

Not only did the members of the Executive Committee work tirelessly to build the Association, but the support of their employers/companies was also key to NWIR’s early success.

Shari Carlozzi
Chair, Hapco, Inc.

Heidi Ellsworth
Past Chair, RoofersCoffeeShop.com

Jennifer Stone
Vice Chair, Johns Manville (formerly with Nations Roof)

Renae Bales (not pictured)
Treasurer, KPOST Roofing & Waterproofing

Jennifer Ford-Smith
Secretary, Johns Manville

Ellen Thorp
Executive Director, Meridian Consulting, LLC

Hilary Morgan (not pictured)
General Counsel, Cotney Construction Law
Setting Goals

Every goal and timeline NWIR set in 2016 has been fulfilled through the efforts of our entire board of directors, and was done IN LESS THAN ONE YEAR!

- Secure and maintain sponsors to fulfill the mission statement and pillars of the organization: Education, Membership, Networking and Recruitment
- Reach out to potential members nationwide
- Develop NWIR Councils across the country
- Deliver educational programs to members
- Develop an events calendar throughout the country to promote our message
- Establish communications among members and the industry

Accomplishing Goals

CONTINUING TO BUILD SUPPORT

NWIR Diamond Sponsors

NWIR Platinum Sponsors

NWIR Gold Sponsors

NWIR Silver Sponsors
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.

### INCREASING MEMBERSHIP

<table>
<thead>
<tr>
<th>Members</th>
<th>(between June 1, 2016 and May 31, 2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>524</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Members</th>
<th>(between June 1, 2017 and May 31, 2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1016</td>
<td></td>
</tr>
</tbody>
</table>

### DEVELOPING COUNCILS NATIONWIDE

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. 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.

### OFFERING EDUCATIONAL OPPORTUNITIES

NWIR has developed a series of educational webinars, increasing the number of educational opportunities for women around the country who may not be able to attend industry conferences, expos and trade shows. National Women in Roofing has offered new, diversified educational programs for our industry.

#### AVERAGE WEBINAR PARTICIPATION STATS:

- **143 Registrants**
- *Over 75% stayed through the end of the webinar!*

#### National webinars presented in 2016–2018:

- ✔ Roofing Industry Careers for Women... How to Get Your Foot in the Door and Why You Want It There in the First Place
- ✔ Mentoring: How to Be Successful Once You Have Your Foot in the Door!
- ✔ Mentoring 102: Real-World Examples of Successful Mentorships
- ✔ Women Changing the Face of Roofing Businesses (presented by NRCA), featuring NWIR members
CREATING INDUSTRY EVENTS

NWIR has a presence at many national and regional roofing conferences, including the International Roofing Expo and the RCI, Inc. Convention.

**National Outreach**

- 3 National Education Webinars

**Industry Show Activities**

- 2 Education Sessions
- 4 Networking Receptions
- 1 Luncheon
- 3 Mentoring Circles
- 3 Trade Show Booths
- 1 Informal Gathering

---

**First Annual National Women in Roofing Day**

**Keynote Speaker**

Lelia Gowland teaches negotiating.

**Breakout Sessions**

8

**Mentoring Tables**

8

**Attendees**

164

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*For registration instructions visit the NWIR website OR feedback and future topics/speakers email: hestes@ibhs.org
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.

BECOMING A Viable Industry Resource

NWIR has a presence at many national and regional roofing conferences, including the International Roofing Expo and the RCI, Inc. Convention. They have also gone viral with huge social media presence.

BUILDING LEADERSHIP WITH A STRONG BOARD OF DIRECTORS

Executive Committee

- Shari Carlozzi: Chair, Hapco, Inc.
- Heidi Ellsworth: Past Chair, RoofersCoffeeShop.com
- Jennifer Stone: Vice-Chair, Johns Manville
- Renae Bales: Treasurer, KPOST Roofing & Waterproofing
- Jennifer Ford-Smith: Secretary, Johns Manville
- Hilary Morgan: General Counsel, Cotney Construction Law
- Ellen Thorp: Executive Director, Meridian Consulting, LLC

Directors & Committee Chairs

- Mallory Payne: Mentorship Chair, Roof Connect
- Karen Edwards: Communications Chair, Casimir Group
- Frances Nichols: Community Outreach Chair, KPOST Roofing & Waterproofing
- Cynthia Lang: Councils Chair, SRS Distribution Inc.
- Mardee Billingsley: Membership Chair, Tremco Inc.
- Melissa Walker: Mentorship Vice-Chair, Johns Manville
- Kendra Cabrera: Communications Vice-Chair, ABC Supply
- Diana King: Community Outreach Vice-Chair, Springer-Peterson Roofing & Sheet Metal
- Lee Lipniskis: Councils Vice-Chair, CORE Contractors
- Alison L. LaValley, CAE: Membership Vice-Chair, NIGA
- Michelle Boykin: Recruitment Chair, Rackley Roofing
- Shelly Duhaime: Education Chair, Captive Insurances
- Lisa Lambrick: NWIR Day Chair, GAF
- Chelsea Welsh: Recruitment Vice-Chair, Gutter Helmet
- Jennifer Keegan: Education Vice-Chair, GAF
- Tara Gerhardt: NWIR Day Vice-Chair, Duro-Last
Sustaining and Growing

Evolving Strategic Plan

The NWIR 5-year plan has been revised due to phenomenal growth in the past two 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

Adding to the Foundation

- Adding association management system
- Growing regional Councils
- Diversifying sponsorship opportunities
- Increasing events presence

Expanding Commitments & Communications

- Developing bilingual website
- Developing career center for NWIR Sponsors to post job and career opportunities
- Members-only section on the website
- Improving website user navigation for members

Growing Membership & Councils

- National recruitment within and outside of the roofing industry
- Women in non-traditional careers
- NWIR online merchandise store
- Women in Crisis community outreach focus
Sponsorship

National Women in Roofing will offer four sponsor levels: Diamond (limit to five companies), Platinum, Gold and Silver. In order to keep membership costs low for individual members, we depend on sponsors to help fund the operating budget of the association. We truly couldn’t do it without them and their support is an important indication of how these companies see the role of women in the roofing industry.

We have come a long way in such a short time, yet we are always mindful of how much more we have yet to do! 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 2017-2018 sponsorship benefits (in effect from August 1, 2017 – May 31, 2018). Please visit the website for a more detailed list.

All Sponsors, at all levels, receive:

✅ Access to Career Center page
✅ Use of NWIR logo

DIAMOND SPONSORSHIP $25,000

✅ Recognition, acknowledgment as NWIR Day sponsor and opportunity to address attendees
✅ Table at NWIR Day
✅ Inclusion on the official NWIR Day co-branded memento
✅ Feature in the NWIR newsletter or blog
✅ Consultation with a member of board of directors to enhance your corporate women’s Council

PLATINUM SPONSORSHIP $10,000

✅ Article in the NWIR newsletter or blog
✅ Consultation with a member of Board of Directors to enhance your corporate women’s Council
✅ Recognition as a Career Center sponsor (with link to your corporate HR page)

GOLD SPONSORSHIP $5,000

✅ Sponsor of one regional NWIR event (and inclusion on print and AV signage)

SILVER SPONSORSHIP $1,000

✅ Recognition as the sponsor of a particular Council
# NWIR Financial Report

## National Women In Roofing
### Balance Sheet
**As of December 31, 2017**

#### ASSETS

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<td>Current Assets</td>
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<td>Checking/Savings</td>
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<tr>
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<td>Checking/Savings</td>
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<td>Accounts Receivable</td>
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<td>11000 • Accounts Receivable Total</td>
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<td>Total Current Assets</td>
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#### TOTAL ASSETS LIABILITIES & EQUITY

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#### EQUITY

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<td>20000 • Accounts Payable</td>
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<td>Other Current Liabilities</td>
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<td>2000 • Due to Councils</td>
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<table>
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<tbody>
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<td>Equity</td>
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#### TOTAL LIABILITIES & EQUITY

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<tr>
<td>Total Liabilities &amp; Equity</td>
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