DAY 2020
February 2, 2020 | Dallas, Texas

Driving Your Success
Welcome to National Women in Roofing Day 2020!

By being here today, you are taking the driver’s seat in your personal and professional life. Start your engines and make the most of today by engaging and participating in as many sessions and conversations as possible. **You’ll thank yourself later!**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:15am</td>
<td>Arrival &amp; Check In</td>
<td>Ballroom D: Elm Fork 3 Mezzanine Level</td>
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<tr>
<td>8:30 am</td>
<td>First time attendees meet and greet</td>
<td>Ballroom D: Fork Ballrooms 3 Mezzanine Level</td>
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<tr>
<td>9:00 am</td>
<td>Start Your Engines</td>
<td>Ballroom D2: Elm Fork &amp; D3: East Fork</td>
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<td></td>
<td>Welcome &amp; Opening Remarks</td>
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<td>Annual Membership Meeting: Annual Report, Nominations to the Board and Elections</td>
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<td>N.E.W.S Recipients Introduction</td>
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<td>Jennifer Stone, Johns Manville and Renae Bales, KPost Roofing &amp; Waterproofing; Co-Chairs, National Women in Roofing</td>
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<td>Ellen Thorp; Executive Director, National Women in Roofing</td>
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<td>Melissa Walker, Johns Manville; Board Member and Chair of the Mentoring Committee, NWiR</td>
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<td>9:30 am</td>
<td>Turbo Boost Talks</td>
<td>Ballroom D2: Elm Fork &amp; D3: East Fork</td>
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<td></td>
<td>The road map to visualizing your success</td>
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<td>Heidi Ellsworth, HJE Consulting and RoofersCoffeeShop; Founder and Past Chair, NWiR</td>
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<td>Merging the benefits of community service and professional growth</td>
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<td>Susan DeGrassi, Antis Roofing and Stephanie Baird, Bliss Roofing; Board Members and Chair &amp; Vice Chair of the Community Service Committee, NWiR</td>
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<td>The diagnostics of emotional intelligence</td>
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<td>Shana Maines, Beacon Building Products, NWiR Diamond Sponsor</td>
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<td>Yielding to your unconscious bias</td>
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<td>Molly Quinn and Leah Maguire, Owens Corning, NWiR Diamond Sponsor</td>
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<td>Attracting women to your pit crew and standing out on the track</td>
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<td>Cynthia Lang, SRS Distribution Inc., NWiR Diamond Sponsor; past Board Member, NWiR</td>
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<td>Technology to fine tune efficiency</td>
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<td>Anna Anderson, Art Unlimited; Board Member and Chair of the Communications Committee, NWiR</td>
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<td>Opening new lanes for diversity and inclusion</td>
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<td>Mardee Billingsley, Tremco Roofing &amp; Building Maintenance, NWiR Diamond Sponsor; Board Member, NWiR</td>
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<td>Crossing the finish line as women</td>
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<td>Kim Eckerman, TAMKO, NWiR Diamond Sponsor; Communications Committee, NWiR</td>
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<td>10:30 am</td>
<td><strong>Headshots &amp; Selfie Videos &amp; Member Profile Video</strong></td>
<td>Bluffview Room</td>
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<td>Please be mindful of the time you signed up for to have a headshot taken or to film a selfie video and feel free to slip quietly out of the general session. A list of reservations is available at the registration desk.</td>
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<td>12:15 pm</td>
<td><strong>Luncheon</strong>&lt;br&gt;<strong>Safety Fashion Walk featuring our own NWiR models</strong>&lt;br&gt;<strong>Committee Engagement</strong>&lt;br&gt;Buffet located in hallway&lt;br&gt;<em>Shari Carlozzi, Tremco/WTI; Immediate Past Chair, NWiR</em>&lt;br&gt;<em>Ellen Thorp, Executive Director, National Women in Roofing</em></td>
<td>Ballroom D2: Elm Fork &amp; D3: East Fork</td>
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<td>1:15 - 4:00</td>
<td><strong>Breakout Sessions</strong>&lt;br&gt;Details on pages 3 – 5</td>
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<td>4:15 pm</td>
<td><strong>The Checkered Flag</strong>&lt;br&gt;<strong>Overview and Recap of the Day</strong>&lt;br&gt;<strong>Political Engagement and ROOFPAC</strong>&lt;br&gt;<strong>Upcoming Events</strong>&lt;br&gt;<strong>NRCA Education</strong>&lt;br&gt;<strong>Musical Selection by Megan Ellsworth</strong>&lt;br&gt;<strong>WORLD Award Recipient Announced</strong>&lt;br&gt;<em>Melissa Mulligan Chapman, M2C Services LLC; Board Member and Chair of the Events Committee, NWiR</em>&lt;br&gt;<em>Ellen Thorp; Executive Director, National Women in Roofing</em>&lt;br&gt;<em>Amy Staska, Vice President, NRCA University, National Roofing Contractors Association</em>&lt;br&gt;<em>Shari Carlozzi, Tremco/WTI; Immediate Past Chair, NWiR</em>&lt;br&gt;<em>Jennifer Stone, Johns Manville and Renae Bales, KPost Roofing &amp; Waterproofing; Co-Chairs, National Women in Roofing</em></td>
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<td>5:00 pm</td>
<td><strong>The Finish Line</strong></td>
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<td>5:30 pm</td>
<td><strong>Evening Networking Event</strong>&lt;br&gt;Fine China in The Statler Dallas Hotel&lt;br&gt;1914 Commerce Street, Dallas, Texas 75201</td>
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Financing your dreams or dream car: stocks, bonds, and 401Ks
Everything you want and need to know but weren't sure who to ask!
*Tammy Kesterson, Edward Jones*
**Ballroom D3: East Fork | 1:15 & 2:15**

Maintaining your engine: focusing on health and wellness
Meditation techniques, how stress effects your body, how to avoid unnecessary stress and work towards overall happiness. This is a very interactive session; you will walk away with gifts and knowing what makes YOU happy.
*Mandy McIntyre, 1st Choice Roofing*
**Ballroom D1: Clear Fork | 1:15 & 3:15**

Mentoring Pit Stop with Wise Women
Spend time with other roofing professionals in a fast-paced format; these women are willing to share their expertise on a variety of topics including:
- Work/Life Balance
- Identifying Allies, Advocates & Mentors
- Networking
- Personal Development
- Career Progression
- Goal Setting
- Motivation
- Professional Conversations

On the open road
The sky is the limit but no question is off limits about being women in roofing and life in the roofing industry.
*Jennifer Stone, Johns Manville & Renae Bales, KPost Roofing & Waterproofing; Co-Chairs, NWIR*
**Ballroom D1: Clear Fork | 3:15**

Upgrades: Social media to build your brand
Use those new headshots to maximize your LinkedIn interactions and build a solid professional network.
*Leah D’Emilio, Owens Corning*
**Ballroom D2: Elm Fork | 2:15 & 3:15**
Learner’s Permits and Driver’s Licenses: Certifications and advantages for women-owned businesses
Learn from the experts about the various certifications that apply to women owned businesses and the benefits of obtaining them.
Sarah Jelin, Karnak Corporation & Debbie Hurst, Womens Business Council Southwest
Ballroom D2: Elm Fork | 1:15 & 2:15

Your auto body and fellow travelers
How to convey interest and learn to read nonverbal communication with co-workers and colleagues.
Shana Maines, Beacon Building Products & Stephen Langston, Instructor at the Body Language Institute
Ballroom D1: Clear Fork | 1:15 & 2:15

Councils 101: Get your motor running
For members who want to start a council and new council leaders, or for new leaders who want to make sure their engines are running smoothly. This session will cover the Council Toolkit, available resources, and the first four things to do when starting a new Council.
Ellen Thorp, NWIR & Lee Lipniskis, CORE Contractors; Board Member and Chair of the Councils Committee, NWiR
Hallway outside D1: Clear Fork / D4: West Fork | 1:15 pm

Councils 102: Head out on the highway
For existing council leaders who are familiar with the basics of council management or have just attended Councils 101. This session will cover how to sustain your council through the Four Pillars, and how to make council management as simple as possible by planning and scheduling to keep momentum going.
Karen Edwards, Board Member and Vice Chair of the Councils Committee, NWiR & Members of the Councils Committee
Hallway outside D1: Clear Fork / D4: West Fork | 2:15pm

Councils and NWiR Sponsor Contacts: Looking for adventure with communications
Geared towards MarComm staff at NWiR sponsor companies and existing council leaders who are familiar with the basics of council management. This session will cover how to leverage NWiR communications channels. Peel out with actionable items to promote your NWiR sponsorship and/or your Council's voice.
Anna Anderson, Art Unlimited; Board Member and Chair of the Communications Committee, NWiR
Hallway outside D1: Clear Fork / D4: West Fork | 3:15pm

Creative Space for Quiet Thinking
Do you need some quiet time to process the information from the morning? Visit the creative outlet table to put your thoughts to paper.
Bluffview Room | 1:15 - 4:15

Headshots & Selfie Videos & Member Profile Videos
Please be mindful of the time you signed up for to have a headshot taken or to film a selfie video. A list of reservations is available at the registration desk.
Bluffview Room | 1:15 - 4:15

Live Product Demos & Trainings
GAF
Ballroom
D4: West Fork
1:15 & 3:15

KARNAK
Hallway corner outside
D1: Clear Fork
1:15 & 3:15

Firestone
Hallway corner outside
D2: Elm Fork
1:15 & 2:15
<table>
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<tr>
<th>Location</th>
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Tammy Kesterson, Edward Jones | |
| Ballroom D4: West Fork | Live Product Demo – GAF | Live Product Demo – GAF | |
| Hallway corner outside D1: Clear Fork | Live Product Demo – KARNAK | Live Product Demo – KARNAK | |
| Hallway Corner outside D2: Elm Fork | Live Product Demo – Firestone  
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| Hallway outside of D3: East Fork / D4: West Fork | Mentoring Pit Stop with Wise Women  
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| Bluffview Room | Head Shots, Selfie Videos, Member Profile Videos | | |
2020 NOMINEES

Xochitl Arango
The Roofing Lady

Jessica Bailey
Alaskan Contractors, LLC

Melinda Barbour
Carlisle Construction Materials

Jama Berman
GAF Materials Corporation

Katie Bicksler
Commercial Roofing Solutions

Mardee Billingsley
Tremco/WTI

Michelle Boykin
Racky Roofing Company, Inc.

Jessica Dues
GAF Materials Corporation

Eileen Dutton
Malarkey Roofing Products

Heidi Ellsworth
HJE Consulting/RoofersCoffeeShop

Lori Gunnare
National Roofing Company

Amber Hamilton
SQI, Inc. Commercial Roofing and Sheet Metal

Helene Hardy Pierce
GAF Materials Corporation

Christee Holbrook
Graham Roofing, Inc.

Amanda Lairsey
Rise Contractors LLC

Jackie Locklear
Locklear Roofing

Kathleen Maxwell
Maxwell Roofing & Sheet Metal, Inc.

April McKelvey
Monarch Consulting Services

Christine Mockenhaupt
SRS Distribution Inc.

Agata Opoka
Design & Development Group

Mary Beth Reed
GAF Materials Corporation

Minerva Robles
Elite Roofing Supply

Lina Romero
Xcel Roofing

Julie Shoemaker
Soprema

Bridget Wilson
Cardinal Roofing

Lisa Zentner
Croftco, Inc.
THANK YOU TO OUR SPONSORS

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BEACON

Johns Manville

OWENS CORNING ®

SRS Distribution

Tamko Building Products LLC

TREMCO Roofing & Building Maintenance

www.NationalWomeninRoofing.org