

**NAWIC
OBJECTIVE**

To unite for their mutual benefit women who are actively employed in the various phases of the construction industry;

To promote cooperation, fellowship and a better understanding among the members of the association;

To promote education and contribute to the betterment of the construction industry;

To encourage women to pursue and establish their careers in the construction industry

**CORE
PURPOSE**

To enhance the success of women in the construction industry

**NAWIC
PLEDGE**

As material for the construction of our building, I pledge the agility of my hands, the ability of my mind, and the integrity of my heart.

**INSIDE
THIS ISSUE:**

President's Message 2

Write a Killer Press Release 2

Calendar of Events 4

Committees 5

How NOT to Network 6

Block Kids Recap 8

Michigan Construction Career Days 10-12

NAWIC

National Association of Women in Construction

Plans & Specs

Lansing Chapter #177

www.lansingnawic.com



VOLUME 40 ISSUE 6

MARCH 2011

MEMBERSHIP MEETING

Wednesday March 9, 2011

“5 Secrets to Looking and Feeling Younger”

Dr. Sarah Little

Total Health Chiropractic

Location: Nuthouse

420 E. Michigan Ave, Lansing, MI

Time: 5:30 pm Networking

6:00 pm Meeting & Dinner

Hostess: Megan Jacobs, PE

RSVP by March 7, 2011

Jacobs@sme-usa.com

*Note to non-members - We look forward to having guests at our chapter events. If you are not a NAWIC member and would like to ensure that you receive an invitation to a NAWIC event or you would like to be added to our mailing list, please contact President Traci Brower, tbrower@clarkcc.com or contact the person(s) for the particular event you are interested in.

Save the Dates

February 28, 2011

Lansing Major Proclamation for WIC Week

March 6-12, 2011

Women in Construction Week

March 16, 2011 -

Chapter Board Meeting

Located at Clark Construction Company's Office at 5:30 pm

Next Membership Meeting:

Wednesday April 13, 2011

Recognition Night

“Accident Fund National Headquarters Project”

Speaker: Chad Clark, Project Manager

Christman Company

Location: Eagle Eye Golf Club

Hostesses: Tiffany Herrold, Barbara Strachan, Jane M. Smith

President's Message



Traci Brower, LEED AP
Clark Construction Co.
President of Lansing
Chapter #177.

WOW! January and February have gone by so fast. We have accomplished so much and, I am looking forward to what is to come. The next several months are packed full of NAWIC events. Please check out the calendar provided later in this newsletter.

Hostess, Jane M Smith, did a great job putting together a short, enthusiastic membership recruiting skit at the February (Valentine) Membership Meeting. Thanks for the creative poem!!! Michelle Gallagher, from Gallagher PCA's left us with a wealth of information regarding personal and

business tax updates. Many member questions were answered. What an excellent program.

Who wouldn't want a chance to look and feel younger? Don't miss the March Membership Meeting at the Nuthouse, Wednesday, March 9 at 5:30 pm (networking). We are gearing up for WIC Week on a chapter, regional and national level. Please remember to invite your guests to the Nuthouse as well.

I would like to personally invite everyone to Region 4 Forum in Lansing, MI, May 13th-15th, 2011. Registration packets have gone out. The Forum

Committee (Heidi Hitz and Megan Jacobs) in conjunction with Region 4 Director, Melanie Myers have been working very hard on this event. We have some very exciting workshops and speakers awaiting you plus some fun entertainment to keep you energized throughout the event! Do not miss this refreshing NAWIC experience!!!

Thank you, *Traci Brower*

"We often take for granted the very things that most deserve our gratitude."

- Cynthia Ozick

"In business, you get what you want by giving other people what they want."

- Alice Macdougall



Write a Killer Press Release

Few things can match the joy of finally completing a project you've been working on for ages. So, what's the next step? Letting the world know – with a press release.

But what differentiates a blockbuster press release from one that goes practically unnoticed? How can you write one that will stand out and help build your

brand?

"You have to spend time

looking at outlets you want to gain coverage in and develop an understanding of what and how they write, then present your piece in that context,"

Sarah Skerik, VP of Social media at PR Newswire, tells PINK. Skerik also suggests avoiding things like boring or lengthy headlines, pointless words and phrases like "game-changing" and covering too many topics in one release. Inverted pyramids (<http://blog.journalistics.com/2010/inverted-pyramid-press-release-writing/>) are not just for journalists anymore: use this style of writing that places the most important info at the top and descends from there to get your point across faster. The first paragraph

should include the what, where, why and who – all of the vital information. The next few paragraphs should include more detail and supporting info. Before sending out your final draft, check for errors, include your contact information and save your organization's background for the end.

By Muriel Vega

Courtesy of Pink Magazine

Member Profile - Mary Ellen Brocklehurst

What is your full name – **Mary- Ellen Brocklehurst**
 What is your birthday - **October 2**
 Are you married; do you have any kids, if so what are their names; do you have any pets? – **Married to Dan Brocklehurst (30 years) Three kids: Sara – Graduated from MSU (Dec 2010) in Animal Science; Jerod – currently attending LCC, professional musician (percussion); Megan – Freshman at Grand Valley, majoring in physical therapy. We have four horses and three cats. My husband and daughters show in the Michigan Reining Horse Association. We are very involved with our animals and have shown for the past 11 years. We live in Charlotte, Michigan.**
 What is your education background? - **Bachelors Degree from Lake Superior State in Human Services, Masters Degree in Career and Technical Education from Western Michigan University**

Do you have any awards or certifications? - **Outstanding Leadership Award, Eaton County 4-H Council, Peak Performance Award, Eaton ISD, 2009**
 What company do you work for? **Eaton Intermediate School District Career Preparation Center**
 What is your occupation, and title, please describe a typical day on the job. **I am a Student Services Coordinator and my primary responsibility is to work with Juniors/Seniors as they move through the school year preparing them for employment, college or further training. I assist them with job interview skills, portfolio development scholarship writing and work based learning experiences. Additionally, I have been assigned to work with several programs: Building and Electrical Trades, Welding, Automotive Technology, Automotive Collision Repair, Heavy Equipment Operations and Heavy Equipment Diesel Repair. My work load is 130**

students in all these programs. One additional responsibility is entering students in CTSO's (Career Technical Student Organizations) and we are involved with Skills USA, Health Occupation Students of America – HOSA, and Family-Career-Community Leaders of America – FCCLA.
 How did you get into construction? **Due to my career, I work alongside professionals in construction related classes here at the career center.**
 How did you hear about NAWIC, and when did you join? **I learned about NAWIC through Melanie Myers.**
 How many years have you been a member of NAWIC? **I am a first year member.**
 What is one thing people in NAWIC don't know about you? **My husband is in the construction field and has worked in the industry for his entire professional life.**

Green Tip: Calculate Your Carbon Footprint

Calculating your carbon footprint—using simple online tools that take about 3 minutes—is one of the easiest things you can do now to start going green. It will help you gain an understanding of just how your own actions and lifestyle actually impact this planet. Like me, you might be quite surprised by your results.
 One of the best carbon footprint calculators is the one powered by EarthLab, an online “climate crisis community,”

which can be found at www.earthlab.com/carobprofile. Take a few moments to calculate your carbon footprint right now. The calculators will ask you to consider factors like where you live, how you work, and how you commute and travel.
 How did you do? Once you have your score, the next step is to lower it. I know you can do better, and so can I.

Action Steps:
 Calculate your footprint: www.earthlab.com/carbonprofile.
 Here are some others you can check out: www.fightglobalwarming.com/carboncalculator.cfm or www.epa.gov/climatechange/emissions/ind_calculator.html

Courtesy of Go Green, Live Rich

"The difference between animal and humans is that animals change themselves for the environment, but humans change the environment for themselves."

- Ayn Rand



Lansing Chapter #177 Calendar of Events

2010-2011 OFFICERS

PRESIDENT

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Membership Meetings - Second Wednesday of the Month:

March 9, 2011 - Hostess: Megan Jacobs

April 13, 2011 - Recognition Night & 40th Anniversary Celebration

Hostesses: Tiffany Herrold, Jane Smith, Barb Strachan

May 11, 2011 - Hostess: Traci Brower

June 8, 2011 - Election Night

Hostess: Sara Cunningham

July 2011 - Fun Night

August 10, 2011 - State Meeting

Hostess: Barb Strachan, Karen Schultert

September 14, 2010 - Installation Night, Women's Center Cindie Alwood - Hostess: Shawn Hunter

October 12, 2011 - Mike Nystrom - Builder's Exchange of Lansing

November 9, 2011 -

December 14, 2011 - Christmas Party

Board Meetings - Third Wednesday of the Month:

Located at Clark Construction Company

March 16, 2011

April 20, 2011

May 18, 2011

June 15, 2011

July 20, 2011

August 17, 2011

September 21, 2011

October 19, 2011

November 16, 2011

Special Events:

March 6th - 12th, 2011 - WIC Week (Women In Construction Week)

April 26-27, 2011 - Michigan Construction Career Days - Ingham County Fairgrounds, Mason MI

May 13-15th, 2011 - Region 4 Forum, MSU Kellogg Center, East Lansing, MI

June 20-24th, 2011 - MAGIC Camp, Lansing MI

August 31-September 3, 2011 - 56th Annual Convention - St. Louis, MO

November 13, 2011 - Holiday Auction, Brookshire Inn, Williamston, MI

August 29 - September 1, 2012 - 57th Annual Convention - Denver, CO

Newsletter Deadline:

20th of each month

Coffee Talk - Women In Construction

Listen to WLNZ 98.7 FM? What is WLNZ 98.7 FM? It's a radio station broadcasted from Lansing Community College that will be conducting a Coffee Talk with our very own Melanie Myers about Women In Construction Week.

On March 1st at 9:30 am, tune into Channel WLNZ 98.7 FM the Coffee Break Show where they will be interviewing Melanie and talking about Women in Construction. Don't forget to mark your calendars!



2010-2011 Committees

COMMITTEE	CHAIRPERSON(S)	EMAIL ADDRESS
Publicity/WIC Week	Jane Smith	jane@hagerfox.com
Recruitment/Mentorship	Jane Smith	jane@hagerfox.com
Officer Nominations		
New & Foremost Nominations		
Roster/Cheers & Condolences/Hostess Schedule	Karen Schulert	kschulert@agcmichigan.org
Newsletter	Heidi Hitz	hhitz@clarkcc.com
Legislative Awareness Occupation Awareness & Promotion		
Professional Education	Ruth Essenburg	ressenberg@douglassteel.com
Audit/Budget	Jane Smith	jane@hagerfox.com
Scholarship/TAG	Heidi Hitz	hhitz@clarkcc.com
Ways & Means	Traci Brower, Karen Schulert	tbrower@clarkcc.com kschulert@agcmichigan.org
Block Kids	Traci Brower	tbrower@clarkcc.com
CAD/Design/Drafting:	Megan Jacobs	jacobs@sme-usa.com
Michigan Construction Career Days	Melanie Myers	mamyers@oaklandcc.edu
Committee Service Projects	Heidi Hitz, Tiffany Herrold	therrold@clarkcc.com
Bylaws & Standing Rules	Karen Schulert	kschulert@agcmichigan.org
Industry Icon Award	Barb Strachan	bstrachan@agcmichigan.org
Historian/Scrapbook	Ruth Essenburg	ressenberg@douglassteel.com
Website	Heidi Hitz	hhitz@clarkcc.com

Chapter #177 - A Busy Little Chapter....

Our little chapter sure will be busy for the next few months.

Jane M. Smith has organized for the Major of Lansing to proclaim the week of March 6-12th as Women in Construction Week, this will take place at Lansing's City Hall at 7pm. Contact Jane M. Smith at jane@hagerfox.com for additional information.

The Carleen E. Hallman Scholarship Applications are due February 28th, 2011. Scholarship forms are available on our website. For additional information please contact Heidi Hitz at hhitz@clarkcc.com.

Women in Construction (WIC) Week is March 6-12th.

Recognition Night will take place on April 13, 2011 at Eagle Eye Golf Club. This is a time for the chapter to reflect on the year of accomplishments with chapter events and recognize members for all their time and efforts of the past year. For additional information please contact Tiffany Herrold therrold@clarkcc.com, Barbara Strachan bstrachan@agcmichigan.org or Jane M. Smith jane@hagerfox.com

Michigan Construction Career Days will be taking place on April 26-27th, 2011 at the Ingham County Fairgrounds in Mason MI. There is additional information on the event on pages 10-12. For more information or to volunteer please contact Melanie Myers at mamyers@oaklandcc.edu.

Region 4 Forum will be held in Lansing, MI at the Kellogg Center on May 13-15th, 2011. Lansing Chapter has been busy planning a "Green" event. Information can be found on our website or by contacting Heidi Hitz hhitz@clarkcc.com or Megan Jacobs jacobs@sme-usa.com.

Magic Camp will be held in Lansing June 20-24th. For more information please contact Mary Ellen Brocklehurst at brocklm@lcc.edu.

Annual Holiday Auction will be held November 13th, 2011 at Brookshire Golf Course in Williamston, MI. For additional information please contact Traci Brower at tbrower@clarkcc.com.

How NOT To Network



Whether you're looking for a job or moving up in your company, networking is an essential skill. Everywhere you look – from books to magazines – experts tell us how to network, but what about tactics we should avoid?

“If you only get in touch with a contact when you need something – a job, a reference, etc. – their desire to help you will be quickly vanish,” wains Mon-

ster.com “Remember, these people are under no obligation to lend you a hand, they want to get something out of the relationship too.”

Missteps to avoid:

Telling someone you “Googled them” can be offsetting. Make sure your connections are meaningful. Avoid distorting the truth about how you found them. (Just because you have

three friends in common on Facebook or LinkedIn does not mean you know them.)

Take your networking relationship beyond the Internet, avoid marketing yourself in other people's personal pages and find a balance between work and personal information, says Bnet.com.

By Muriel Vega

Courtesy of Pink Magazine

“We often take for granted the very things that most deserve our gratitude.”

- Cynthia Ozick

Happy Birthday!

Megan Jacobs
March 9th

Ruth Essenberg
March 12th

Barbara Strachan
March 13th

Celebrate NAWIC - Lansing Chapter #177

In order to satisfy the China gift for 20,
We move to China celebrating the Year of the Bunny.
As we try to make our NAWIC 40th the best,
Show our love with a ruby red heart on the chest.
So make the most of this year of the Rabbit—
Now multiply NAWIC membership - it's a good habit!

Put an invite on the back of your business card,
Share it with someone - maybe in the next yard.
Personal contact is the best way to share
Get some new interest in NAWIC's ware.
Keep the celebrations going whenever you speak,
Our March meeting falls in the middle of WIC Week!

This will be fun, and with lots of lucks
You will win a Visa Card for one-hundred bucks!

- Written by Jane M. Smith

Watch Lansing Chapter #177 Grow

Our Chapter has had a sudden growth spurt! We have a new member that we need to welcome to

our chapter!
• Carol Cool, LEED AP
Lakeshore Engineering
Welcome Carol, look for-

ward to getting to know you, and having you as a member of Lansing Chapter #177.



“We must be willing to let go of the life we have planned, so to accept the life that is waiting for us.”

- Joseph Campbell

Are You a Control Freak?

We’ve all heard the phrase, “If you want something done right, you’ve got to do it yourself.” But when that translates to an overstuffed schedule and a team you won’t even trust to set up your lunch meeting, something’s got to give: the tendency to be a control freak. “When women fall into the ‘control freak’ category, they limit their ability to reach higher leadership levels,” Cheryl Cran author of *The Control Freak Revolution*, tells PINK. “Strong leaders are able to get more done through people and are able to properly control their team, which

builds morale and trust.” “For the organization to accomplish goals quicker, you have to let go and be less in control,” says president and CEO of the Small Business & Entrepreneurship Council Karen Kerrigan. She admits her control issues sometimes result in taking on too much of a project. “Sometimes, it’s just hard to let go,” Kerrigan adds. Want more? Being too controlling is lose-lose: leaving your employees resentful and you stressed out. Experts suggest admitting you have control issues, practicing empathy and communicating the

issue with your team to loosen the grip. The biggest benefit of less control may be watching your business grow. Though these tendencies may work in favor of start-up entrepreneurs, they can hinder expansion down the line. “Communicate to your team your goal to delegate more and help them succeed,” says Cran, adding that rewarding those who come through for you will help build mutual trust. Most important? “Don’t take over if things aren’t being done exactly the way you would do it.”

By Caroline Cox
Courtesy of Pink Magazine

Home Depot Workshops



More saving.

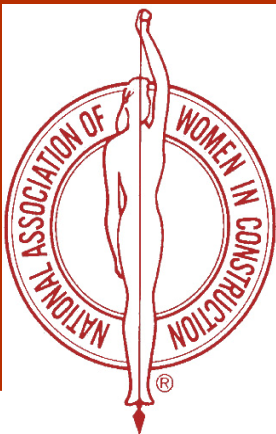
Upcoming Home Depot Workshops for March 2011

Interior Paint: Update your Rooms with Color and Style - Every Saturday 10 am-11 am

Tile: The Right Looks and Tools for the Job - Every Saturday 11 am - 12 pm

Interior Projects Checklists: - Every Saturday 1 pm - 2 pm

New and Innovative Kitchen Appliances, Appliance Event - Every Sunday 1 pm - 2 pm



Glossary of NAWIC Terms

CCA: Certified Construction Associate. A six-part, home study certification program of the NAWIC Education Foundation.

ITC: Introduction to Construction. A 16 part-series of classes developed by the NEF, which provides a basic overview of the construction process.

Planning Conference: Each NAWIC Region holds their Annual Planning Conference (APC) in the fall. An opportunity for newly elected officers and all new members to plan the new year.

NEF Block Kids

This Year's Event was held @ LCC—West Campus on January 29, 2011 from 9am-12 noon.

We had 39 students (grades 1-6) participate from 33 different Lansing Area school districts.



The NAWIC Education Foundation was established in 1973 by the National Association of Women in Construction (NAWIC). Since its inception, NEF has focused on construction education and offers a number of certification programs in partnership with Clemson University. NEF is proud to be named a Quality Education Provider by the American Council for Construction Education (ACCE). In addition, the Foundation has developed several programs and competitions created to foster and promote construction as a viable career choice among students from grade school to high school level. The Block-Kids Building Program is a national building program competition that is sponsored on the local level by NAWIC chapters and other organizations. The award winning program introduces children to the construction industry in an effort to create an awareness of and to promote

an interest in future careers in one of the many facets of the industry. The competition involves the construction of various structures with interlocking blocks and three of the following additional items: a small rock, string, foil, and poster board. Local winners advance to Regional competition, and one semi-finalist from each region is entered in the National Program competition. National prizes are awarded to the top three projects.

Charity At Work

Between a demanding career, a personal life and being a major multitasker, free time can seem like a luxury. But making time to volunteer can have a tremendous impact on your leadership skills and your life while helping others.

Despite her high-powered job as Vice President a MetLife in Individual Distribution, Diane Brennan has been a hospice volunteer for the last three years, mostly visiting with individuals in the final stages of their terminal disease and their families.

"While many think volunteering takes time from my career, it actually makes me a better leader," says Brennan. She adds that nights and weekends at hospice have brought her respect from coworkers and taught her the importance of an irreplaceable gift and how everyone

needs a support system. "We all get caught up in hectic schedules, multi-tasking and wondering where the time goes. My volunteer work has taught me to slow down."

Find your charity:

A recent German study found a definite positive relationship between the amount of time spent volunteering and the participants' satisfaction, work performance and amount of learning experiences.

Experts say volunteering shows the boss you can succeed in different environments. It teaches about motivating others without a monetary incentive, how to keep meetings concise and ways to better prioritize needs at work and at home.

Local directories within the Hands on Network and United Way list volunteer opportunities relevant to your career that fit any schedule.

By Muriel Vega

Courtesy of Pink Magazine



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<http://www.douglassteel.com> / email: info@douglassteel.com

MICCD 2011

Brindley Byrd, Executive Director
Michigan Construction Career Council

Register online at www.MichiganCCD.org



Get Building!

LOCATION: **Ingham County Fairgrounds**

DATE: **April 26 & 27, 2011**

Event Outline

*Michigan Construction Career Days 2011***Overview of Michigan Construction Career Days**

- ❖ *Michigan Construction Career Days (MICCD) is part of a national effort to inform young people about careers in construction.*
- ❖ *MICCD 2011 will be Michigan's fourth consecutive premier construction career exploration event.*
- ❖ *The pipeline of future construction workers is kinked shut as a result of traditional perceptions compounded by current economic factors.*
- ❖ *Young people need to know of their career options to better prepare themselves.*
- ❖ *Demand for construction services remains and is growing.*
- ❖ *Construction professionals from industry, government, and higher education work together to hold MICCD events.*

Long standing perceptions and barriers impeding entrance to construction careers have been overshadowed by dramatic decline in construction employment caused by the Great Recession. The days of "My uncle works in construction..." have become, "My dad used to work in construction." As career seekers continue to hear there are no jobs in construction what can be done to entice them to enter the construction career pathway today?

Driven by an ever increasing population and aging existing built environment, *the demand for construction services grows everyday.* Not only is there perpetual demand to expand, replace and renovate the build environment, but the performance expectations continue to escalate with the call for energy efficiency and alternative energy generation.

Building tomorrow's high performance buildings and low-impact projects within the framework of integrated project delivery requires a highly skilled construction workforce.

The time to get building construction's future workforce is now!

Michigan Construction Career Days (MICCD) is designed to show young people the many career opportunities found in all four industry sectors and occupation categories that make up the construction industry. Further, MICCD connects these young people to Michigan's education and training resources that lead to successful construction careers.

With a unique combination of construction education, training and career information booths, hands-on activities, and hands-on equipment operation, MICCD provides Michigan's young people the chance to see, feel and experience construction work up-close using real tools, equipment, and materials, while standing side-by-side with actual construction professionals.

- Get Building!

MICCD 2011 Highlights Expanded

The Connection Center: A 60' x 100' masonry structure to house information booths and indoor displays. Attendees will be able to connect face to face with Michigan's construction education and training resources.

Advanced Construction Applications: Held inside the Main Arena, the Advanced Construction Applications area will provide real-world hands-on experiences to MICCD 2011 attendees.

Construction In-Depth: For those who want to know more...industry experts will present in-depth information about their occupations and the projects they construct.

Heavy Equipment Field: Bringing together not just state of the art heavy and construction equipment, MICCD 2011 invites owners of vintage equipment to show attendees how far construction technology has come.

Outdoor Activities: Getting right at it MICCD 2011 provides attendees the chance actually build something and see how things work.

Girls Can Tool: Building on last year's successful roll out, MICCD 2011 looks to attract even higher numbers of female participation again partnering with Michigan's NAWIC chapters with Rosie the Renovator Girls Can Too! exploration event.

Text to Connect! Tapping into the connectivity of young people today, attendees will be able to upload photos of their day at MICCD 2011 to the MICCD FaceBook fan page. Attendees who submit their photos will be able to connect to Michigan's construction education and training resources and compete for prizes via their smart phone.

Register online at www.MichiganCCD.org



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Build with the Best

Since 1916, the AGC of Michigan has been a major force in Michigan's construction industry by providing quality leadership and services.


AGC of Michigan recognizes and supports the endeavors of the

National Association of Women in Construction Lansing Chapter #177


*Best wishes for a
successful 2011
Region 4 Forum!*




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NAWIC

National Association of Women in Construction

NAWIC National Office

327 S. Adams Street
Fort Worth, TX 76104

Supporting Women in the
Construction Industry

The Lansing Chapter #177 is a small chapter in Lansing MI, that hosts several events during the year to promote construction education to students and parents. As well as community involvement. Some of the events the chapter is involved in are, **Block Kids, CAD/Design/Drafting and Scholarships**, which educate students and their parents about **Career Possibilities in the Construction Industry**. Community Events include **Walk at the Capital for Breast Cancer, Grand River Clean up, and Habitat for Humanity**.

For more information on becoming a member please visit the national office, or our local chapter website: www.nawic.org or www.lansingnawic.com.

