

BLUEPRINT FOR SUCCESS

SUMMER 2017

WBI'S FIRST BOOK CLUB WAS A BIG SUCCESS!

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WBI's first book club meeting occurred in April. We discussed "Lean In" by Sheryl Sandberg at two different events – a happy hour at Dogfish Head Alehouse in Fairfax and a lunch at the Public House by Badwolf Brewery in Manassas. The book club allowed a more informal setting and discussion for WBI participants in where we could discuss our thoughts on the different messages of the book, and relate our own experiences. Both events were a success and we are looking to expand the book club attendees in August. Our book topics will continue to focus on women in leadership. The next book club for WBI will be scheduled for a date in August.

A survey poll is currently open for WBI members to participate in and vote on which book we will discuss! The survey closes June 23rd and an invite for book club locations will follow.

The survey is located at: <https://www.surveymonkey.com/r/BHKSCGB>

UPCOMING WBI EVENTS

June 29 11:30-1:30pm Lunch and Learn "Social Selling" with Dave Redabaugh of Your Biz Social.

Location: Walsh Colucci Lubeley & Walsh PC - 4310 Prince William Pkwy. | Suite 300 | Prince William, VA 22192

Thanks to Sponsors: Weber Rector Commercial Real Estate Services for presentation and Walsh Colucci for lunch and their office space

Please visit NVBIA's event page to register! This event is **FREE!**

SEPTEMBER Wine Tasting Event at Paradise Springs, Clifton, VA

To Benefit HomeAid—Details to be Announced in our Fall Newsletter!

OCTOBER Nominations for 2017 Trailblazer Award

OUR MISSION

Join us as we promote career advancement and leadership skills of women in the building industry to ultimately increase the number of women industry leaders.

SPRING EVENTS RECAP

TREE PLANTING EVENT

On April 22, WBI held their Spring Planting Event in Lorton, VA. A Big THANK YOU to Jessica Harrison of christopher consultants for leading the team of volunteers, to Allison Paul of Lessard Design Group for providing lunch, and to all the volunteers who planted in the rain! In addition, Brent Evans (christopher consultants) had one of her daughters who volunteered submit a picture of the activity to a Shelly Cove clothing Earth Day competition and won first place! Congratulations to her!



TOP GOLF NETWORKING EVENT

On May 2nd, Women in the Building Industry and Future Leader members gathered for an afternoon of networking at TopGolf Loudoun. If you've never been to TopGolf, picture a 240 yard out-field with targets scattered throughout. The closer to the target you hit your microchipped golf ball, the more points you receive. Attendees enjoyed the sunny afternoon and light-hearted competition with coworkers and friends.

ANNUAL CRAWFISH BOIL

On May 4th, Wetland Studies and Solutions hosted the NVBIA Annual Crawfish Boil. A Louisiana native, Truett Young from Stanley Martin Homes, prepared the southern delicacy. Approximately 300 attendees, including members of Women in the Building Industry enjoyed crawfish, hamburgers, hot dogs, and a few friendly games of corn-hole! Thank you to all that came out. A portion of the event's proceeds benefitting HomeAid Northern Virginia.



HAVE NEWS TO SHARE?

Contact Carmela Patrick, PR Committee Chair at carmela@Weber-Rector.com

SPRING EVENTS RECAP CONT.

WGB Cinco de Mayo Event

Once again, our WBI group participated in Women Giving Back's (WGB) Annual Cinco de Mayo event. This was a special year as WGB celebrated ten years of service to the community. Our WBI members were on hand to make the check in/registration process a smooth one for those that attended. This also allowed the WGB board and staff to let down their hair and celebrate their 10 years. Our group handled it with ease and had fun while doing it. Thank you to all our volunteers!



UPCOMING INDUSTRY EVENTS

Say Hello to Summer at the HomeAid Builders & Friends BBQ

Thursday, June 22, 2017

4:00 – 7:00 pm

The Barn at One Loudoun

20405 Savin Hill Drive, Ashburn, VA

Support HomeAid while enjoying all-you-can eat BBQ, open bar, corn-hole and more at our 8th annual BBQ. Tickets are just \$40— register here or onsite at the BBQ on June 22.

Looking for other ways to help? Bring a new backpack with you to the BBQ and we'll distribute them to children from a local homeless shelters so they can start the year off right. Look for the donation bins at the BBQ or contact Cilda Pretorius for more info at 703-953-3525.

HomeAid Northern Virginia is the official charity of NVBIA. HomeAid builds new lives for homeless families and individuals through housing and community outreach. Learn more at www.homeaidnova.org.



WANT TO RECEIVE WBI NEWS AND INVITES?

If you would like to receive event invitations, upcoming community service activities, or WBI news, please make sure you provide information on sign-in sheets at events or email NVBIA asking them to add you to the WBI distribution list.

IS GENDER DIVERSITY PROFITABLE? EVIDENCE FROM A GLOBAL SURVEY

Review written by: WBI President Erin Thiebert

Though we find ourselves in the heat of the summer months, I recently returned to February 2016, in which Marcus Noland, Tyler Moran and Barbara Kotschwar, all with the Peterson Institute for International Economics, authored a Working Paper entitled "Is Gender Diversity Profitable? Evidence from a Global Survey". Now, I'm not normally prone to reading "working papers", but the title caught my attention – could it be true that simply adding women to a company's upper level management results in greater profits? This is not the first study of its kind, but its size and scope sets it apart- the research covers over 21,000 firms in 91 countries surveyed in 2014. Notably, it found that 60% of the firms studied have no female board members, just over half have no female senior executives and members of corporate boards, and less than 5% have a female CEO. It also indicated that there are different trajectories for women based on the employment sector- for example, in finance jobs, men and women fill entry-level positions in roughly equal numbers, but middle-management positions show the number of women shrinks by about half, leaving fewer women to fill the leadership positions at the top. But, in employment sectors that traditionally hire fewer women, those women who are hired have a better chance of promotion to middle management and beyond. Finally, the research showed that when women participate in upper management and executive level decision making, there is a statistically positive result- for profitable firms, moving from no female leaders to 30% female leaders on corporate boards and executive level management resulted in a 15% increase in the net revenue margin.

My takeaway- there is still a long way to go to bring gender diversity to leadership positions in all employment sectors, but perhaps in the building industry, women already have an edge on reaching those positions, and when they rise to those positions the bottom line does too. WBI will continue to find productive ways to push its members forward to benefit all NVBIA companies- I hope you will join us!

To read this paper go to: <https://piie.com/publications/working-papers/gender-diversity-profitable-evidence-global-survey>

JOB OPENINGS

- **christopher consultants** –Two of these are with Paciulli Simmons which is a wholly-owned subsidiary of christopher consultants.
 - ◇ Project Engineer – Leesburg, VA: <https://paciullisimmonsassoc.applicantpool.com/jobs/143259-47266.html>
 - ◇ Party Chief – Leesburg, VA: <https://paciullisimmonsassoc.applicantpool.com/jobs/143273-47266.html>
 - ◇ Project Engineer – Fairfax, VA: <https://christopherconsultants.applicantpool.com/jobs/162104-47109.html>
- NVP, Inc. is seeking a New Homes Community Sales Consultant for communities in Prince William, Loudoun, Fauquier and Fairfax Counties. A Realtors License is NOT required, but New Home Sales EXPERIENCE a MUST! As a Full Time Employee you will receive benefits, Base Salary + Commission. Candidate must have excellent communication, time management and customer service skills, work evening hours and weekends. Please send your resume to Robielynn@nvpinc.com