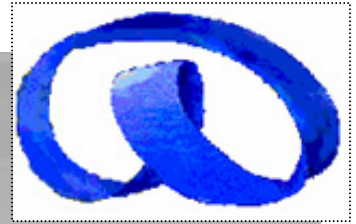


# TURNING point



VOLUME 22 ISSUE 9

WOMEN CONSTRUCTION OWNERS & EXECUTIVES, USA

March 2006

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WCOE

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## Message from the President

By Ida B. Brooker

### COMMITMENT TO ETHICS

Once each year members of your organization should be reminded to take a pledge to support, promote and follow the ethic guidelines established for your company or organization. These guidelines should reflect the way you do business and clearly communicate to your members, your position on ethics. It should be reinforced that these guidelines are not meant to pass judgment on any employee or co-worker and that failure to comply and uphold these when affiliated with the organization will not be tolerated.

In this edition of Turning Point you will find the Code of Ethics for WCOE. I have not seen them published in several years and thought the time was appropriate as we will be attending our 2006 Annual Conference later this month in Washington DC.

*(continued page 2)*

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## WCOE Annual Meeting in Washington D.C.

This is your last chance to register for the Annual Meeting. If you have not already signed up you are going to miss a very important opportunity to network and learn about profitable construction and procurement opportunities with the federal government. Bottom line, you are going to miss out on learning about the issues that affect you and your business.

**Sign up now!**

**Registration Form:** Last page of this newsletter.

## Message from the President

*(continued from page 1)*

While there are several items set forth in the WCOE Code of Ethics there are common concepts there that are good tenants to live by.

Working toward a solution, instead of criticizing and dwelling on problems, committing to and performing the responsibilities of WCOE, to work with each other without prejudice are emphasized in these guidelines. The premise of the golden rule comes to mind. However, how often is it that we fail to do these things? It is easier to criticize than it is to improve situations, easier to put tough jobs out of mind than to set time out of our busy schedule to get the action items done right.

When you establish the Code of Ethics or Code of Conduct for your organization be sure that it reflects the way you want to do business. You must communicate your expectations and follow your own dictates.

("Code of Ethics" on page 5)

## Annual Meeting Preparation

*In preparation for the Annual Meeting please review the following information:*

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### Invited Speaker: Max Kidalov

One issue Max will be discussing is the SBA's surety bond program. If you are interested in submitting written comments on how to make it better, you are welcome and encouraged to do so. Program improvements will be discussed at a SBA budget hearing.

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### Department of Homeland Security

Review the Forecast of Contract Opportunities for FY 2006 and the DHS FY 2007 budget for the purpose of identifying potential projects which may not be listed in the Forecast of Contract Opportunities. The document can be found at [www.dhs.gov/dhspublic/display?theme=12](http://www.dhs.gov/dhspublic/display?theme=12). Download it and then search it by keyword.

## Networking Etiquette

By Syndi Seid

*Networking*—a fancy way of saying getting to know people—is an important part of business. At general events, it is one of the most effective ways to gain new clients and customers and increase your business revenues. Networking at industry affairs is an excellent way to meet others who work in your field. You can even use networking concepts within your own organization, to get to know folks you do not work with on a day-to-day basis. If you are among the many people—including myself—who say they plan to increase their networking efforts this year, here are a few basic networking etiquette tips to achieving the optimum results from your efforts.

### AT THE EVENT

1. **Arrive on time.** Before entering the event, preview the guest list or the display of pre-printed name tags to target two to three people to meet during the event.
2. **Introduce yourself.** Be brave, most people will appreciate that you've taken the initiative to speak to them. I recommend always introducing yourself with both your first and last name, company affiliation without any titles or honorifics, and a smile. It amazes me so many people still introduce themselves with just their first name and no company affiliation, as if they are still five years old at a friend's birthday party!

*(continued on page 3)*

## Networking Etiquette

(continued from page 2)

3. **Extend your hand for a firm and friendly handshake.** When it comes to shaking hands, I believe in the law of the draw in the Old West...whoever extends their hand first is the winner. It should be you, regardless of being a man or woman. (See the March 2003 tip on [Shaking Hands: A critical factor in giving a good first impression...or not?](#) as a reminder on proper hand shaking techniques.)
4. **Rehearse your introduction.** Plan the best way to briefly describe yourself and the products and services you provide, from a benefit-and-results basis. Avoid long, technical descriptions that simply tell the person boring facts as well as the sales pitch approach. Instead, make the tone a friendly yet informative conversation.
5. **Make business card exchanges meaningful.** The "speed dating" days are over when networking amounted to saying, "Hello, my name is Jane Smith, have a card." Instead, only exchange cards amounted to saying, "Hello, my name is Jane Smith, have a card." Instead, only exchange cards with someone when it will be of benefit to both of you. There are two basic reasons to give someone your card: when the other person asks for one or when you offer assistance with something they want or need and want them to follow-up with you. After giving them your card, then ask for their contact information.
5. **Enter group conversations sensitively.** When entering a group, approach and stand quietly for a second or two. Wait for a break in the conversation or for someone in the group to look your way. If no one looks in your direction and everyone continues the conversation without any break or glance in your direction, exit immediately with "excuse me." It is apparent they are in a heavy conversation, not choosing to invite anyone else into the conversation.
7. **Exit conversations politely.** Even if you are face-to-face with someone you've wanted to meet at this event, avoid monopolizing their time. Keep your time from being monopolized by someone else, as well. After a reasonable time, exchanging

some meaningful information, comfortably move from the conversation by saying, "Please excuse me, I've enjoyed speaking with you." Then smile and move on.

8. **Introduce yourself to tablemates.** When being seated at a large table, go around the table to introduce yourself before taking a seat. Choose a seat on the opposite side of the person(s) you've just met, leaving seats on either side of you vacant, to be filled by other arriving guests. This way you will comfortably meet everyone at the table.

### AFTER THE EVENT

9. **Follow-up with new acquaintances.** The key to successful networking is to show you are interested in the people you meet. For the most impact, sending a personal handwritten note---by regular mail, within 24 to 48 hours---to every person you met and reconnected with at a networking opportunity is the best. Emailing and placing a personal telephone call is also appropriate, including writing or calling someone who has helped give you leads and referrals. Be sure to fulfill any promises you made to people you've met.
10. **Get permission before sharing contact information.** Check-in with someone before you share their contact information, even when you think you are doing someone a great favor. In instances where I have gained overall permission to share someone's information, I send both parties an email, stating: "By copy this message to both of you, I am referring Jane Doe to John Smith, in hopes you two may be of service to each other by...." Then I include full contact information on both people. This way everyone is fully informed of the situation.

For additional information on how to effectively network among discussion groups online, see [www.quintcareers.com/online\\_networking-dos-donts.html](http://www.quintcareers.com/online_networking-dos-donts.html) and [www.intuitive.com/blog/etiquette](http://www.intuitive.com/blog/etiquette)

## Safety Basics

By Dorothy Erickson

Top management support is essential in getting a safety program off the ground and funded.

A safety director should be appointed to oversee the safety activities of the company.

A chairperson should be appointed to form and direct the activities of a Safety Committee. A representative from each department and of the company should sit on the Safety Committee. This group should consist of management and employee groups. There should be a Safety Committee on each job site.

The Safety committee should be updated regularly on safety activities, detect and correct safety and health problems as they arise, review all accidents, follow up on corrective actions and recommendations and keep current on safety laws.

There should be frequent safety inspections on each job, and a record of all finds sent to the Safety Committee. Each job site superintendent should be instructed to make repairs and correction of all safety defects a

CPR and Certified First Aid Training should be required for all foremen. Each job site should have at least one person properly trained. You are required by Cal/OSHA to have proper first aid kits at each job site.

A formalized disaster program should be prepared and distributed to all key employees in the company, who should train those who work for them what to do in an emergency.

A Drug and Alcohol Program should be established and maintained.

The company Safety Committee should maintain records, including the following:

- A. A written safety program posted and distributed to all employees.
- B. Copies of all accident reports and OSHA forms.
- C. Inspection reports
- D. Equipment inspection reports.
- E. Safety meeting minutes and copies of internal and external company letters and memos regarding safety and health.

## WCOE Contacts

### President

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Arnice Lamb  
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(arnicelamb@wcoeusa.org)

### Secretary

Dottie Terrell  
Smith Pachter McWhorter PLC  
703-847-6281

### Treasurer

Cheryl Brooks  
J.C. Brooks and Co., Inc. 303-428-5299

### National Associate Director At Large

Beverly Johnson  
East Bay Municipal  
Utility District 510-287-0142

## WCOE,<sup>TM</sup> USA Code of Ethics

As a member of Women Construction Owners & Executives, USA ("Association"), I pledge the following:

1. I will be ever mindful of the mission statement of WCOE,<sup>TM</sup> USA:

*We will promote the growth of women owners and executives in the construction industry. We will accomplish this by enhancing the perception of women in construction through publicity, education, advocacy, and business services. We are committed to making a positive difference for women with in the industry so that there will come a time when gender will cease to be a business issue.*

2. I will maintain the highest standard of conduct in my personal and business affairs.
3. I will actively promote and encourage the highest level of ethics within the industry the Association represents, as well as within my own corporation.
4. I will maintain loyalty to the Association and pursue its principles and objectives as long as I am a member.
5. I will not openly criticize the Association or a fellow member without working toward the solution of the problem.

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## 2006 Ballot of Officers

### ***Election of 2006 – 2007 Executive Board***

<b>President –</b>	Ida Brooker
<b>Senior Vice President –</b>	Deborah Wilder
<b>Vice President –</b>	Arnice Lamb
<b>Secretary –</b>	Dorothy Terrell
<b>Treasurer –</b>	Cheryl Brooks
<b>Southeast Region Director –</b>	Judy Grammer
<b>Central Region Director –</b>	
<b>Eastern Region Director –</b>	
<b>Western Region –</b>	Pat Meagher
<b>Northwest Region Director –</b>	
<b>National Associate Director-at-Large –</b>	Beverly Johnson

### ***2006 – 2007 Committees***

**By-Laws**  
**Financial Development**  
**Public Relations**

**WCOE USA Annual Meeting  
March 19-22, 2006  
Annual Meeting Tentative Schedule of Events**

**Sunday March 19, 2006**

- 10:00-1:30 WCOE Board of Director Meeting  
 2:00-4:00 General Membership Meeting  
                   Position Paper Review  
                   Election of Officers  
 4:00-5:00 “Hot Topics on the Hills” Ann Sullivan- lobbyist for WIPP  
 5:00-6:00 Welcome Reception  
 Optional Activity- Ford’s Theatre- American classic musical *Shenandoah* \$30.00  
                   *(only 8 tickets available so sign up now)*

**Monday, March 20, 2006**

- 8:00-9:30 Breakfast  
 9:30-11:30 Briefing with the Department of State, Army Corps of Engineers, and the SBA  
 11:30-12:30 Invited Speaker: Max Kidalov (Counsel - U.S. Senate Committee on Small Business and Entrepreneurship -  
                   Senator Olympia J. Snowe (R-ME), Chair)  
 1:00 – 2:30 Briefing with Homeland Security Agency relating to construction opportunities  
 3:00-5:00 “Branding: Standout from the Crowd”  
 Optional Tour- Monuments by Moonlight \$30.00

**Tuesday, March 21, 2006**

- 8:00-9:00 Breakfast- Briefing for Day on the Hill  
 9:00-12:00 Appointments on Capitol Hill  
 12:00-2:00 Lunch at the Capitol Hill Club  
 2:00-4:00 Appointment on Capitol Hill  
 4:00-5:00 Invited Speaker: Linda Oliver to discuss Contract Bundling  
 5:00-6:00 Reception at Willard Hotel- Installation of Officers  
 Optional Dinner- Marrakesh - Moroccan Restaurant- \$50 per person  
                   (wine and drinks additional)

**Wednesday, March 22, 2006**

- 9:00-10:30 Briefing with Army, Navy and Air Force Procurement Panel  
 11:00-1:00 WCOE Board of Directors Meeting

**Willard InterContinental Washington Hotel Information**

*Address:* 1401 Pennsylvania Avenue NW, Washington DC 20004

*Phone Number:* 1-800-827-1747

*Room Rate:* \$269 per night (plus tax)

*Note:* The room rate is on a first come first serve basis until February 17, 2006. After that date, rooms can be reserved based on availability and the price may increase.

# WCOE Annual Meeting

Presented by Women Construction Owners & Executives, USA  
March 19-22, 2005 - Washington, D.C.

## REGISTRATION

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

Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Registration Fees:

Early Bird Registration-made and paid on or before February 17, 2006

WCOE members and affiliated partners:	\$390
Non members	\$440

Registration after February 17, 2006 (credit card payment only)

WCOE members and affiliated partners:	\$465
Non members	\$505
All "at the door" registrations	\$555

### Optional Activities:

March 19 Ford's Theatre- Shenandoah	\$30	# of tickets: _____
March 20 Monuments by Moonlight	\$30	# of tickets: _____
March 21 Marakesh Restaurant	\$50	# of tickets: _____

**Total amount** \_\_\_\_\_

Will you be staying through March 22? Y N (If not, what is your departure date? \_\_\_\_\_)

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

Billing address if different from above: \_\_\_\_\_

Credit card number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Master Card       Visa       American Express

Signature Authroization: \_\_\_\_\_

If you are an affiliated partner and are claiming the lower registration fee, please circle your affiliation:

NAMC    NAWBO    NAWIC    WIPP