Message from the President

By Theresa Kern

Can you believe we are almost ready to say goodbye to 2010 - the third anniversary of this economic "downturn". I feel that this year has gone by quickly until I think of all of the things that have happened in a short twelve month period.

The board has spent a great deal of time in 2010 working on our Strategic Plan to prepare our organization to survive and flourish in 2011. We will be losing our Executive Director, Gina Marton sometime after our Annual Meeting in February. As you know, Gina's husband is in the military and will be reassigned sometime during the Summer of 2011. We wish Gina all of the best and we will definitely miss her. Gina has helped bring WCOE to a new level of professionalism and we will always hold her in high regard. In light of this change, we will be hiring a new Executive Director and an administrative person. The executive committee will be holding interviews in December and January in D.C. to fill these positions.

Preparations are started for our annual meeting which will be held at the Willard Hotel on February 5 - 8, 2011. I can't impress upon you how important your participation in this meeting is to your "sanity" and membership in WCOE. Just the energy and support you will receive from other members is worth the trip in itself. Everyone has a "story" and we hope you will bring yours to the welcome reception being held on the evening of February 5.

One of the other important events of our annual meeting is our election of officers. Please plan to attend so that you can express your confidence and well wishes to our incoming board. The board members of WCOE really need a big thank you for volunteering to serve on our board.

Merry Christmas, Season's Greetings....Peace and prosperity to everyone in the New Year!

Regards,
Theresa Kern

Quote of the Month

“Action and reaction, ebb and flow, trial and error, change - this is the rhythm of living. Out of our over-confidence, fear; out of our fear, clearer vision, fresh hope. And out of hope, progress.

~Bruce Barton
The Kansas City Group of the Central Region sponsored with the Minority Contractors and KCHACE a luncheon on October 29th. This luncheon was an informational type lunch that included the following speakers: The Mayor Of KCMO—Mark Funkhouser, a representative from the KCKS mayor’s office—John Mendex Commissioner, Phillip Yelder KCMO Director of Human Relations, Julie Lorenz Director of Public Affairs, State of Kansas, and Edward Desoignie Executive Director of the Heavy Constructors Association, and our Congressman from the US House of Representative, Emanuel Cleaver. Each speaker discussed how Women and Minority firms fit into the construction projects that were under their departments. The KC group presented the new membership forms and information to those that were interested in joining WCOE.

In addition, Rosie Privitera Biondo was the speaker for the 10th Anniversary of KC-CWBO. Rosie highlighted women in the construction industry and the ups and downs that face owners. Rosie has also met with Congressman Graves along with other WCOE members. During this meeting the increase in the size standards was discussed. Rosie continues to pursue this increase at all levels - city, state and federal.

In the Central States Region, the coalition has met each month to discuss small business size standards and to incorporate increases within the state and cities. This region completed the strategic goal plan that was due before November 18th. In Kansas City, we are meeting with candidates for the City Council Seats and informing them of the issues that face women business owners in construction.

**2011-2013 WCOE Board Nominations**

Elections will be held at the Annual Meeting in Washington D.C.

### Executive Committee:
- **President:** Rosie Privitera Biondo
- **Sr. Vice President:** Rosemary Barbour
- **Vice President:** Lee Cunningham
- **Treasurer:** Gina Raffin
- **Secretary:** Kim Reome
- **Immediate Past President:** Theresa Kern

### Regional Directors:
- **Northeast:** Vacant
- **Southeast:** Vacant
- **East Central:** Stephanie Hickman
- **South Central:** Vacant
- **Central:** Jane Hilboldt
- **Northwest:** Ida Brooker
- **Western:** Vacant
- **Associate Director-at-Large:** Caryn Boisen
East Bay Mud Event

WCOE was highly represented at a Conference on Surety and Bonding last week. In actuality WCOE jointly sponsored the event with another organization and EBMUD (East Bay Municipal Utility District). Our contact was Beverly Johnson who is a member of WCOE and the Director for Minority Outreach for EBMUD. On the panel was Sharon Rusconi, WCOE member, who did an amazing job on bonding. WCOE gave a welcome and we were very well received. We also had a table and did some good recruiting.

Wednesday of this week WCOE will address the California Department of General Services on the importance of the legislative process. This is an exciting event because it is the formation of the platform for the next administration. I was fortunate enough to be linked to Anne Gust who is the future Governor’s wife and is said to be very influential in his campaign. I am hoping that this introduction can be made prior to our National Conference.

We made contact with Kiewit and Karen Corbin will be following up on this contact. We also are talking with CC Myers and MCM both California Bridge Builders. I will be meeting with Turner on Thursday and will of course talk about why they should be involved.

Again I would like to compliment Beverly Johnson who did an amazing job with the EBMUD event. Ariana Willie was also in attendance...so we looked so strong...and FYI the presentation regarding who we visited in DC last National Conference was more than impressive....the questions were not how many members but how many states...THIS IS SUCH AN EXCITING TIME.

WCOE Executive Committee and Regional Directors

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North Eastern Regional Director - Deborah Bradley
Deborah Bradley Constr. & Management Services, Inc.
New York, NY
Deborah@dbnewyork.com
Rebound in Cement Consumption Still Three Years Away

Due to delays in extending the federal highway spending bill, the Portland Cement Association (PCA) predicts cement consumption will not rebound significantly until 2013. Compared to severely depressed consumption levels in 2009, PCA anticipates a 2.4 percent increase this year, followed by gains of 6.7 percent and 8.4 percent in 2011 and 2012. In 2013 – given a new highway spending bill supplemented by a recovery in state fiscal conditions – cement consumption should jump 18.8 percent.

According to PCA, delays in extending SAFETEA-LU reduced highway cement consumption by 1 million metric tons. Oil and farm-related construction activity is contributing to this year’s modest increase, but consumption tied to commercial building is expected to decline 23.3 percent in 2010. Residential consumption should remain flat this year, with 12.1 percent growth projected for 2011.

Article Courtesy of the Construction Executive Magazine
Support the Equal Rights Amendment – Get Involved!

The **Equal Rights Amendment** to the Constitution is basic to achieving Gender Equality in this country. There are a number of organizations working to pass the ERA. The **ERA Campaign Network** is a national ERA advocacy, communications, and mentoring network (formed in 2000) for organizations, groups and individuals supporting or campaigning for the ERA all around the country. It lists a number of state contacts in states that have not ratified the ERA. The 15 not-yet-ratified states are Alabama, Arizona, Arkansas, Florida, Georgia, Illinois, Louisiana, Mississippi, Missouri, Nevada, North Carolina, Oklahoma, South Carolina, Utah, and Virginia.

**WCOE urges you to contact them directly and get involved.**

**Arizona:** Contact Kathie Kelly, kathie.mckenna.kelly@gmail.com; 602-690-1038 (Fountain Hills, AZ)

**Arkansas:** ERA Arkansas, Contact: Berta Seitz, Berta.Seitz@att.net; 479-442-6256 (Fayetteville, AR)

**Florida:** Florida Equal Rights Alliance, Inc., President: Sandy J. Oestreich; email RatifyERA@cs.com (St. Petersburg, FL) website [www.RatifyERAFlorida.net](http://www.RatifyERAFlorida.net).

**Georgia:** See national organization 4ERA, above.

**Illinois:** Contact Emily Battin, emily1@consolidated.net; 217-229-3754 (Raymond, IL)

**Louisiana:** ERA Louisiana. Contact Co-coordinators Sandra Hufstetler, ERA.Louisiana@la-equity.us; 985-345-3001 (Hammond, LA), or Roberta Madden, RobertaMadden@yahoo.com, daytime 225-315-0303; evening 225-344-3630 (Baton Rouge, LA).

**Missouri:** Missouri ERA Campaign, Contact Shirley Breeze, sbreeze@mindspring.com; 314-831-5359 (Florissant, MO), or Mary Mosley, mmosley@tranquility.net; 573-642-6354 (Fulton, MO). Also, the Missouri Women's Leadership Coalition, contact Chair Rosemary Smithson, rosamaria@cybermesa.com

**North Carolina:** NC4ERA, Contact information on [www.NC4ERA.org](http://www.NC4ERA.org), or info@4ERA.org.

**Oklahoma:** Contact Leona Evans, ERACampaignOK@msn.com; 580-536-4434 (Lawton, OK)

**South Carolina:** SC4ERA, Contact information: info@4ERA.org.

*Information Courtesy of Gender Equity Now*

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**Get Ready for the ASA Business Forum and Convention 2011**

Mark your calendar! The ASA Business Forum and Convention 2011 will take place in beautiful Naples, Florida at the Naples Beach Hotel and Golf Club, March 3-5, 2011. In addition to the education programming and special events offered at ASA’s flagship annual event, you’ll enjoy a championship golf course, an award-winning tennis center, a world-class luxury day spa, fitness center and more! Start planning for Naples: Get first-rate business management tips to help your business succeed, and enjoy the sun and sand too!
Women Construction Owners & Executives, USA
2011 Annual Meeting - Washington, D.C.
February 5-8, 2011

Complete & return to: Women Construction Owners & Executives, USA, 1004 Duke Street, Alexandria, VA 22314
Attn: Gina Marton, National Executive Director  Phone: (800)788-3548  Fax: (202)330-5151  Email: info@wcoeusa.org

Registrant’s Name: ____________________________  Nickname for Badge: ____________________________
Company Name: __________________________________________________________________________
Company Address: __________________________________________________________________________
City: _____________________________________________________________________________________  State: _______  Zip: __________  Cell #: ____________________________
Phone: ____________________________  Fax: ____________________________  Email: ____________________________

[ ] Please check box if you will need special assistance or have special meal requirements. WCOE will contact you.

<table>
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<tr>
<th>Registration Fees: (includes conference meals, receptions, and educational sessions)</th>
<th>Quantity</th>
<th>Registration BY January 17</th>
<th>Registration AFTER January 17</th>
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| WCOE Members & Affiliate Partners  
(Full Conference, Saturday – Tuesday, February 5 – 8) |  ____  | $450 | $500 |
| Non-Members (Monday and Tuesday, February 7 - 8 only) |  ____  | $475 | $525 |
| Non-Members (Monday, February 7 Reception only, 5-6:30 pm) |  ____  | $50 | $75 |
| Optional - DC Monuments by Moonlight Tour  (Tues 7:30pm) 2hrs |  ____  | $40 | $40 |

**Conference Sponsorship:** (Sponsors will be acknowledged by category and prominently displayed at conference events & programs)

| Bronze Level Sponsor |  ____  | $500 | $500 |
| Silver Level Sponsor |  ____  | $1000 | $1000 |
| Gold Level Sponsor |  ____  | $2500 | $2500 |
| Platinum Level Sponsor |  ____  | $5000 | $5000 |

**TOTAL** $________

You must register by January 17 to receive rooms at group rate. Reserve your room under the group code (HEX) for our WCOE special rate of $289/night at the Willard InterContinental Hotel (800)424-6835 or (202)629-9100. Willard InterContinental Hotel, 1461 Pennsylvania Avenue NW Washington, D.C. 20004

I plan to attend the Member Welcome Reception on Saturday evening 5:30 – 7:00 pm [ ] yes [ ] no
Group dinner reservations will be made for Sunday, 7:30 pm at a DC restaurant (Cost not incl in registration) I plan to attend: [ ] yes [ ] no
Please list which evenings you plan to stay at the hotel:

Payment Method: Check enclosed  Check #__________ (Made payable to: Women Construction Owners & Executives)  OR

Credit Card Information (All faxed and e-mailed registrations must include a credit card number)

| Print Name on Card: ____________________________ |  [ ] Master Card  [ ] Visa  [ ] American Express |
| Billing Address: ____________________________ | Exp Date: ____________________________ |

Credit Card #: ____________________________  Authorized Signature: ____________________________

**Cancellation Policy:** Full registration fees will be refunded if a written cancellation request is received by WCOE January 26, 2011. A $50.00 processing fee will be deducted from refunds made after January 26, 2011. No refunds will be made after January 31, 2011. All cancellation requests must be made in writing.