

SIB Tips...

Issue 66, December 2019

A newsletter of ideas for UBC Sisters Committees to use to be more effective

Positive Publicity - A Way to Recruit and Retain Women

There are many ways to recruit and retain women members; and positive publicity is one of them. For example, females outside the UBC have a chance to learn about construction careers from Sisters. Additionally, Sisters have a chance to share their knowledge and get recognized.

On our end, the International SIB Committee has established a YouTube channel as a way to showcase the skills and accomplishments of Sisters. Click [here](#) to view the videos and subscribe to the channel.

In this newsletter, you will find that SIB committees are doing their part as well. Consider these examples:

- Pam Haley of Cape Breton won a bronze medal in the Provincial Skills competition.
- Kristine Byers and Julie Sawatsky of British Columbia were featured on the cover of Tradetalk magazine.
- Several Sisters graced the cover and were profiled in the Northern California Carpenter magazine.
- Massachusetts Sisters received a lot of positive media press for their role in a Diversity Summit at Smith College.

Positive publicity about Sisters – the more, the merrier!

In Solidarity,

International Sisters in the Brotherhood Committee

Canadian District

Regional Updates:

SIB committees in the **Atlantic Canada Regional Council** have pursued various initiatives.

Recruitment:

- Sisters partnered with New Boots, a progressing women in the trades group. Tammy Marr and Raven Gaudet sat on a panel of tradeswomen at the local community college with New Boots. Click [here](#) to see the picture.
- Build Together is another organization where Sisters are finding support for women in the trades. The New Brunswick chapter was formed this year, with Lori Gaudet elected as chair and Raven Gaudet as vice-chair.
- The OAWA (Office to Advance Women in Apprenticeship) opened offices in Halifax, Nova Scotia and Saint John, New Brunswick. The OAWA has a very successful 10-year record with recruitment and retention in Newfoundland.

Retention:

- Saint John, New Brunswick has recruited a lot of new Sisters in the last year and had the highest number attend Local meetings. Click [here](#) to see Lori Gaudet flipping burgers at one of the weekly BBQs for Brothers and Sisters.

Education and Development:

- Lori Gaudet of New Brunswick and Sarah Chisholm of Cape Breton attended a Train-the-Trainer Program at the ITC that was developed by the International SIB Committee. The training emphasized ways to increase market share with a focus on women.
- Pam Haley of Cape Breton was awarded a bronze medal in the Provincial Skills competition in Halifax, Nova Scotia. Click [here](#) to see Pam with her finished project.
- Alys Judith Hope of Newfoundland attended the annual Supporting Women in Trades conference in Vancouver, British Columbia.

Communication and Public Involvement:

- Sisters had an information and display booth at the Annual Labour Day Picnic held in Saint John, New Brunswick.

Fantastic Atlantic Canada!

Canadian District (continued)

The **British Columbia Regional Council SIB Committee** has a new chair – Kristene Byers. Committee successes include the following.

Recruitment:

- One jobsite in the Metro Vancouver area has 6 women out of a 70-member crew (8%). This is the highest percentage of women on any one jobsite currently.

Education and Development:

- Four Sisters attended the Tradeswomen Build Nations conference. Two of the Sisters will be profiled by their Employer, EllisDon, in an upcoming article.

Communication and Public Involvement:

- Antoniette Yap, Millwrights Local 2736, went to India in November 2019 as part of a delegation of women in the trades.
- Kristine Byers and Julie Sawatsky were featured on the cover of Tradetalk magazine as part of the Build Together British Columbia executive committee. There was also an article featuring Kristine Byers and several tradeswomen who recently stepped into office roles within their respective Unions. Click [here](#) to see the Sisters and read the article.

Terrific British Columbia!

Rebecca McDonald is the new chair of the **Carpenters District Council of Ontario SIB Committee**.

Welcome Rebecca!

The **Millwrights Regional Council of Ontario SIB Committee** participated in an important event that provided opportunities for teaching and learning. Five Sisters from Local 2309 and one from Local 1410 attended the Provincial Building and Construction Trades Council of Ontario's "Building Foundations for Equity" conference on October 16, 2019.

Three Sisters were delegates at the annual convention, which followed the conference. One highlight from the conference was a roundtable discussion that focused on issues facing women in the trades and which were most urgent.

Good Millwrights!

Canadian District (continued)

In the Prairie Arctic Regional Council, Shylah Nokusis sat on a panel at the Tradeswomen Build Nations conference that was held in Minneapolis, Minnesota. Two other Sisters from the PARC attended.

Super Prairie Arctic!

Eastern District

In the **North Atlantic States Regional Council, the Central-Western Massachusetts SIB Committee** has been hard at work in several areas.

Recruitment:

- In October, Sisters organized a Diversity Summit at Smith College that was a huge success. The keynote address was delivered by Massachusetts Lieutenant Governor, Karyn Polito. Sisters also played a high-profile role; participating in panels, delivering speeches, and meeting with professors. The event also attracted a lot of positive media attention. Click [here](#) to read more and see pictures from the event.
- Massachusetts Sisters have another outreach success – Bay Path University has decided to include diversity goals on their next construction project. SIB chair Lisa Clauson held two outreach meetings with decision makers, who also wanted to record a Tradeswomen Roundtable Discussion for their students. Click [here](#) to see the roundtable, which includes Sister Tyeka Robinson.
- Sisters have started Tradeswomen Tuesdays meetings in Worcester, Massachusetts. They are planning to replicate the success of other areas in recruiting women. Click [here](#) to read previous articles about Tradeswomen Tuesdays.



Eastern District (continued)

Retention:

- For their October 2019 meeting, the SIB committee invited two successful females to discuss their career paths – Kim Hokanson and Julie Boucher. Both shared how they advanced to senior positions on their construction jobs. Sisters participated via teleconference.
- Some Sisters decided that a barbeque was a good way to mingle and show their support for each other. They gathered at the home of Maria Dean on a cold Saturday – it was a lot of fun. Click [here](#) to see the photos.

Communication and Public Involvement:

- Sisters joined other members to help an immigrant group that had previously connected Carpenter wage-theft victims with the Council. It was the Pioneer Valley Worker's Center, and they were grateful for the help in building a shed for their farm cooperative. Click [here](#) to see the Carpenters in action.

Splendid North Atlantic States!

Midwestern & Southern Districts

In the **North Central States Regional Council, Minnesota Metro Sisters** continue their community involvement as a way to educate about Unions and recruit new members.

Recruitment:

- Hosted a Girls are Powerful event for a day of career exploration and project building.
- Participated in weekend "open streets" events held throughout Minneapolis.
- Participated in a Girl Scout Build at the Northern Minnesota Girl Scout muster.

Education and Development:

- Sisters played key roles during the October Tradeswomen Build Nations conference, which was held in Minneapolis. The Council hosted all UBC members attending the conference; even transporting everyone to an Oktoberfest-themed event that was held at the main building in St. Paul.

Communication and Public Involvement:

- Pewaukee sisters participated in another Makers Faire event in the Milwaukee area. This was their third year participating and they worked with attendees to build birdhouses.

Nice North Central States!

Western District

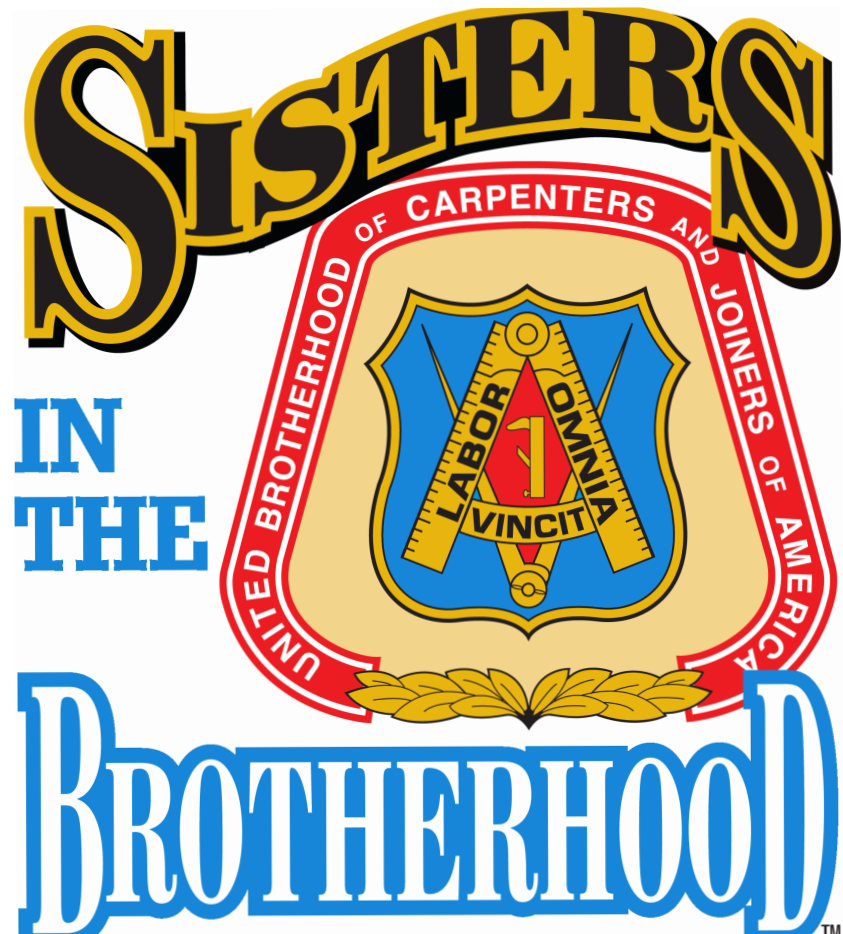
In the **Northern California Regional Council**, Sisters were recognized for their skills and accomplishments with feature profiles in the October 2019 issue of The Northern California Carpenter magazine. Sisters are showcased on the cover, and also given prime space inside the magazine to share their success stories. Click [here](#) to download and read the “October 2019” magazine issue.

Congratulations Northern California!

In the **Southwest Regional Council**, the **Las Vegas SIB Committee** focused on retention and community.

- Participated in Halloween trunk-or-treat event for members and their families.
- Participated in Hemingway Pier clean-up on Saturday September 28, 2019.
- Participated in the Breast Cancer walk on October 27, 2019.
- Cooked dinner for Ronald MacDonald House families in September 2019.

Wonderful Southwest!



Your International SIB Committee

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Keep These Items In Mind

Have a tip?

We welcome your news for the SIB Tips newsletter.
Please email your news to your district
representative on the International SIB Committee.

Looking to Start a Committee?

There's a document on the Resources page in the UBC Sisters web site that will help you get started.

Don't Forget: Get in the Loop!

Join the UBC's texting program!

Get news and information about the UBC delivered straight to your mobile phone. Here's how:

Text UBC to 91990 (USA) for UBC info

Text UBC to 52267 (Canada) for UBC info

AND

Get news and information about the
Sisters in the Brotherhood program!

Text SIB to 91990 (USA) for Sisters-only info

Text SIB to 52267 (Canada) for Sisters-only info

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