

# **WiM CHAPTER LEADER COMMUNITY CHAT**

**APRIL 15, 2025**



women in  
manufacturing®

# WELCOME

- MEMBERSHIP UPDATES
- WiM EVENTS UPDATES
- WiMEF UPDATES
- CHAPTERS UPDATES
- BREAKOUT ROOMS

COMMUNITY CHAT CHECK-IN



# MEMBERSHIP UPDATES



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# MEMBERSHIP UPDATES

32,986

## Individual Members

353+ since March Chat!

- 31,528 Corporate Professionals  
*(employees of Corporate member companies)*
- 1,196 Individual Professionals
- 91 Professional Plus
- 74 WiM Professional + AME
- 10 WiM Professional + SME
- 71 WiM Student
- 2 WiM Student + SME
- 14 Retired

# 539 Corporate Members

Newest corporate members since March 1, 2025.  
Review your latest chapter roster to welcome new members  
from these companies!

Marathon Cheese Corporation	4/10/2025	Wisconsin
Airbus	4/8/2025	Alabama
ShopFloor Coffee	3/27/2025	Minnesota
Element Six	3/24/2025	Oregon
Targeted HR Consulting	3/19/2025	Georgia
KinderCare for Employers	3/18/2025	Oregon
PC BENNETT SOLUTIONS	3/18/2025	South Carolina
Haley Barbour Center for Manufacturing Excellence	3/14/2025	Mississippi
Bakelite	3/12/2025	Georgia
KLEEN TEST PRODUCTS CORPORATION	3/12/2025	Wisconsin
Apex Placement & Consulting	3/11/2025	Michigan
Burkert USA Corp.	3/10/2025	North Carolina
ERC	3/7/2025	Ohio
Best Buy Metals	3/3/2025	Tennessee
Blaser Swisslube Inc.	3/3/2025	New York

Send all new member leads to [membership@womeninmfg.org](mailto:membership@womeninmfg.org)

# MEMBERSHIP UPDATES



## *WiM and SWE Announce Partnership to Support Women in Industry*

When an individual joins or renews with both WiM and SWE, they can receive 25% off the standard rate (\$135 per year) for a [WiM Professional membership](#) and 25% off the standard rate (\$100) for [SWE's Professional – Associate membership](#) for individuals.

Individuals can get 25% off a new WiM membership or renewal:

1. Go to the following page on WiM's website and click 'Join WiM Today': <https://www.womeninmanufacturing.org/membership/professional-membership>
2. Complete the membership application
3. Use the following promo code at checkout for 25% off: SWE25
  - If you are already a WiM member, save & use this promo code at checkout for 25% off your next WiM renewal: SWE25

Questions about WiM membership, or for assistance getting signed up/renewing, please contact [membership@womeninmfg.org](mailto:membership@womeninmfg.org).

Individuals can get 25% off a new SWE membership or renewal:

1. Go to the following page on SWE's website to create a new member account: <https://swe.org/membership/professional-membership/>
2. Make sure you select the Professional – Associate membership type
3. Use the following promo code at checkout for 25% off: FY26WIMJOINT
  - If you are already a SWE member, save & use this promo code at checkout for 25% off your next SWE renewal: FY26WIMJOINT

Questions about SWE membership, or for assistance getting signed up/renewing, please contact [membership@swe.org](mailto:membership@swe.org).

# WiM EVENTS UPDATES



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# WiM EVENTS UPDATES



- May 8, 2025 | Virtual
- 868 registered from 390+ companies!
- NEW Registration Rates/Options:
  - WiM Corporate Member Employees = Free!
  - WiM Individual Member = \$25
  - Non-Member Individual = \$75



- July 24, 2025 | Virtual
- 59 registered corporate member companies
- One free registration per company; Additional attendee rates:
  - Early Bird - \$99 (Closes on May 31, 2025)
  - Standard Rate - \$150 (June 1 - July 23, 2025)

Questions? Email [meetings@womeninmfg.org](mailto:meetings@womeninmfg.org)





**OCT 12-14, 2025 • CHICAGO, IL & VIRTUAL**

- Registration rates for Chapter Leaders
  - In-Person: \$750 early bird, \$800 standard, \$900 onsite
  - Virtual : \$300 early bird, \$325 standard, \$350 day-of
  - Early bird registration ends June 30, 2025
- Chapter Receptions on 10/13 – details coming May/June 2025
- Marketing assets available in the Chapter Resource Hub.
- Exhibit at SUMMIT 2025!
  - WiM chapters can purchase a Standard Booth package for \$3,500
    - Regularly \$5,500!
    - Chapter booths receive one complimentary SUMMIT registration and a 10 x 10 booth.
    - Contact [jkopf@womeninmfg.org](mailto:jkopf@womeninmfg.org) for details.

Questions? Email [meetings@womeninmfg.org](mailto:meetings@womeninmfg.org)



# Community Chat

Update

Gretchen Moore, **Executive Director**

April 15, 2025

# Women in Production



## WOMEN IN PRODUCTION



Start Date: June 26

Virtual Program

Early bird  
registration  
opens  
April 21



# Virtual Learning Series

Live, webinars exploring industry-related subjects relevant for women who work in manufacturing

Action-oriented and solution-driven objectives presented by diverse knowledge experts

Second Tuesday of each month @ 11:00 am ET

FREE to WiM members

Recordings are saved in the Virtual Learning Library and available to WiM members at any time



**wim**  
education  
foundation

**VIRTUAL  
LEARNING  
SERIES**

**May 13, 2025**

**TRANSFORMING LEADERSHIP:  
MASTERING YOUR MIND**



**ELIZABETH LYONS**  
President  
Lionsology

Presented by  Principal™

Register: [www.wimef.org/virtual-learning](http://www.wimef.org/virtual-learning)





Workplace communication can feel like navigating an improv scene without a script: Juggling curveballs, shifting priorities, and tricky team dynamics.

We have the key to mastering the art of in-the-moment communication: Embracing the principles of improv comedy for better collaboration, stronger connections, and real results!

The WiM Education Foundation is bringing **Chicago's famed Second City** to SUMMIT 2025 for an engaging, entertaining, and effective professional development experience!



Through 90-minute facilitated workshops, you will:

- Adopt the “Got Your Back” improv mindset to uplift and support fellow women in manufacturing
- Apply “Yes, and” strategies of adaptability, agility, and creativity under pressure
- Develop storytelling skills to improve public speaking and enhance personal connections
- Find comfort in discomfort, navigating uncertainty with boldness and confidence



# Sponsorship Opportunities: Second City

## *GOT YOUR BACK* SPONSOR

\$7,500

*One available*

4 complimentary tickets to attend the Second City Works workshop of your choosing

Provide welcome greeting to workshop participants and introduce the Second City Works team

Full page ad in SUMMIT program

Logo recognition on all event collateral

Logo recognition on signage at WiM Education Foundation booth in the exhibit hall

## *YES, AND* SPONSOR

\$5,000

*Two available*

2 complimentary tickets to attend the Second City Works workshop of your choosing

Half page ad in SUMMIT program

Logo recognition on all event collateral

Logo recognition on signage at WiM Education Foundation booth in the exhibit hall

## *STORYTELLER* SPONSOR

\$2,500

*Unlimited*

1 complimentary ticket to attend the Second City Works workshop of your choosing

Logo recognition on all event collateral

Logo recognition on signage at WiM Education Foundation booth in the exhibit hall

WiM Education Foundation will host three workshops with The Second City Works during SUMMIT in October 2025 in Chicago. Each workshop will be limited to 50 participants to provide an intimate and engaging experience. Space is limited, but sponsor tickets are guaranteed and may be used for any of the three workshops. Sponsors may purchase additional tickets at 25% discount.

# CHAPTERS UPDATES



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# IMPORTANT UPDATE

- Effective April 1, 2025, Audrey Imes will be WiM's Member Relations & Renewals Manager
  - Audrey's role will no longer include the management of WiM chapters
- In the coming weeks, WiM will hire a Chapters Support Coordinator.
- Additionally, chapters will continue to be supported by:
  - Jen Amburn, Membership Specialist
  - Lexi Mansfield, Marketing Coordinator *(maternity leave until June)*

# IMPORTANT UPDATE

It is more important than ever that ALL chapter-related inquiries are sent to WiM's shared inboxes (not Audrey directly)

## [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)

- Updates for event pages, event emails or any other webpage.
- Adding or removing chapter leaders.
- Questions related to new chapter development or chapter expansion.
- Questions about PaymentNet or Chase.com.
- Requests to increase Chase ONE cardholder credit limits.
- Questions about event registrant lists or member rosters.

## [accounting@womeninmfg.org](mailto:accounting@womeninmfg.org)

- Sponsorship payment status.
- Reimbursement request status.
- Check request status.
- Requests for early funds transfer.
- Questions on chapter transfer files or general accounting inquiries.

## [membership@womeninmfg.org](mailto:membership@womeninmfg.org)

- Nonmembers inquiring about membership.
- Members who need to update their profile or access their account.
- Employees of corporate members who need to get signed up.
- Any questions about member benefits or offerings.

## [meetings@womeninmfg.org](mailto:meetings@womeninmfg.org)

- General WiM National event and conference information.
- Registration assistance for WiM National events or conferences.

## [sponsorship@womeninmfg.org](mailto:sponsorship@womeninmfg.org)

- WiM National event and conference sponsorship leads or inquiries.

## WiMEF

- WiMEF fundraising inquiries or guidelines - [gmoore@womeninmfg.org](mailto:gmoore@womeninmfg.org)
- Questions about WiMEF programs or events - [alesnansky@womeninmfg.org](mailto:alesnansky@womeninmfg.org)

# IMPORTANT UPDATE

- ALL inquiries/requests sent to [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org) or [accounting@womeninmfg.org](mailto:accounting@womeninmfg.org) must include:
  - Chapter Name
  - Event date, name, or URL (if applicable)
- Other Reminders:
  - Use the Chapter Resource Hub: <https://www.womeninmanufacturing.org/chapter-resources>
  - Send your chapter's leaderships team meeting minutes/notes to [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)

# CHAPTER PERFORMANCE UPDATES

Events Scheduled April 1, 2025 – March 31, 2026 = **99**

- Unique registrants: 1,237
- Unique companies: 708

Event Feedback surveys received FY25 = **25**

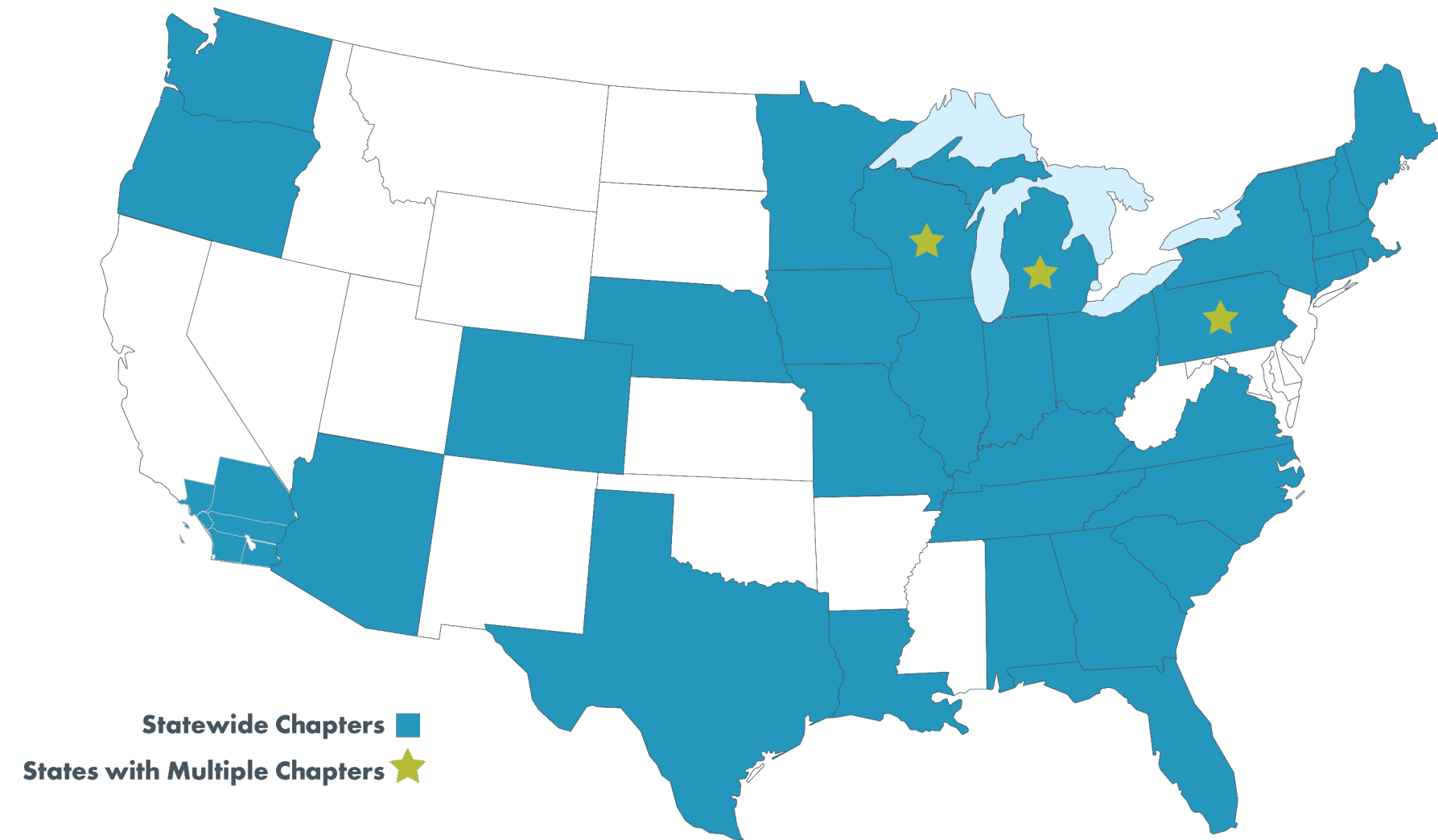
- Chapters with highest rated events:
  1. WiM AL = 90% Excellent
  2. WiM NC = 86% Excellent

## Kudos:

*Shauna and her volunteers were excellent hosts. They were hospitable and expressed festive spirits, creating a welcoming atmosphere that made everyone feel right at home. The wreath-making station was organized, and we had an abundance of items to choose from. The brunch spread was amazing. Every element reflected how thoughtfully planned the event was.*

## Constructive Feedback:

*It was a lovely evening with a wonderful group of women. However, people stayed in their groups and didn't seem to mingle much. Even though this is a social event I am wondering if some kind of small activity could be added to get people to meet each other. Something short like 10 minutes.*



# UPCOMING CHAPTER EVENTS

<u>Chapter   Event Name</u>	<u>Event Date</u>
WiM Florida   PGT Custom Windows & Doors Facility Tour and Lunch	4/16/2025
WiM Iowa   From Sparks to Success: Women Leading in Welding	4/16/2025
WiM Eastern Pennsylvania   Virtual Yoga with Mary Miller!	4/16/2025
WiM Washington   Perry Technical Institute Tour	4/17/2025
WiM Arizona   2nd Quarter Book Club Discussion	4/17/2025
WiM Rhode Island   Atlas Pallet Plant Tour	4/17/2025
WiM Washington   The Leader Within Series: Q2 Workshop	4/21/2025
WiM Northern Wisconsin   2nd Annual Allies and Supporters Dinner	4/21/2025
WiM Ohio   Understanding & Adapting to Multiple Generations in the Workplace	4/22/2025
WiM Northern Wisconsin   CWIMA Advanced Manufacturing Summit & Expo	4/23/2025
WiM Connecticut   Connect at Mohegan Sun Trade Show & WiM CT Happy Hour	4/23/2025
WiM Texas   Waco/Temple Grow Your Network	4/23/2025
WiM Southern California   Chapter Meeting	4/24/2025
WiM Southeast Michigan   Gerdau Steel Mill Tour	4/24/2025
WiM Southern Wisconsin   Talks and Taps	4/24/2025
WiM Arizona   Day at the Range	4/24/2025
WiM Central Pennsylvania   Rise & Thrive 2025: Thriving as a Whole Person	4/25/2025
WiM Georgia   Maximize Your WiM Georgia Chapter Membership!	4/25/2025
WiM Western PA: NW Pennsylvania Committee   Weld Like a Woman	4/25/2025
WiM Colorado   Community of Support: Finding Your Voice	4/30/2025
WiM Illinois   WiM Illinois Factory Tour at Rieke Interiors	4/30/2025
WiM Arizona   Makers and Mentors	5/1/2025
WiM Tennessee   Strong Women, Strong World Securing Your Seat at the Table	5/1/2025
WiM Tennessee and Alabama   Networking and Tour of Nearest Green Distillery	5/2/2025
WiM Southeast Michigan   Coffee Hour with Southeastern Michigan	5/3/2025
WiM Massachusetts   Whatâ€™s In It for Me? Embracing Change for Growth	5/5/2025
WiM Washington   Welcome New Members Chat	5/6/2025
WiM Alabama   Visualizing Processes through Material and Information Flow	5/6/2025

# CHAPTER LEADERSHIP WORKSHOP



Thank you to our sponsors!



WHEN | May 15-16, 2025 (THURS-FRI)

*Approximate Workshop Schedule:*

*Thursday: 10 AM - 4 PM*

*Friday: 8 AM - 2 PM*

WHERE | MAGNET: The Manufacturing Advocacy and Growth Network

*1800 E 63rd St, Cleveland, OH 44103*

*Transportation to/from MAGNET is the responsibility of attendee.*

ATTENDANCE | 59 leaders registered from 28 chapters!

RECEPTION | Butcher and the Brewer on Thursday, May 15

*2043 E 4th St, Cleveland, OH 44115*

*Transportation to/from reception is the responsibility of attendee.*



# CHAPTER LEADERSHIP WORKSHOP

## AGENDA PREVIEW

Welcome Address | Allison Grealis, President and Founder, Women in Manufacturing Association and WiM Education Foundation

Keynote | Leveraging Volunteer Board Leadership for Future Success

### Breakout Sessions

Marketing for Chapters, presented by WiM Kentucky

Chapter Financial Best Practices & Budgeting, presented by WiM National

Elevating Chapter Success: A Peer Exchange for Tenured Chapters, facilitated by WiM Southern Wisconsin

Growing a New WiM Chapter, facilitated by WiM Iowa

### Group Discussions

Event Hosting & Sponsorship Strategies

Board Succession & Leadership Transitions

Maximizing Member Engagement

Sharing Resources & Workshop Takeaways

Panel | Best Practices for Chapter Success

WiM Staff Speed Networking during breakfast on Friday, 5/16



# CHAPTER LEADERSHIP WORKSHOP

BOOK YOUR HOTEL ROOM ASAP!

Hyatt Regency Cleveland at The Arcade  
420 Superior Ave, Cleveland, OH 44114

- ✓ Rideshare with other attendees to MAGNET
- ✓ Walking distance to reception on 5/15
- ✓ Experience downtown Cleveland
- ✓ SAVE \$\$\$



# CHAPTER REMINDERS

## CHAPTER EXPENSE REPORTS DUE

March 2025 expense reports were due from chapters by Monday, April 21, 2025.

If you are a chapter cardholder or Treasurer, here is the process for reference.

1. Each chapter cardholder must complete a monthly expense report (downloadable here). If you need a report of all your individual transactions, you can access one by logging into [PaymentNet](#).
2. Once their report is completed, each cardholder should submit their individual report and electronic copies of all related receipts to their chapter's Treasurer.
  - Please note: Treasurers are not able to view transactions on Chase ONE cards for other leaders from their chapter; cardholders can view their transactions only.
3. Once all cardholders have submitted their reports, the Treasurer should compile those into to one report/document.
4. The Treasurer should send the compiled report, along with all receipts for the chapter, to [accounting@womeninmfg.org](mailto:accounting@womeninmfg.org) and [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org).

**Transfer Files:** February 2025 transfer files will be sent before the end of March.

Questions about your chapter's financials? Contact [accounting@womeninmfg.org](mailto:accounting@womeninmfg.org).



# CHAPTER REMINDERS

## REIMBURSEMENTS FOR FY 24 MUST BE SUBMITTED BY APRIL 30

If you directly incurred an expense for a chapter event or activity between April 1, 2024 – March 31, 2025 and require reimbursement from your chapter's funds, you must submit the expense for reimbursement before April 30, 2025. As WiM works to close our 2024 fiscal year, which ended on March 31, our team must process all chapter reimbursements for the year ASAP. Chapter reimbursement requests must be submitted [here](#). Contact [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org) with any questions.

## REQUESTING UPDATES TO CHAPTER LEADERSHIP TEAMS

Download the template [HERE](#) and email [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org) to communicate updates to your chapter leadership team, including:

- Adding new chapter leaders to the WiM website/WiM's internal list
- Removing chapter leaders at the end of their term
- Updating existing chapter leadership team roles or positions

# WiM CHAPTER AWARDS FY25 PROGRAM OVERVIEW

# CHAPTER AWARDS

CATEGORY	Growth in Member Affiliation	Attendee Satisfaction	WiM Education Foundation Giving	Corporate Member Referral
DETAILS	WiM National would determine a standard % growth goal for each tier of chapters based on national growth goals/performance.	Minimum 10% response rate (submissions/total registrations) (FY24 = 7%; Industry Standard = 20-30%)  <u>AND</u>  Minimum event excellence rating of at least 75% (FY24 = 73%)	WiM’s Chapter Policies & Guidelines require that each WiM chapter generate at least \$250 for the WiMEF each year.	Each chapter must refer at least one (1) new corporate member company during the FY. The membership must be paid by March 31, 2026 for the referral to qualify. Renewals of current or expired corporate members will not apply.
Less than 500	15%	10%/75%	\$250	1
500 – 999	10%	10%/75%	\$250	1
1,000 – 1,499	10%	10%/75%	\$250	1
1,500+	5%	10%/75%	\$250	1

- WiM National will provide each chapter a progress report for each category in December each year.
- Chapters launched after 4/1/2025 will not qualify for the Chapter Awards until 4/1/2026.



# CHAPTER AWARDS

Affiliated Members by Chapter as of April 1, 2025

Less than 500
500 - 999
1,000 – 1,499
1,500+

WiM Rhode Island	106
WiM Florida	108
WiM Louisiana	317
WiM Nebraska	458
WiM Northern New England	494
WiM Oregon	539
WiM Western Pennsylvania	684
WiM Missouri	715
WiM Iowa	730
WiM Arizona	789
WiM Northern Wisconsin	825
WiM Connecticut	918
WiM Central Pennsylvania	923

WiM Southern California	1009
WiM Western Michigan	1011
WiM Massachusetts	1055
WiM Alabama	1092
WiM Colorado	1129
WiM Tennessee	1172
WiM Virginia	1201
WiM Eastern Pennsylvania	1261
WiM South Carolina	1274
WiM Minnesota	1286
WiM Southeast Michigan	1289
WiM New York	1291
WiM Kentucky	1308
WiM Indiana	1352

WiM Washington	1525
WiM Georgia	1808
WiM North Carolina	1884
WiM Southern Wisconsin	1988
WiM Illinois	2124
WiM Texas	2259
WiM Ohio	2881

# CHAPTER AWARDS

## PROPOSED PROGRAM INCENTIVES

Chapters that meet or exceed their goals by the end of FY25 (3/31/2026) will receive:

- Discounted registration for leadership team to attend SUMMIT 2026 (Location and specific details TBD).
- Discounted WiM apparel/swag for leadership team and/or members.
- Exclusive marketing items or swag co-branded with WiM National and the chapter.
- Recognition during national WiM events and on the WiM website, Weekly newsletter, and social media channels.

# CHAPTER AWARDS

Month/Date	Action Item
April 2025	<ul style="list-style-type: none"><li>• New Awards structure released to chapters during community chat.</li><li>• Chapters receive confirmation on their goals for FY25.</li></ul>
December 2025	<ul style="list-style-type: none"><li>• WiM National provides progress report for FY25 awards.</li></ul>
March 31, 2026	<ul style="list-style-type: none"><li>• Overall FY25 awards period closes.</li></ul>
April 2026	<ul style="list-style-type: none"><li>• FY25 awards winners calculated by WiM National/Chapter Task Force.</li><li>• Chapters receive confirmation on their tier and awards goals for FY26.</li></ul>
May – December 2026	<ul style="list-style-type: none"><li>• FY25 winners are announced at Chapter Leadership Workshop (Location and specific details TBC).</li><li>• FY25 winners are celebrated at WiM National events throughout FY26.</li></ul>

# 2025 CHAPTER LEADER COMMUNITY CHATS

Date	Start Time	Topic/Focus
<del>Tuesday, April 15, 2025</del>	<del>3:00 pm ET</del>	<ul style="list-style-type: none"> <li><del>FY25 Kick-Off!</del></li> <li><del>Chapter Awards roll-out – how to maximize your efforts for success.</del></li> <li>Updates to WiM's Chapter Policies &amp; Operational Guidelines resource.                             <ul style="list-style-type: none"> <li>Updates in progress and will be released to chapters in May/June.</li> <li>Stay tuned and proceed with existing policies in the Chapter Resource Hub <a href="#">here</a>.</li> </ul> </li> </ul>
May 2025 – Chapter Leadership Workshop	SKIP	
Wednesday, June 11, 2025	1:00 pm ET	<ul style="list-style-type: none"> <li>Sponsorship Director deep dive.</li> </ul>
Thursday, July 17, 2025	12:00 pm ET	<ul style="list-style-type: none"> <li>Chapter Operations deep dive. (Chair, Vice Chair, Secretary)</li> <li>Chapter Leadership Workshop takeaways presented by attendees.</li> </ul>
Tuesday, August 19, 2025	2:00 pm ET	<ul style="list-style-type: none"> <li>Events Director deep dive - Planning events that are impactful and profitable.</li> </ul>
Wednesday, September 17, 2025	1:00 pm ET	<ul style="list-style-type: none"> <li>Treasurer/Financials deep dive</li> </ul>
October 2025 - SUMMIT	SKIP	
Wednesday, November 12, 2025	12:00 pm ET	<ul style="list-style-type: none"> <li>2026 Chapter goal setting and budgeting deep dive.</li> </ul>
Wednesday, December 10, 2025	2:00 pm ET	<ul style="list-style-type: none"> <li>Marketing/Communications/Social Media Directors deep dive.</li> </ul>

Email [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org) if you/your chapter would like to co-present!

**REGISTER HERE**  
for all sessions

# CONTACTING THE WiM TEAM

## [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)

- Updates for event pages, event emails or any other webpage.
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