

MRCA Women in Roofing Building Girls of Courage



By Jenna Kramer, Wm. Kramer & Son, Inc.

On Wednesday, November 20th, WinR kicked off the 70th Annual Conference and Expo with a luncheon featuring the Girl Scouts of America! Joy Wheeler, CEO at Girl Scouts of NE Kansas & NW Missouri, spoke to WinR about the Girl Scouts' vision of building girls of courage, confidence, and character who make the world a better place. Additionally, Joy spoke of the four main focuses of the Girl Scouts; STEAM/STEM, Outdoor Experiences, Entrepreneurship, and Civic Engagement, all important building blocks to becoming a successful woman in the roofing industry. WinR sees great opportunity in our young women roofing contractors with these foundations and are very eager to become more involved in the education of young women in roofing related careers. Roofing workshops through local Girl Scout chapters, shadowing events, and even a Roofing Girl Scout badge were all ideas talked about at our luncheon. It really got all the women contractors in the room excited to connect with their local Girl Scout chapters throughout the Midwest! What is great about the Girl Scouts, and Joy in particular, is their willingness to welcome and encourage ideas from groups like WinR and their readiness to provide pathways for girls into fields such as roofing! WinR is looking forward to continuing our relationship with the Girl Scouts of America and hoping to create a roofing curriculum for a Girl Scouts Roofing Badge! I cannot think of a more fitting organization for WinR to get involved in than that of the Girl Scouts of America!



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