

PRESS RELEASE

For immediate diffusion

**CREATION OF THE FIRST  
NATIONAL WOMAN IN ROOFING COUNCIL IN CANADA**

**Toronto, March 8<sup>th</sup>, 2021** – In operation since 2016 in United States, National Woman in Roofing (NWIR), a volunteer-led organization whose mission is to empower women in the roofing, is proud to announce the creation of the first Canadian Council in partnership with Canadian Roofing Contractors Association (CRCA).

*“We are excited to be able to launch a Council in Canada. After supporting the development of 40+ Councils in the United States, a sister organization in New Zealand, and fielding inquiries from Mexico and Central America we are so glad that the Canadian women who work in the roofing industry are joining NWiR. Although we have always had Canadian women as members, this marks our first official Council expansion from the U.S. into North America.”* - Renae Bales, Chair of NWiR and Vice President, Brand & Risk at KPost Roofing & Waterproofing in Texas.

The Board of Directors for the NWiR Canadian council has been established, led by Chairperson Lillianne Dunstall. She worked for Tremco for over 17 years before retiring as vice president, North American Business Ops and Canadian Roofing. She has been involved in NWiR since its inception in 2016 and is excited to begin a Canadian council.

*“From every corner of the roofing industry, the response to NWiR's launch in Canada has been instant and overwhelming”, describes Lillianne Dunstall, the Chair of the NWiR Canada Council. “Not only from contractors but from manufacturers, consultants and supply chain partners the message has been loud and resoundingly clear. ‘We support you 100% in all your endeavours.’ Having this early support from the industry helps create the momentum needed to move forward with exciting speakers, programs and projects that will help women fulfill their career aspirations, while offering a support system second to none.”*

Lillianne Dunstall will be surrounded by hard-working women from everywhere in Canada:

Ashley Sindall, Tremco (Vice-Chair)  
Anne Marie Bourque, Enercorp (Vice-Chair, Quebec)  
Lucie Quigley, Roofers World (Secretary)  
Tania Skapura, Bothwell-Accurate (Treasurer)  
Chantalle Hepburn, Tremco (Communications Chair)  
Mylène Tremblay, Soprema, (Communications Chair, Quebec)  
Marceh Materi, Flynn Group of Companies (Education Chair)  
Isabelle Morrisette, Pentagone Group (Education Chair, Quebec)  
Wendy Fraser, CRCA (Membership Chair)  
Audrey Bourque, Beacon (Membership Chair, Quebec)

*“With the snap of a finger, we have managed to bring together a group of wonderful and strong women who are committed to advancing the profession in the roofing world” says Anne Marie Bourque. “We have a common goal, to ensure that our peers have at their disposal the tools to help them moving forward in their professional lives. The NWiR Canada team is ready for the challenge, energy level is at its peak !”*

NWiR has long had Canadian members, but the organization is thrilled to be representing Canada’s women roofing professionals through the NWiR Canada Council. In the beginning, NWiR will launch NWiR Canada as a single council whose members will meet remotely. Later, when the pandemic is over and it is safe to gather in person, NWiR Canada will plan gatherings in cities with a concentration of members. Eventually, NWiR will launch councils throughout Canada, wherever NWiR members in Canada want to establish them.

In the meantime, the NWiR Canada leadership launch team has been hard at work soliciting sponsors, recruiting members, and spreading the word about the Canada Council. Ashley Sindall has been actively involved in organizing the leadership team. *“In just a few weeks’ time, we were able to put together a group of energetic and strong women in our industry to form the NWiR Canadian council”* says Sindall. *“Each board member comes with a different background in the industry, but we all share the same passion for mentoring, educating, networking and recruiting. Unity is strength and when likeminded women come together wonderful things are bound to happen! “*

To become a member of the National Association of Roofing Women (NWiR) and to receive all communications related to council activities in all provinces of Canada, women in roofing industry are invited to subscribe here : <https://nationalwomeninroofing.org/membership/> and to follow the Facebook group page ([NWiR Canada | Facebook](#)) as well as the LinkedIn page <https://www.linkedin.com/showcase/nwir-canada-council>.

Like its colleagues in the U.S., the NWiR Canada Council will work to advance the careers of the women in Canada’s roofing industry by offering expansive professional development opportunities. More importantly, though, NWiR’s new Canada chapter will help grow this group of energized and empowered women – and the men who support their goals – joining forces to bring the roofing industry to a new level of excellence.

To achieve its mission, NWiR is supported by a professional association management staff led by Executive Director Ellen Thorp, CAE. Along with the Executive Committee and Board of Directors, NWiR is guided by a strong framework of bylaws, processes, and procedures designed to achieve the following goals:

- Industry Recruitment: Reach beyond traditional recruitment strategies to attract and hire women who will bring diversity, talent, and experience to the roofing industry.
- Networking: Provide opportunities to interact with women in the roofing industry, creating strong, long-lasting, and supportive networks.
- Education: Create high-quality learning programs and experiences for men and women to build successful businesses and careers in roofing.
- Mentorship: Mentor and empower women in the roofing industry to achieve excellence in their chosen careers.



We would like to take this opportunity to recognize our Canadian Founding Sponsors: **Atlas Apex Roofing, Bothwell Accurate, Flynn** and **SOPREMA**. In addition to our Canadian Founding Sponsors we would like to acknowledge **Beacon Building Products** and **Tremco** as Founding Sponsors of NWIR since it's inception in 2016.

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#### **About National Women in Roofing**

National Women in Roofing (NWIR) is a volunteer-based organization that supports and advances the careers of women roofing professionals. NWIR provides networking, mentoring, education and recruitment opportunities from the rooftop to the boardroom, for the young professional at the start of her career to the seasoned manager in the executive suite. Through their commitment to connect and empower women in roofing, they contribute to the overall betterment and professionalism of the roofing industry. Learn more at [www.nationalwomeninroofing.com](http://www.nationalwomeninroofing.com)

#### **Information and interview request**

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