



Advancing Women in Transportation
Charlotte Metro Chapter

In Motion

Winter 2010

PRESIDENT'S MESSAGE:

Dear Members and Friends of WTS Charlotte Metro:

I am looking forward to another exciting year of programs and events. We will achieve an important goal this year by giving out our first ever chapter scholarship and awards. I hope you can join us in congratulating the award recipients at our Annual Scholarship and Awards Banquet at Byron's South End on Wednesday, April 21, 2010 at 6:00 P.M. I am very excited to announce that our keynote speaker will be new CATS CEO, Carolyn Flowers, a WTS member and past winner of the Woman of the Year award from the WTS Los Angeles chapter!



Thank you to the members who joined us at our Annual Meeting in January, where we got to know each other better and worked together to identify new ways to advance our chapter's goals for membership and programs. I would also like to thank Odalys Delgado, WTS International Board of Directors, for coming to participate in our meeting and give us insights into WTS International.

For the upcoming year, we have planned a great series of programs on "hot topics", including sustainable design, transit, social media, high speed rail, and regional road needs. In addition, consider attending the WTS Annual Conference, which will be held in Washington DC, May 19-21, 2010. The preliminary program is now available on the website and registration is open.

I hope that those of you who are not members of this wonderful professional organization will consider joining us this year. Take advantage of the many benefits of membership, including leadership opportunities, networking, and access to members-only events, not to mention discounts on programs!

Thank you for your continued support and interest! See you soon!

Kelly Goforth

Chapter President

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UPCOMING EVENTS:

"Designing a LEED Platinum Facility" – Presentation and Tour of the Optima Engineering LEED Platinum Facility
(March 16, 2010, 12:00 pm at Optima Engineering, 1927 S. Tryon Street)

Keith Pehl, PE, LEED AP - CEO, Optima Engineering

Steven Bobo, PE, LEED AP - Project Manager, Optima Engineering



In 2009, Optima Engineering earned Platinum Leadership in Energy and Environmental Design (LEED®) certification from the U.S. Green Building Council for its South End office. The Platinum LEED rating for commercial interiors is the highest rating available, and Optima Engineering is the **first** to achieve this designation in the Charlotte area. Come hear about **sustainable design principles** and see the facility's **"green"** design elements.



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WTS Charlotte Metro 2010 Scholarship and Awards Banquet.
Keynote Speaker: Carolyn Flowers, CEO, Charlotte Area Transit System

(April 21, 2010, 6:00 pm at Byron's South End)



Please join us for the WTS Charlotte Metro 2010 Scholarship and Awards Banquet. Winners will be honored in the following categories this year: Member of the Year, Employer of the Year, and Innovative Transportation Solutions Award.

Our chapter had also established a scholarship program for a local college student. During the banquet, our chapter

will honor our first WTS Charlotte Metro scholarship winner.

While enjoying dinner, you will also have the opportunity to hear from a very dynamic speaker. Carolyn Flowers, CATS' CEO and previous winner of the Woman of the Year from the WTS Los Angeles Chapter will be our keynote speaker! See attached flyer to register.

SAVE THE DATE:

Using Social Media in Public Involvement

(May 27, 2010, 11:30 am at the Charlotte Mecklenburg Government Center, Room CH-14)

Garold Smith, Marketing and PR Director, Springboard/Eydo
(Details and registration information coming soon.)

High Speed Rail Initiatives in North Carolina

(July 22, 2010)

Pat Simmons, Director, NCDOT Rail Division
(Details and registration information coming soon.)

**** For these programs and all of our events, take advantage of our new WTS Online Registration. ****

www.wtsevents.org/chapter/charlottemetro.com

PROGRAM HIGHLIGHTS:

WTS Charlotte Metro Annual Members Meeting & Luncheon
(Wednesday, January 20, 2010, 11:00 am – 1:30 pm)

The second annual members meeting of the Charlotte Metro Chapter was held on January 20, 2010. A special thanks to STV/Ralph Whitehead Associates for hosting us again this year. We had a great meeting, reviewing the 2009 programs and committee accomplishments and planning for 2010. Under "Chapter Events" you can see a few of this year's new and educational programs already scheduled. As always, we mixed in some fun, including a great icebreaker before lunch.



Odalys Delgado, WTS International Board of Directors, shared WTS International Initiatives with us.

Then Mary Clayton led us through a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of our chapter.

HOT TOPICS:

There are a wide range of new social networking tools individuals and businesses use to be more interactive — to communicate and exchange real-time information with friends and customers. Individuals use social networking to keep in touch, personally and professionally. Businesses are increasingly using these tools because they offer more cost-effective ways to achieve their goals and another way to connect with their customers. Below are some basics of Facebook and LinkedIn.



Facebook® is a social networking site that connects friends, relatives, classmates, colleagues, and groups that share common interests. Facebook® is often compared to MySpace, but differs because of the level of customization offered. Applications are available for the BlackBerry® and iPhone® to allow people to stay connected away from their computers. It's easy to sign up and it's FREE!

Setting Up Your Account

Beginning a new account is quick and easy. The first step to joining Facebook® is to create a profile. Visit www.facebook.com and enter your information on the main page to get started. The next step is to start configuring your account settings. Privacy settings can be changed in your account to keep your information confidential. Content can be protected so that “your Friends” can see your information but all of “their Friends” cannot. Application Settings can be edited to personalize how Facebook is viewed and how Applications are used.

What Can You Do on Facebook?

These members of Facebook® use the site for various reasons but mainly as a form of communication. There are many applications available to help communicate and share information.

Facebook® allows members to:

- Plan Events
- Upload Photos
- Join Groups
- Write Notes
- Upload Videos
- Chat/Wall-to-Wall

The Basics

The “Home” page displays all of your Friends’ recent thoughts and Facebook activities. Whenever your Friends update their status, it appears in the News Feed on your Home page.

The “Wall” is the place on your profile where all the action happens. On your Wall, “your Friends” can see your updated status, photos, videos, and thoughts. Members can post comments to “your Wall” and you can post comments back to “their Wall” which is called “Wall-to-Wall”.

“Group” pages can be created to connect people who want to share the same interests and passions. You can connect with them on Facebook by joining the Group. Join the WTS Charlotte Metro Group page on Facebook® today!

LinkedIn®

LinkedIn is a business-oriented social networking site. It is mainly used for professional networking. LinkedIn has more than 60 million registered users of which approximately half are in the United States. The site allows registered users to maintain a list of contact details of people they know and trust in business.^[1]

It’s easy to get started:

- Profiles are simple: enter current job, past jobs, and education to start.
- Post a picture so people can remember who you are.
- Set your security. You decide if you want everyone to see your information, or just people who you are connected with.
- You have the option of searching through your address book for people who may already be on LinkedIn.

Once you are linked in:

- Review profiles of potential or current business contacts. Profiles look a lot like a resume.
- You can search for people you have lost touch with through your work and education links.
- Reconnect through linked in using the inbox.
- Key business information and job postings are at your fingertips.
- Add to or update your profile information using the profile edit.
- Search for and join LinkedIn groups like WTS, International.
- Monitor or participate in on-going discussions about job related issues.
- Post a question and follow the discussion from your peers.

You can select a weekly activity alert that outlines activity from the last week. Click on the link of interest and go directly to that site.

WTS International and the following WTS Chapters also have groups on LinkedIn: D.C Chapter, San Francisco, Greater New York, Northeast Florida, Central Florida, Orange County, Portland, San Diego, London, and Columbus.

^[1] Wikipedia

What HOT TOPIC do you want to read more about? Please email jdellert-okeef@charlottenc.gov with your topics.



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NATIONAL HIGHLIGHTS:

WTS Leadership Training Focuses on Empowering Volunteers

In November 2009, transportation professionals from twenty-eight WTS chapters across the country attended the annual WTS Chapter Leadership Training in Miami, Florida. The training sessions opened with a presentation from Nancy Proffitt, President of Proffitt Management Solutions, who spoke about leadership qualities and empowering volunteers. Some of her key points included:

- People always work toward their strengths. Knowing and utilizing an individual's strengths is a key to getting results from others.
- Attitude drives our results. Positive behavior change yields improved results.
- What we think of people is exactly what we get from them.
- Attitude change in others must start with an attitude change in us.
- Yes You Can! Think it. See it. Believe it. Do it.
- Make it FUN!

There were also group sessions for discussing challenges that we face within our own chapters and representatives from other chapters gave ideas on how they have dealt with these or similar issues. The training also included "speed networking" techniques for the director and committee chair positions. Several of the WTS International leaders offered personal stories of how they became involved in WTS and their career paths. As a fun project, we broke into groups to create a song about WTS. Three groups were given music awards for their performances. We also heard about new WTS International initiatives that will be launched this year, including TransPortal, and new section in the website for member interaction, and "Knowledge Sessions", that will focus on 10 practice areas that give WTS members access to experts in various fields.

The WTS chapter leadership training is a great opportunity to learn from other chapters, meet new people, and network with WTS International Board members. If you are interested in attending the leadership training in 2010, please contact Kelly Goforth at kgoforth@charlottenc.gov.

Marcia Ferranto Named Executive Director of the Women's Transportation Seminar International

The Women's Transportation Seminar (WTS) – a leading international association dedicated to the professional advancement of women in transportation – announced Marcia Ferranto as its new Executive Director. Ms. Ferranto will serve as the chief executive of WTS.



"I am delighted to welcome Marcia as our new Executive Director. She brings a wealth of experience in all aspects of leadership and management of non-profit organizations that will make her a valuable asset to WTS and our membership," said Elaine Dezenski, President of WTS International.

Ms. Ferranto will be responsible for the overall administration, management, and operations of the organization, including oversight of business operations, planning and evaluation, international programs and events, policy development and implementation, and fiscal management, including fundraising. Additionally, Ms. Ferranto will represent WTS at various transportation venues and events, interacting with other organizations, and promoting the WTS vision – *Transforming Transportation through the Advancement of Women* – and its mission and goals.

Ms. Ferranto brings more than two decades of experience to the position in advocating educational and career development for women. Involved in association management for more than 10 years, she most recently served as the Executive Director of the Kalmar Nyckel Foundation in Delaware. Among her accomplishments with the foundation, Ms. Ferranto refocused the organization's mission and vision to an educational establishment, spearheaded a new master plan and managed more than 300 staff and volunteers. She built and balanced its annual operating budget by developing a successful program of pursuing new funding, grants and donations. Ms. Ferranto also held posts with the Delaware Art Museum including Acting Director, Chief Financial Officer and Director of Finance and Human Resources; and ran two of her own accounting and payroll firms.

About the Women's Transportation Seminar International

Founded more than three decades ago, WTS is an international organization with 42 chapters in three countries and more than 4,000 members, women and men, representing all modes of the transportation industry. For more information about WTS, go to www.wtsinternational.org.



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UPCOMING: WTS 2010 Annual Conference – The Right Place @ the Right Time
(May 19 – 21, 2010, Washington, DC)

WTS 2010 ANNUAL CONFERENCE

The right place @ the right time.

WTS International always hosts a great conference, covering offering a large array of topics. In addition to the workshops, you can choose from six technical tours to attend throughout the conference. Listed below is a sampling of the workshops and general sessions that will be available:

Professional Development Workshops and General Sessions

- Communicating your Message through the Media
- Defining Success as a Woman-Owned Business
- What Does the Future Hold for the Surface Transportation Reauthorization Bill?
- Leading by Example: Industry Leaders Discuss Leadership and Changes in the Transportation Industry
- International Perspective on Transportation and Sustainability
- Delivering Inter-city and High Speed Rail to the US?
- Dealing with Congestion in the Nation's Skies

To see the full conference program or to register, go to www.wtsinternational.org.

CHAPTER MEMBERSHIP:

WTS Charlotte Metro welcomes new members to the chapter. Spread the word about the benefits of WTS membership. We encourage all members to become involved in a committee and attend our programs to get the most out of your membership.

To become a member of WTS Charlotte Metro, join online at www.wtsinternational.org. For more information, please contact our Membership Committee Chair, Brock LaForty, at BrockLaForty@stvinc.com.

MEMBER SPOTLIGHT:

Sierra Haynes

Engineer

Parsons Brinkerhoff



1. **Can you provide a brief description about what you do?** I work on projects for NCDOT, City of Charlotte and private developers. Some of my tasks include designing horizontal alignments, vertical alignments, cross-sections, and plan production. Additional tasks I am responsible for include traffic control design and roadway drainage design.
2. **How long have you worked in the transportation industry?** Almost 2 years. After graduating from the University of South Carolina I began working with PB in May of 2008.
3. **What do you like most about your job?** I like that I learn something new and interesting with every project.
4. **Why did you join WTS?** I wanted to join a professional organization to improve my networking, leadership and engineering skills. WTS is a great option because it's local, focuses on women in engineering and is related to my field of engineering.
5. **How long have you been a member of WTS?** About a year and a half, I joined shortly after moving to Charlotte.
6. **What do you think are some of the challenges facing professionals in transportation in the current economic environment?** When there are fewer projects, the industry is more competitive which makes it challenging to keep existing clients and to find new ones.
7. **What are some of the achievements you've seen for transportation professionals?** I think professionals in the industry have learned to design projects more creatively and economically in order to meet our client's needs in a down economy.
8. **What would you like to share about your personal interests and goals?** My goal is to become a professional engineer and to continue to learn and advance in engineering. Some of my personal interests include playing with my dog, reading, running and hanging out with friends.



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PLEASE JOIN US FOR THE
WTS CHARLOTTE METRO CHAPTER
2010 SCHOLARSHIP AND AWARDS BANQUET

Featuring Keynote Speaker

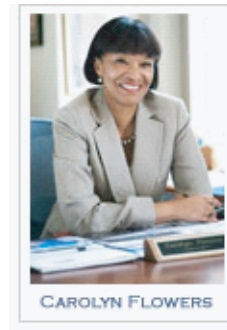
Carolyn Flowers, CEO, Charlotte Area Transit System

Wednesday, April 21, 2010

6:00 pm Registration & Cocktails (Cash bar available)

6:30 pm Dinner Buffet

7:00 pm Program



Byron's South End

101 W Worthington Ave

Charlotte, NC 28203

Free parking available or LYNX Blue Line to East-West Blvd. Station

Employer of the Year

STV/Ralph Whitehead Associates

Innovation Transportation Solutions Award

City of Charlotte, I-277/Caldwell Street Interchange Project

Member of the Year

Kelly R. Goforth, Charlotte Area Transit System

Scholarship Winner

Priyanka Alluri, Clemson University

Registration

To register, please visit www.wtsevents.org/chapter/CharlotteMetro/
by April 16, 2010

\$45 members & students, and \$60 non-members

Registered attendees may also bring payment on the day of the program.

However, "no shows" will be billed. Register early - space is limited.

Proceeds to benefit the WTS Charlotte Metro Scholarship Fund.



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CORPORATE SPONSORS:

WTS Charlotte Metro would like to thank our corporate sponsors for their continued support. Corporate sponsorship has been a key part of our chapter's success! We have recently sent out a letter requesting that companies renew their sponsorship or become a new sponsor. These commitments will allow us to continue bringing meaningful speakers to the transportation community and will support new initiatives for local scholarship and recognition programs. Corporate sponsors for 2009-2010 are listed below. For more information on sponsorship benefits and opportunities, contact Kelly Goforth at kgo-forth@charlottenc.gov or Candice Crago at cheintz@mulkeyinc.com.

PLATINUM

HDR Engineering
Mulkey Engineers & Consultants
Parsons Brinckerhoff
PBS&J
STV / Ralph Whitehead Associates



GOLD

Envision Consultants, Ltd.

If you have a suggestion, announcement, or great idea for this newsletter please contact a member of the newsletter committee. We'd love to hear from you!

Newsletter Committee

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Susan Paschal - spaschal@hntb.com

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Thank you to our newsletter contributors for keeping us In Motion this quarter: Kim Bereis, Claire Brinkley, Judy Dellert-O'Keef, Kelly Goforth, Greg Jones, Susan Paschal, and Paige Yandle.

Board of Directors/Committee Chairs 2008-2010

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