

## Chapter Leadership

### President

Jeanette F. Hoekstra-Berk  
Gannett Fleming

### Past President

April Bacchus, AICP  
England-Thims & Miller, Inc.

### Vice-President

Madelene Skinner  
RS&H, Inc.

### Secretary

Niki Fernandez  
Terracon

### Treasurer

Liz Peak  
Regional Mobility Group, LLC

### Professional Development Director

Joanne Kazmierski  
Global Business Logistix

### Membership Director

Open

### Communications Director

Usha Nadella  
Arcadis U.S., Inc.

### Transportation You/Student

Engagement Chair  
Kavita Parikh, PE, PTOE  
BW Engineers & Planners, Inc.

### Scholarship & Recognitions

Committee Chair  
Cheryl Freeman, PE  
321 Strategies, LLC

### Industry Partner Engagement Chair

Madelene Skinner  
RS&H, Inc.

### WTS Northeast Florida Chapter

P.O. Box 41201  
Jacksonville, Florida 32203-1201  
northeastfloridawts@gmail.com



Advancing women  
Advancing transportation  
> Northeast Florida

Re: Women's Transportation Seminar (WTS) 2023-2024 Industry Partnership Opportunity

Dear Industry Partner,

WTS is a remarkable organization whose membership comprises of both women and men and focuses on its mission *to attract, sustain, connect and advance women's careers to strengthen the transportation industry*. We cannot do this alone! Our membership comprises of about 8,000+ diverse transportation professionals. In addition, we are very excited to have the Chair of WTS International, Jannet Walker-Ford, located right here in Jacksonville.

Organizations like yours, are setting examples in our industry. By partnering with WTS, you will help provide Northeast Florida women with professional development and educational programs, assist in strengthen their network skills, as well as support scholarships for women students pursuing transportation related careers. Your organization will also receive recognition at our numerous industry events throughout the year.

Since the chapter began in 2008, WTS Northeast Florida has awarded more than \$35,000 in scholarships to over 34+ inspirational women advancing their education and careers. This spring, we plan to award additional scholarships.

Moving forward, with your help as an industry partner, Northeast Florida will become a region where women professionals will be able to thrive in the field of transportation!

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeanette'.

Jeanette F. Hoekstra-Berk  
Chapter President

A handwritten signature in black ink, appearing to read 'Madelene Skinner'.

Madelene Skinner  
Industry Partner Engagement Chair

## Industry Partner Annual Benefits

Annual partnership effective January 2023

Overall Partnership Benefits	Diamond	Platinum	Gold	Silver	Bronze*	W/M/DBE**
	\$3,000	\$2,000	\$1,000	\$500	\$375	\$250
Website - Logo and Hyperlink to Company website	✓	✓	✓	✓	✓	✓
Newsletter - Company logo and hyperlink	✓	✓	✓	✓	✓	✓
Social media - Company recognition	✓	✓	✓	✓	✓	✓
Membership - Complimentary WTS International Membership	3	2	1	1		
Newsletter article - Special feature (per year)	1	1				
Program - Complimentary ticket to a chapter program, per year (excluding Fashion Show)	2	1				
Welcoming Remarks - Opportunity to speak at a chapter program of your choice (per year)	2	1				
Marketing materials - Company materials presented in program and/or reception area (per year)	2	1				
Member spotlight - Company recognition at all events	✓	✓				
Logo - Visible at various events held during the year online or in-person	✓	✓	✓	✓	✓	✓
Bi-Annual Fashion Show Benefits	Diamond	Platinum	Gold	Silver	Bronze*	W/M/DBE**
Exclusive event tickets	4	2	1			
Company signage at table	1	1				
Program advertising	Full Page	Half Page	Quarter Page	1/8 Page	1/4 Page	
Recognition in the Fashion Show program	✓	✓	✓	✓	✓	✓
Opportunity to select a Fashion Show model (company executive, board member, public official or elected official)	✓	✓	✓			
Logo displayed on stage step	✓	✓				
Recognition in opening and closing remarks	✓	✓				
Opportunity to introduce guest speaker	✓					
Opportunity to display banner at event	✓	✓				

\* Bronze level is reserved for emerging firms in business less than five years.

\*\* W/M/DBE level is reserved for certified Disadvantaged Business Enterprise, Minority and Women-Owned Business Enterprise, and 8A certified companies only.

**Industry Partnership Commitment Form**

**Yes, I want to support women in transportation in Northeast Florida!**

*Please select your level of support below and complete the contact information. Return your commitment form with payment by check (USPS) or credit card information (email) to the contact locations below.*

Diamond	Platinum	Gold	Silver	Bronze	W/M/DBE
\$3,000	\$2,000	\$1,000	\$500	\$375	\$250

**Complimentary Membership Name:**

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**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Telephone:** (    ) - \_\_\_\_\_ **Fax:** (    ) - \_\_\_\_\_

**Email:** \_\_\_\_\_

Please make checks payable to **NEF WTS** and send to:  
P.O. Box 41201  
Jacksonville, FL 32203  
Attn: Industry Partnership Committee

Our Industry Partnership Chair will contact you immediately to activate your benefits. You may contact Madelene Skinner at 904-616-8404 or [madelene.skinner@rsandh.com](mailto:madelene.skinner@rsandh.com) for further information or questions regarding your sponsorship.

Again, we appreciate your support for WTS Northeast Florida chapter and the advancement of women in our region. Please don't hesitate to contact (Jeanette Berk, Chapter President) at 904-254-8624 if you have any questions or if there is anything that we can do for you.

*At the discretion of the Chapter Board of Directors, in-kind contributions may be considered in lieu of a financial contribution. The revenues received through sponsorships and other fundraising efforts are used by the Chapter to support the WTS Foundation in providing local scholarships, education and research and programs including monthly professional development seminars, leadership roundtables and Transportation You, a program for middle and high school students.*