

# How CDA supported and shaped conversations during **WIC WEEK**



**WIC WEEK**<sup>®</sup>  
2026  
Built by NAWIC

**Level UP**  
**Build Strong**  
COMMUNITIES | CAREERS | FUTURES



**CDA**  
CD & ASSOCIATES





WIC Week began with CDA  
President Holly Goodroad  
joining industry leaders at the  
**NAWIC Philadelphia WIC Week  
Kickoff Breakfast** to discuss  
how we intentionally level up  
women in construction.





- 4. Verify social role's role
- 5. Making sure the message is clear
- 6. Making a personal choice
- 7. Examine the content of the product
- 8. Consider the role of the product & its quality
- 9. Using the right way to gain the quality
- 10. Make an impression (through work)



## **Industry leaders highlighted four key ideas:**

- » Sponsorship over mentorship
- » Creating visible opportunities
- » Building supportive cultures
- » Paying it forward



The conversations continued later in the week when CDA hosted its own **WIC Week Panel** at the Merck West Point site...



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# *Shared Experiences, Real Impact*

A clear pattern emerged  
across every story...



## **Small, intentional actions**

like opening doors, offering guidance,  
and amplifying voices, create lasting  
ripple effects across the industry.



The week concluded with  
**NAWIC Philadelphia's Mental  
Health & Decompression Event,**  
proudly sponsored by CDA.

Supporting women  
in construction means  
**supporting the whole person.**







**When leaders  
intentionally invest  
*in women***

**the entire industry  
moves forward.**



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