

**RAISED IN CONSTRUCTION**

*Like a some of my fellow women in construction, I grew up in it. Playing in casing, bringing fried chicken to the crews, and knowing the smell of hydraulic oil over perfume were all completely normal to me. Growing up I did not realize how unique this opportunity was for a child, and even more so, for a woman. Years later, when I started working in this industry, I did not think anything of it. It was normal to be in the drilling industry, it was comfortable. Conversely, if you are not raised next to a drill rig, I can see how it would be difficult, maybe even intimidating, to enter into an industry where only nine percent of the workforce is female.*

*I have to give credit where credit is due. My father recognized it first. He knew that people, particularly women coming into a male-dominated industry, might not be as comfortable as some of the “old dog drillers” out in the field. While he could have chosen to ignore it, like many did for years, he didn’t. When he hired new female (and male) employees, regardless of their position, he gave them an opportunity to get on a project, to have boots on the ground and get an in-person experience.*

*Looking back, I now know he did it for two reasons. The first reason was to give the individual a first-hand experience and gain knowledge. The second reason was the direct result of the first reason, CONFIDENCE. Having knowledge and experience can be very empowering. Having an opportunity to be on a*

*project, around the large equipment and to understand the operations, gave these women confidence. That confidence helped them grow in their careers. During my father’s career, he was able to give these opportunities to adults. What I don’t think he realized with raising a daughter, was that I received this knowledge out of everyday experiences. I could not help but realize, how for me, it started as a child. But for many others who grow up outside of the construction industry, this everyday experience is not an option. It made me start thinking of a way to give kids and young females an opportunity to experience the construction industry.*

*– Vanessa Lucido*

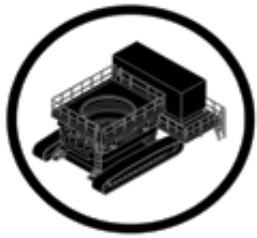
*Continued on page 67*

**BUILDING** *future*  
**LEADERS**



In the fast-paced and continuously-changing world we live in, one thing holds constant; today’s children are tomorrow’s leaders. While leadership skills can come naturally, children learn lessons and experience opportunities along the way that significantly impact them later in life. The right words at the right time can make all the difference. The right experience can plant a seed, open the mind to dream, creating goals to attain and bridges to be built. Benjamin Franklin’s philosophy “Tell me and I forget. Teach me and I remember. Involve me and I learn.” rings true. When we are involved, we learn, we grow and we build confidence.





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Opportunities for children to gain insight into future careers began in 1992, when Gloria Steinem, founder of the Ms. Foundation for Women, created “Take Our Daughters to Work Day.” The first day took place on April 22, 1993. The program was designed to specifically address self-esteem issues unique to girls and to give them exposure to the future career opportunities available. The program was officially expanded in 2003 to include boys; however, most companies that participated in the program had, since the beginning, allowed both boys and girls to participate, thus causally renaming it “Take Our Children to Work Day.” This unique program was designed to provide both boys and girls with opportunities to explore careers at an age when they are more flexible in terms of gender roles. The program is targeted for school age children, aged 6-15 years. The idea is to give girls and boys an idea of what their parents do at work. It is a wonderful idea, but how do we give kids the opportunity to dream outside of their parents’ careers?

## ROC PROVIDING FOUNDATIONS TO DREAMS

ROC is a second generation company in the foundation drilling industry and is uniquely-led by a team of female professionals (CEO Vanessa Lucido, COO Dawn Walters and CFO Elizabeth Lucido). The whole ROC team has a unique mission; to build and inspire the next generation of leaders. One of the ways ROC is trying to make an impact is by providing opportunities for young women and children to experience our industry up-close.

ROC provides planned visits to our facilities and trade-shows to allow children to come and see the equipment in person.



**“ The first time a young girl steps inside a piece of 10ft casing you can see their eyes light up with excitement. Seeing their natural confidence and curiosity around the equipment, is what we hope they take away from the experience. That one day when they are planning their major or career choice, they have the confidence to move into the construction industry because they were able to experience it at a young age.” -Lucido**





## SPOTLIGHTING INDUSTRY SUPPORT

Over the years ROC has observed the support from the industry in this initiative. ADSC and IFCEE, made name

badges for the young girls who came to their show. This gesture might seem small, but in the eyes of a child it meant they were accepted, they are welcomed, and subconsciously this act builds confidence.

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**ADSC**  
The International Association of Foundation Drilling  
ADSC-IAFD.COM



“The Curse of Oak Island,” a popular History Channel program that ROC has been involved with, holds yearly tours for elementary children and youth organizations. They have granted controlled, onsite visits for ROC to bring our employees and children up onsite. The cast and crews took time to sign the girl’s hardhats and provide each of the children with a piece of bedrock from the Money Pit drill operations. It is experiences like these that plant seeds of possibility in young minds and allow dreams to form.

At CONEXPO 2017, ROC brought a Las Vegas first grade school group to the show. During this visit, manufacturers like Liebherr and Link Belt, allowed these curious kids to sit in the cabs of their equipment and even operate under safe controls.

Research has shown that it’s good for children to have opportunities to play within various careers; it ignites their creativity, develops their physical, cognitive, and emotional strength. It creates healthy brain development to allow children at an early age to engage and interact in the world around them. ROC’s goal is to be a small part of that development and to help them see all the possibilities before them.

Becky Brodin said it best “Leadership is not wielding authority; it is empowering people.” ROC hopes that by leading and empowering young women and children with hands-on experiences that it will empower them to become future leaders. Enclosing our fierce young leaders would like to like to leave you with a final word of advice when it comes to life and drilling “Keep Calm and Dig On.”

**Disclaimer: Please note all safety precautions were taken during these activities, areas were secure from any potential risk and hazards. Safety was onsite and present. Full permission from parents was granted.**