

May 2022

OnSite

METROPOLITAN BUILDERS & CONTRACTORS ASSOCIATION OF NJ MAGAZINE



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*Look towards our June edition of OnSite for more coverage of
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Mission Statement: Metro is a professional organization that shall serve to protect and advance the rights and interests of builders, remodelers and associates in all matters affecting the building and remodeling industries. Metro shall support the business interests of all its member firms, support safe and affordable shelter, and foster the American dream of home ownership.

Vision Statement: Metro is the leading trade association for the construction industry. Metro inspires active membership through professional development and advocacy. We embrace free markets to promote cost effective housing in NJ.

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President's Message

May 2022

Greetings Fellow Metro Members,

I always struggle writing these Presidential messages. I'm not alone, in the well-known affliction called "writer's block". Then again, many things in life are hard to get started. Exercise, dieting, a difficult conversation, changing a bad-habit or creating a good habit all, more often than not, are difficult to start. However, once you get a good sweat going or gain some momentum, then it gets easier. You get into the mood, the rhythm. Words start to flow. This is true for many things in life; things are hard to start but once you get going it gets easier. Why is that?

"Life can only be understood backwards, but it must be lived forwards" ~ Soren Kierkegaard

In business, we try hard to learn from the past, make adjustments in the present, in order to profit in the future. Duh. The challenge, however, I think is not realizing the adjustments that need to be made but understanding that if you knew how to make them, you would have already done so. Let me restate this; if you knew how to make the adjustments you needed to, you would already have done so. With this logic, it means that the problem to solve isn't focusing on the making of the adjustments; it's putting your attention on looking for the things you aren't paying attention to. A conundrum to ponder is how do you solve a problem when you don't know what the problem is that you have to solve?

I'd like to share three different ways to do this, which have worked for me and many of my peers.

1-"Repetition is the mother of all skills"-Tony Robbins

I remember asking Frank Belgiovini how his company accomplished so much with so few employees. Matter-of-factly he answered, "I do the work of six people". Frank's obvious payroll savings aren't the takeaway. If he's doing the work of six people, this means he's LEARNING six times faster than the average person by doing six time the "repetitions" of the average entrepreneur. I've found that really successful people simply out-work others. Personally, this work ethic has given me more chances to engage with people much smarter than me, and with businesses much bigger/older than mine. Choose carefully what you do daily, as micro actions will have great impact over time and with repetition. The key is not the effort or hours, it's the time and energy spent on the SKILLS you are trying to improve.

2-"Show me your friends and I'll show you your future"-Unknown

Don't let the energy-vampires in your circle of influence suck the life out of you! "Quality Projects for Quality People" is the motto for my company Coppola Brothers LLC. My first decade in business was spent focusing on the projects. Then after dealing with a customer-from-hell, who I actually think was Satan herself, I started focusing on the people. VERY quickly we figured out that if we were dealing with quality people, then the projects would be quality. In 2015, I made the decision that if my dog didn't like you, and/or if I found myself not picking up the phone immediately upon seeing the name in caller id, then I'd cut you loose. I mean it. I probably "fired" half the people in my life. I believe that everyone's personal board of directors should be cultivated to foster growth. If someone doesn't add value to your life and if you aren't spending your time trying to add value to theirs, then cut them loose. It may sound harsh, but you'll both be better off.

3-"Change"-Me

CONTINUED ON PAGE 9

Frank R. Coppola III
2022 Metro President



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Membership in this prestigious Club is for any Metro member who has brought in 2 or more new members during 2021. Thank you for your efforts in recruiting new Metro Members!



Growing Our Strength Through Member Recruitment, Retention, and Involvement

Recruiting new members to the Metropolitan Builders Association is recognized and rewarded through the Spike Club. Those who participate are called Spikes, and they are among the most valued members of the association.

Before becoming a Spike, you are a Spike candidate. That means you have earned between one and five credits.

Once you earn your sixth credit, you become an official NAHB Spike! Spike credits are earned by recruiting and retaining NAHB and Council members.

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KIM'S CORNER

I find it fitting that May is considered Remodeler's Month according to the National Home Builders Association. I truly believe that Metro is in the midst of their very own remodel as well. You can almost feel it in the air – there is a certain energy buzzing around – and it is quite exciting to have a front row seat.

I recently heard a quote (yes, another quote – by now you should always expect a quote of some sort) that hit home to me. I think it is what Frank has been attempting to have us all believe. Something about how it's not always about the end project but really how you get there that matters. The quote I heard was, "The virtue lies in the struggle, not in the prize." I think lately that so many of us get caught up in what the end result will be that we forget to enjoy the process and journey of getting there in the first place. We are always so quick to move on to the next project, task, assignment that we forget to be in the moment. I know I am constantly guilty of this – ever since I was little – especially as a perfectionist.

My dad used to tell me I would go crazy and start crying if I colored outside of the lines in my coloring book when



I was little. To be honest – I still get very frustrated with myself when I do that as an adult even if I have learned that it is okay to color outside the lines. In fact, most people would recommend you color outside of the lines. My dad is always trying to get me to slow down – "breathe, take in your surroundings, listen for the birds" – but my brain never really seems to allow me to do that. Even with meals he wants me "to chew and taste every bite" but in

my head I don't have time to do that. Only recently have I realized that rarely do I enjoy my meals anymore and that is no fun.

So here is my proposed challenge to you Metro members – while we are in the midst of remodeler's month take a moment for yourself and see what needs to be remodeled in your own life. What is something that you recently haven't found yourself having time for and you miss it? I personally have missed reading and going to the gym. I am adding those two important elements back into my life because I believe they make my life better and help me get to where I want to go. They help me slow down and ground me and when I am grounded and focused I am a lot more helpful then burnt out and exhausted. It is time to start enjoying the process again – not just the end result.

Kimberly Nordstrom
Office Manager
knordstrom@metrobc.org

FUN FACTOID

Submitted by: Ferris Alhomsy of the Hunter Douglas Design Gallery by White House Designs for Life

"In 1769, an Englishman named Edward Bevan was awarded the first patent for Venetian blinds. He realized you could place wooden slats in a frame and control the slats one way or the other to allow a certain amount of light into a room. Then John Webster was the first to introduce Venetian blinds in the United States. The high society in America took to them quickly and the blinds were installed in many of the government and public office buildings.

They get their name from their ability to block people from seeing into a home. An advantage of blinds is that they can be manipulated to control the amount of light that enters the room. And although the main purpose for them was privacy and light control, they are now used to make a statement in residential and commercial spaces."

Window treatments are said to be a final touch of beautifying your home.

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If the beams of your home are like the bones in your body, and the walls on the beams are like your skin. Then the windows on your walls would be the eyes that see, and the shades on your windows would be like your eyelashes!

Summer is here. Beat the heat and control the light!

METRO'S MONTHLY QUOTE

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MICHELE'S EO PERSPECTIVE



May is National Remodelers Month and Metro's Remodelers Council will be recruiting new members to join them. **What is the NAHB Remodelers Council?** NAHB Remodelers Council is America's home for professional remodelers, representing the nearly 50,000 members of NAHB who are involved in the remodeling industry. NAHB Remodelers members enjoy many countless benefits including educational classes, professional development, networking opportunities and recognition programs. The NAHB Remodelers Council gives you the tools you need to build your remodeling business. Join the Remodelers Council today by registering on Metro's website under the Councils & Committee dropdown menu.

April was an eventful month for Metro, as we met many future builders of America. We are taking workforce development to a new level. We welcomed our first NJ NAHB Student Chapter, Roxbury High School and have attended Career Fairs at North Hunterdon and Voorhees High Schools. Our 11 Committees at Metro have all taken pride in our workforce development initiative and have all committed to building a relationship with schools in our area. It is our hope to not only introduce the building industry to America's youth, but inspire them to build. We are also proud to announce that Metro is a recipient of a Workforce Development Grant from the National Housing Endowment which allows us the opportunity to introduce the skilled trades to students.

In April, the Professional Women in Building (PWB) hosted their first Home Show. The sold-out Home Show was a big success! Members and guests came out to see and learn about the work of our vendors. Builders connected with vendors and the public had a chance to engage with the vendors for their next big home improvement. Vendors this year included: Homebridge Financial, Parksite (Dupont Tyvek), NJ Clean Energy, Fox Architectural Design, Blue Ridge Lumber, Custom Sign Source, Metropolitan Window Fashions, Floor Coverings International, SESI Consulting Engineers, Coppola Brothers LLC, AMT, Azek Building Products, GPS, Dacor, Milwaukee Tools, Alps Technologies, Jaeger Lumber, US Bank, Simply Sustainable, Ryan Homes, Atlas Marble & Granite, SB Interior Design and Jewel Electric.

I would personally like to thank the Sponsors of the 2022 Home Show – NJ Clean Energy, Dupont Tyvek and Milwaukee Tools.

Last but not least, earn your Spike Credits by referring members to Metro. **How do you earn Spike Credits?** Refer your colleagues to join Metro. When they join, please be sure they use your Name and Pin on the application as the Sponsoring Member. What are the benefits of becoming a Spike? You are recognized for your contributions to the Association and regarded as an accomplished member. You receive an invitation to the biggest party of the year – the Spike Party at the International Builders Show. You also received increased visibility and recognition at NAHB events, unique and valuable lapel pins and additional VIP treatment throughout the year. **How do you become a Spike?** Before becoming a Spike, you are a Spike Candidate. That means you have earned between one and five and ½ credits. Once you earn the sixth credit, you become an official Spike. Spike credits are earned by recruiting and retaining NAHB and council members. So begin referring your friends and colleagues to Metro! We will be conducting another Spring Membership Drive, so start referring your friends and watch those spikes accumulate. If you have any questions about the Spike program please reach out to me.

*"The road to success is
always under construction"*
– Arnold Palmer

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In Scouting, after a campout the troop will meet to discuss "Thorns, Buds, & Roses"; What went wrong, what could be done better, what went right? Steven Covey's 7th Habit of Highly Effective People is "Sharpen the Saw". But it's not just about being willing to change it's creating a process that makes yourself open to change. I'll give you an example. In CBLLC our estimating template is not looked at as a stone-tablet, but a live document. We constantly are making amendments to the template the moment we realize that an improvement can be made; be it a pricing adjustment, a materials price escalation clause, or improving our explanation of value to the customer. Those changes are easy. The harder ones are realizing that YOU are the one that must change. I never wanted to be the old man set in his ways. As brutal it is to look in the mirror and assess ourselves, if we can muster the courage to do this and give ourselves permission to change our personal bureaucracies, we can improve all areas of our lives not just our businesses.

I probably could, and should, write a book for each of the three points above. There's so much to unpack. However, the above three points don't stand alone. You can't just focus on one and expect results, you have to pay attention to all three. What are you doing? Who are you doing it with? Are you willing to adjust your own behavior to improve? This sounds daunting! Yep, it is. But you don't have to do it all at once. You do it little by little, in good company, with gratitude that you can do better than yesterday.

Before you know it, you'll be reflecting on what you accomplished, and your "writer's block" will be behind you.

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WHAT'S THE DIFFERENCE BETWEEN MEMBERSHIP RETENTION AND MEMBERSHIP RENEWAL?

**Submitted by Retention Committee Co-Chairs:
Brian Maffia of GPS & Tammy Murray of
Andersen Windows and Doors**

Metro Builders and Contractors Association, similar to many other associations around the world sometimes struggle with the difference between membership retention and renewal when it comes to their members.

First let's define them both for you.

Retention Rate is a percentage of current members who renew their membership prior to their prior year membership expiring. An example of this is one's membership is due to expire at the end of December and they renew their membership in November, almost two months prior to expiring. This means the member is excited about renewing their membership and looking forward to the next year!

Renewal Rate is a percentage of members who renew their membership after their membership has expired. An example of this is one's membership is due to expire at the end of December and they renew their membership the following February. Renewing the membership after expiration, suggests that the member might miss out on some exciting opportunities early in the year that may be beneficial to the member and their business.

What is more important membership retention or membership renewal?

Some might look at high renewal rates as a sign of success, but some would also say that having to convince a former member to sign back up after letting their membership lapse is risky and costly long term. Both are important but retention rate is the true sign of an associations success in engaging their members. Having a member so happy with the group that they renew their membership as soon as the reminder email is sent is the best situation an association can have. This shows that the association is engaging their members, the members are happy with their investment



Linda Garvey and Frank R. Coppola III of Coppola Brothers, LLC

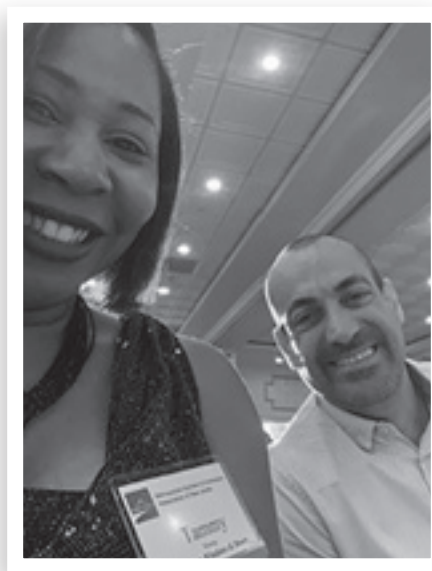
in the association, and the association is providing the member with what they desire from the group.

How much does membership renewal cost an association?

Membership Renewal is very costly to an association because it takes valuable time and resources from the association. Sending reminder emails, mailing multiple invoices, calling, and leaving messages, talking, and discussing the membership and why they didn't renew, convincing them to renew membership, getting the paperwork together to reinstate the membership. All of this take a lot of time and as we all know time is money, and no one wants to waste money.

In summary membership retention rates are the true sign of an active and engaging association and membership renewal is a very costly effect of not getting the member to renew their membership prior to expiring. There are some exciting things happening in Metro this

year. You don't want to miss it! What kind of Metro member are you?



*Tammy Murray of Andersen Windows and Doors
and Brian Maffia of General Plumbing Supplies*



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AOE EARLY BIRD WINNER: MILLENNIUM CUSTOM HOMES



**Philip A. Calinda, Jr., GMB, GMR
Millennium Custom Homes, LLC**

Custom Homes, based in Livingston, NJ. He credits his success to his passion for the industry.

It all started when Phil was 13 and spent his Saturdays picking up nails on jobsites for cash. A work program in high school then started what would become a 40 plus year career with a building company. Millennium Custom Homes was launched with the help of his former company

If you ask Philip Calinda to describe himself, he will likely refer to himself as a “muddy boots builder”. He explains that he likes to be out on jobsites and personally running things for Millennium

who did not understand the renovation side of the business. “Because of my background doing track homes, doing retail, schools, tunnels, bridges and everything, I’m more flexible than most because I’m not afraid,” Calinda says. “If you want paperwork, I’m not your guy. If you want something built and you want it to last, be styled and be right, then I’m the guy.”

His work for the building company taught him to multi-task. “You don’t have just one contractor or trades person around a house at a time. You put multiple people and trades out and you manage those people in there,” he continues. “One of the things I tell my homeowners and my own people is that we’re a team. And if we’re not a team, then I shouldn’t work for you or we shouldn’t be working together. The team aspect is very important to a customer – they want to hear that.”





Phil's team philosophy can also be applied to his viewpoint on the industry at large, especially his relation to trade associations. Phil has been a long-time member of Metropolitan Builders and Contractors Association of New Jersey, including serving as President for two years. He has been very involved at the national level at NAHB – National Association of Home Builders. The importance of education is Phil's back story. Since 2004, he has acquired many NAHB Certified Builder and Remodeler designations by taking just about all the courses they offer both at NAHB and through Metro. "Educational opportunities are the reasons why I'm in business. I met great people at those classes who have become lifelong friends and mentors. I can call someone in another state and have an answer for a solution. Money can't buy that – that's bought through connections."

With his passion for Metro, Phil actively recruits new members and encourages members to support the association. In 2009, Phil initiated the annual social-networking event "Grillin n' Chillin" held at The Raritan Inn

in Califon, NJ. Phil called to order the Green Building Task Force and co-chaired Metro's Green Building Expo. He chaired the first Metro Casino Night with sponsorships that covered all costs and resulted in a substantial net for the Association. In 2016, Phil was recognized as one of five "Emerging Remodelers" in the Business and Professional Focus section of Qualified Remodeler magazine.

Over the years, Phil has completed over 2,600 new homes, 500 remodeled homes, as well as retail and medical establishments and houses of worship. The company has grown way beyond their early expectations. Showcasing hallmarks such as design innovation, impeccable quality and exclusive locations, Millennium Custom Homes has built a reputation for consistently surpassing customer expectations, while raising the bar for construction excellence. Millennium has been recognized by Metro, NAHB and NJBA with numerous honors and awards for his Association participation and exceptional work. Phil proudly displays an extensive collection of awards and trophies on the walls of his office.



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MAY IS NATIONAL REMODELERS MONTH

During National Home Remodeling Month in May, NAHB Remodelers launches an annual campaign to celebrate the remodeling industry, recognize the expertise of remodeling professionals and highlights the benefits of hiring a professional remodeler.

We invite all of our builders and remodelers of Metro to join the National Remodelers Council in May! All Remodelers Council Members will be highlighted on Metro's Social Media during the month of May, so share your photos with the office. You will also be invited to special classes and seminars throughout the year, as well as receive Remodelers Council Only initiatives through NAHB.

Our Remodelers Council is co-chaired by Geraldine Smith of All Inclusive Construction and Don Dyrness of Main Street Custom Homes and Remodeling.

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Metropolitan Builders & Contractors
Association of New Jersey

2022 CALENDAR OF EVENTS

TUESDAY, MAY 17, 2022

General Membership Meeting
6:00 PM, Sunken Silo Brew Works

THURSDAY, JUNE 9, 2022

Awards of Excellence
6:00 PM, The Hanover Manor

TUESDAY, JULY 12, 2022

General Membership Meeting
6:00 PM, Four Sisters Winery

THURSDAY, SEPTEMBER 15, 2022

Grillin N' Chillin
5:00 PM, The Raritan Valley Inn, Califon

THURSDAY, OCTOBER 6, 2022

6th Annual Metro Cup
10:45 AM Registration
Royce Brook Golf Club, Hillsborough

THURSDAY, OCTOBER 20, 2022

SAVE THE DATE

THURSDAY, NOVEMBER 17, 2022

General Membership Meeting
& Election of Officers
6:00 PM, Location - TBD

FRIDAY, DECEMBER 9, 2022

Installation of Officers & Holiday Party
6:00 PM, Location - TBD

2022 AWARDS OF EXCELLENCE

Thursday, June 9, 2022 – Hanover Manor – East Hanover, NJ

SPONSORSHIP OPPORTUNITIES

(Stay Tuned for New and Exciting Additional AOE Sponsorship Opportunities that will become available in the New Year)

EVENT SPONSOR - \$5,000 (LIMIT 1)

Emcee of the Night
Instagram - Take Over Week
Eight (8) Tickets to the Awards Dinner with Priority Seating and Table
90 Second Digital Advertising during Awards Ceremony
Name listed in the Awards Dinner program
Logo recognition during the Awards Ceremony
Full page Color Ad in the Dinner Program
Full page Back Cover Ad in OnSite Magazine

DIAMOND SPONSOR - \$2,500

Awards Presenter at Ceremony
Instagram – Take Over Tuesday
Six (6) Tickets to the Awards Dinner with Priority Seating
60 second Digital Advertising during Awards Ceremony
Name listed in the Awards Dinner program
Logo recognition during the Awards Ceremony
Full page B&W Ad in the Dinner Program
Full page B&W Ad in OnSite Magazine

COCKTAIL HOUR SPONSOR - \$2,000

Awards Presenter during Cocktail Hour
Six (6) Tickets to the Awards Dinner with Priority Seating
60 second Digital Advertising during Cocktail Hour
Name listed in the Awards Dinner program
Logo recognition during the Awards Ceremony
Full page B&W Ad in the Dinner Program
Full page B&W Ad in OnSite Magazine

EMERALD SPONSOR - \$1,500

Four (4) Tickets to the Awards Dinner with Priority Seating
30 second Digital Advertising during Awards Ceremony
Name listed in the Awards Dinner program

Logo recognition during the Awards Ceremony
Full page B&W Ad in the Dinner Program
Full page B&W Ad in OnSite Magazine

GOLD SPONSOR - \$1,000

Two (2) Tickets to the Awards Dinner with Priority Seating
15 second Digital Advertising during Awards Ceremony
Name listed in the Awards Dinner program
Logo recognition during the Awards Ceremony
Full page B&W Ad in the Dinner Program
Full page B&W Ad in OnSite Magazine

WINE PULL SPONSOR - \$750 (LIMIT 1)

Networking opportunity throughout the entire AOE event
Two (2) Tickets to the Awards Dinner with Priority Seating
Your Company Logo on all Wine Pull Bags
Name listed in the Awards Dinner program
Logo recognition during the Awards Ceremony
½ page B&W Ad in the Dinner Program
½ page B&W Ad in OnSite Magazine

SILVER SPONSOR - \$500

One (1) Ticket to the Awards Dinner with Priority Seating
Name listed in the Awards Dinner program
Logo recognition during the Awards Ceremony
½ page B&W Ad in the Dinner Program
¼ page B&W Ad in OnSite Magazine

BRONZE SPONSOR - \$350

Name listed in the Awards Dinner program
Logo recognition during the Awards Ceremony
½ page B&W Ad in the Dinner Program
Recognition as Sponsor in OnSite Magazine

AWARDS OF EXCELLENCE DINNER PROGRAM ADS

FULL PAGE – 4.5" x 7.5" – \$275 • HALF PAGE – 4.5" x 3.5" – \$175

Deadline: Friday, May 20, 2022

Black & White Ads

300 DPI Resolution

JPG Preferred

Name _____ Company _____

Tel # _____ Fax # _____ E-Mail _____

☐ Sponsor Category _____ Amount Enclosed _____

☐ Sponsor Category _____ Amount Enclosed _____

Payment: ☐ Check Enclosed (payable to Metro BCA) ☐ Credit Card ☐ Visa ☐ MasterCard ☐ AMEX

Name on Card _____ Card # _____ Exp.Date _____

Address _____ City _____ State _____ Zip _____

Return to: The Metropolitan Builders & Contractors Association of NJ 39 E. Hanover Ave., Suite C2, Morris Plains, NJ 07950

Tel (973) 887-2888 Fax (973) 887-2926 E-Mail: MemberServices@metrobc.org

SPOTLIGHT ON AOE

Submitted by AOE Co-Chairs Kristie Veri (Cleanscape Construction) and Tammy Murray (Andersen Windows and Doors)

Reporting to you from OnSite's monthly "Spotlight on AOE!" WE are still in full swing and working hard as we approach the finish line. Metropolitan's Awards of Excellence is almost here! The committee and chairs, Kristie Veri and Tammy Murray are working very hard behind the scenes and aim to make the AOE event a memorable one. We continue to work with our judges on the fabulous entries submitted and get prepared to identify the winners in each category. We assure you it's going to be an exciting display of our members work and a variety of special awards.

We continue to encourage you to review the sponsorships opportunities available for the event. We have many of the same sponsorship options available that were offered last year and



Kristie Veri of Cleanscape Construction

have added a few more. Sponsorships are a great opportunity to get in front of our members. This is the BIGGEST event of the year and the most well attended. So what are you waiting for? Sponsorship opportunities are listed on our Metro website (under the Events/Upcoming events/Awards of Excellence Sponsorships) OR can be emailed to you at your request. Reach out if you want to review and determine the right choice to gain exposure for your company.

Lastly, start thinking about who will be attending the event from your organization and purchase your tickets IMMEDIATELY! DO NOT WAIT! Tickets are currently available for purchase but will increase in price on June 1. We also have a special table package you can't pass up. This is the event of the year with a FULL BAR and a dress to impress theme! Can't wait to see you there!



Vernon Tatum of Carolina Blue Painting

"It always seems impossible until it's done."
– Nelson Mandela

You're Invited to...
Metro's 38th Annual Awards of Excellence!

*We are excited to announce that this year there will be an **OPEN BAR** for our guests!*

Date: **Thursday, June 9th**

Time: **6:00 PM**

Place: **Hanover Manor**

Dress: **Formal Evening Attire**

AOE Dinner Ticket: **\$135 per person**

AOE SPECIAL - Buy A Table (8 Seats): **\$1,000**

AOE Sponsorships are also available for purchase.

***Please Note that come June 1st Ticket
Prices will go up to \$150 per person***



PET PHOTO OF THE MONTH

Ollie helping out Miranda...

Silver Hammer Sponsor

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Kenneth J. Fox, AIA 973-970-9355 (office)
Architect #AI-09263 design@foxarch.com



We LISTEN to what you DON'T say!

HOW WOMEN-OWNED AND OPERATED BUSINESSES ARE CHANGING THE REMODELING INDUSTRY! PROFESSIONAL WOMEN IN BUILDING ARE HERE TO HELP THEM

By PWB Chair Linda Garvey of Coppola Brothers, LLC

Women across the country are creating a new kind of culture in the remodeling industry. Women business owners feel changing the company culture is at the forefront of running a successful business. Many women want to add “*enthusiasm*” to their work place environment versus an environment that just cares about the bottom line. Many of these owners want their team to feel uplifted right off the bat with benefits, profit-sharing, and equity after five years. Often women worked at companies where they knew it was a good year because the owner would show up at the end of the year in a new Rolls Royce. The holiday party didn’t change and there were no year-end bonuses. Employees did their job and were grateful for their job, but the profit was the owner and that was that.

Today many women business owners in this arena feel a healthy company culture extends to the way employees treat clients instead of only focusing on the details of the job. Owners take into consideration clients’ emotional needs and comfort – especially safety measures that may be taken for granted without a female perspective. Women are great communicators, with many women making the ultimate decision about their renovation projects, it often helps the client feel more at ease by communicating and visiting with a female at their home. Many female business owners take time to vet their employees, many by doing background checks and calling references to ensure they hire the best they can. It takes extra time, but they feel they are investing in employees for the long haul and longevity of their employment at the company. They also feel providing coaching and programming not only for the company executive team, but also for tradespeople and managers to they can grow their skills; these employees generally stay with the company in the long term.

With more women owners and managers on the construction line, there is a greater need for women support groups within the industry. *The National Association of Home Builders* (NAHB) *Professional Women in Building Council* (PWB) is just one of several groups across the country to address this segment of business owners to address their needs and help them grow. PWB is the voice of women in the building industry, dedicated to promoting industry professionalism and supporting members at the local, state and national levels. Metro’s Executive Team introduced PWB as an option during the summer of 2020, it met with great enthusiasm, but due to the COVID pandemic, it was slow to expand. In January of 2021, Metro’s PWB council was officially born.

It is an exciting time to become part of women in the construction/remodeling and be part of Metro’s PWB Council as they kick off their campaign of “*Refresh, Recharge and Rebuild for 2022*”. PWB is offering more creative, educational and networking opportunities for its members as they host events throughout the year. They are partnering with members from within and outside Metro to sponsor and host these events giving its members greater opportunities to meet and learn from this community. PWB membership is discussed at all Metro New

Member Orientation Programs and meetings to spread the word about their group. If you are a current Metro member and your time doesn’t permit adding another Metro Council meeting to your schedule, have another team member join PWB to enhance your companies profile and move your agenda forward. More details on our Council and others at Metro can be found on the Metro website.

Get involved - Recent studies indicate that women who are members of PWB company earnings for its members **are 22% higher** than those who are not members. PWB members agree that they are more successful business professionals because of the support they receive from peer members. Access to professional development resources, forums that hone leadership skills and national recognition within the largest network of residential construction industry professionals also give them a competitive edge.

As a PWB member at a local level, members can take advantage of programs that are offered at a National level such as the “*Building Women Publication*” published annually and includes relevant and timely editorial that promotes, enhances and supports home building and women within the industry. The publication takes an in-depth look at women in all facets of the residential construction industry and includes features on building trends and products, career and leadership development, new technology, and best practices in business. PWB local council news and at-large members are highlighted and recognized as well.

Nationally, there are Scholarship Awards, Grants and Recognition Programs the NAHB Professional Women in Building/National Housing Endowment scholarships encourages PWB members and women in the industry to further their education, training and professional development in housing industry related programs. These are scholarships are available to qualified applicants. They offer Face-to-Face Events such as The International Builders’ Show (IBS) hosted by NAHB. It is the largest annual light construction show in the world bringing thousands of industry professionals together each year offering members the best opportunity to network and access resources in one location.

Vendor events are an amazing opportunity for businesses, it provides exposure with other participants, forming new relationships and networking opportunities with them. For attendees, a chance to look at the latest options available in the industry.

Each year in September, the NAHB sponsors the *Professional Women in Building Week*. The National Chapter celebrates contributions of women in the residential construction/remodeling industry for a week. Topics vary each year, but the focus continues on women in this industry through education and support. Metro’s PWB Council will be hosting a celebration in September as well that pays tribute to women on the rise in their industry, focus on their struggles, their successes to reach their current status and much more. Metro’s PWB events are open to our general membership and outside guests with refreshments and networking opportunities.

Metro’s PWB Council also likes to give back to the community. At their December 2021 event, they hosted a food drive for a local *Food Pantry* in our area.

Metro’s PWB is helping to change the perceptions and culture of the women in the construction industry with our support and programs. While construction is more open to women now more than ever, the fact remains that only about a tenth of the industry is women (10.9% of women in construction related field; 3.4% in the trades) are working in our arena. *It will take trailblazing women to take the jump that they can do the job and can be as talented craft persons as their male counterparts. These trailblazers can become mentors, leaders and advocates for future women.* Metro’s PWB is here to help all women achieve the respect they deserve and meet their goals!

Professional Women in Building



From High Heels to Hard Hats



NAHB Professional
Women in Building

Professional Women In Building (PWB)
Of Metropolitan Builders & Contractors Association
Of New Jersey

Tuesday, May 24th from 8:30 to 10:00 AM

Location: Blue Ridge Lumber



742 Route 46 East, Kenvil, NJ 07847

Fee: \$25.00

Serving an Assortment of Bagels, Fruit, Water, Coffee and Tea

'Balancing Business Goals with Personal Priorities'

Please join PWB for an informative panel discussion designed to educate small business owners, entrepreneurs and employees on successfully managing the balance between their personal and business financial needs and goals. This high level discussion will address topics ranging from investment & insurance planning, retirement planning needs, tax planning strategies as well as estate and charitable planning.

Panelists Include:



Jennifer Polidori, CRPC, CPFA, ADPA
Merrill Lynch, Senior Financial Advisor



Carrie Ryan
Hanson & Ryan, CEO



Lauren Mechaly
Counsel at Schendk, Price, Smith &
King, LLP

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