

Sixth Annual

WELCOME

to

Women

of the

CONSTRUCTION INDUSTRY

BUILDING A NETWORK TO SUPPORT



AGC
NEW MEXICO

THE CONSTRUCTION ASSOCIATION

WOMEN OF THE CONSTRUCTION INDUSTRY

THANK YOU FOR ATTENDING EVENT PURPOSE

This event focuses on women in the industry who are progressing and finding ways to support each other through mentorship and advocacy. Women make up only 11% of the industry's workforce.

The demand for workers in the A.C.E. industry is currently higher than it has ever been. Filling the gaps, increasing labor, and changing perceptions to make the industry an attractive career option for the entire population is critical. It's not just about gender. It's about company culture, values, and different ways of problem-solving.

EVENT COMMITTEE

- **Felicia McAninch**, Sandia National Laboratories
- **Julie Gibson**, Corbins
- **Janet Jordan**, Richardson and Richardson
- **Margaret Karler**, Miller Bonded
- **Jasmine Casados**, Sandia National Laboratories
- **Myra Villalobos**, Villalobos Builders, LLC



WOMEN OF THE CONSTRUCTION INDUSTRY

WOMEN IN CONSTRUCTION WEEK PROCLAMATION

A special thank you goes to our Governor Michelle Lujan Grisham for the State of New Mexico Proclamation for Women of the Construction Industry Week, Mar. 3rd-9th.



WOMEN OF THE CONSTRUCTION INDUSTRY Featuring Special Guest!

Jenny Kerr Schroen

EMCEE & KEYNOTE SPEAKER

Creative Developer,
Delmarva Veteran Builders,
the author of the book
“Grit Leads to Greatness”



HOW HAVE YOU GOTTEN THROUGH YOUR BIGGEST TRIUMPHS?

Having a team I can rely on to push me and hold me accountable is so important. Listening to others who care about me and know my strengths to challenge me to go beyond myself and my fears.

BEST ADVICE YOU'VE BEEN GIVEN?

Not to lose your spark. When life's stresses seem overwhelming, remember who you are and do not allow those things to diminish your joy.

HOW DO YOU BEST MANAGE YOUR TIME?

I have to have a clear deadline and work back from that. Being creative, it's important to manage my time and leave room for the brainstorming process to develop fully.

MEET THE SPEAKER

Jenny Kerr Schroen grew up in a creative, close-knit family in Northern Kentucky near Cincinnati, Ohio. She attended the University of Kentucky and later pursued graphic design at Flagler College in St. Augustine, Florida.

She reconnected with and married J.D., a widowed college friend, who had four young children. Jenny moved cross-country from California to reside in Salisbury, Maryland, with her new instant family.

She later became the Creative Developer for Delmarva Veteran Builders (DVB), a commercial construction firm. In 2020, she won a MarCom Award, an international creative competition, for developing DVB's ad campaign "Grit Leads to Greatness". In-depth research regarding the power of GRIT and her first-hand view of the workforce shortage inspired Jenny to co-write the children's book, Grit Leads to Greatness, a nod to her own children for persevering through tough times while demonstrating to all people the vital impact construction trades have on the world.

Dr. Deborah Fisher

Retired Engineering Manager Construction



HOW HAVE YOU GOTTEN THROUGH YOUR BIGGEST TRIUMPHS?

Like the "Grit Leads to Greatness" children's book says G-R-I-T !! You gotta have perseverance. What a book!!

WHEN YOU STARTED YOUR JOB OR GOT INTO THE CONSTRUCTION INDUSTRY WHAT DO YOU WISH YOU WOULD HAVE KNOWN?

You're gonna screw up and get yelled at. It comes with the territory. If you accept responsibility for your actions and treat others with respect, they will go the extra mile to help you. You'll live through these times and become better at your craft.

BEST ADVICE YOU'VE BEEN GIVEN?

It was from Dr. Eleanor Baum, a EE who became the first female engineering dean in the country at Cooper Union in New York. She said "Avoid the queen bee syndrome." I also agree with Madeline Albright's (former US Secretary of State) quote "There's a special place in hell for women who don't support one another." We need to be advocating for one another rather than competing. Lift one another up.

HOW DO YOU BEST MANAGE YOUR TIME?

You first have to know what your important life goals are. Covey (from the 1990's) would call them your "big rocks.". You may have heard this called "work: life balance." Women often struggle with this more than men because family obligations are often bigger for us than for men, although it shouldn't be that way. List your 3 or 4 big important goals in life (your big rocks). They will change throughout your life so you may have to reassess every ten years or so. I know at one time, mine was a promotion. Not anymore. Mine are now self-health (mental & physical), family, and mentoring to young girls for our industry. On Sunday night, I list everything tugging at me for my time over the next week and rate them 1s, 2s, and 3s. The 1's get top priority only if they tie to one of my life goals. The 2's are medium sort of tied to my goals and the 3's are unrelated to my goals. Get the 1's done and shoot for a pareto principle 80% of activities completed on the list. That week.

WOMEN OF THE CONSTRUCTION INDUSTRY

Melissa Gomez

Vice President, Estimating and Corporate Support -- JB Henderson Construction



HOW HAVE YOU GOTTEN THROUGH YOUR BIGGEST TRIUMPHS?

I am always cautious of triumphs, always anticipating the descent. Maybe I read too many sagas growing up, but I know life is full of ups and downs. As I grow in my career, I am more focused on allowing myself to celebrate triumphs, but not for too long. A best practice would be to capture each triumph and celebrate, then deconstruct the success and identify the best methods for repeatable results.

WHEN YOU STARTED YOUR JOB OR GOT INTO THE CONSTRUCTION INDUSTRY, WHAT DO YOU WISH YOU HAD KNOWN?

I wish I had known more about the industry in general; it was never something I thought about growing up. Now that I can share the industry with young people, I want to communicate the opportunity and diversity of roles within the industry. When I started, I didn't know the difference between a PM, Estimator, Superintendent, Journeyman, Apprentice, etc. I didn't know what a semiconductor facility was, and I am still only scratching the service of knowing about piping, duct, and architectural systems, and I've been at JBH for 18 years! I also wish I had realized that most of the people I encountered wanted me to succeed and wanted us all to succeed. I am guilty of laser like task focus and wish I would have spent more time learning from those I don't get to see everyday anymore.

BEST ADVICE YOU'VE BEEN GIVEN?

Work hard. I don't know when exactly that advice was given, or even who or where it came from, it may have just been observed in my family and trusted colleagues. I have always believed in hard work and realize that it typically neutralizes gender bias. When you work hard, people respond and if you're lucky match your effort. If they see your engagement, your output, your focus and authenticity, respect usually follows.

HOW DO YOU BEST MANAGE YOUR TIME?

I like routine and usually follow the same wakeup, workout, get ready, work, work, work, eat, serve, wife, mom, all of it structure daily with housekeeping, laundry, softball, meal prep, shopping, and rest on the weekends. I use multiple calendars, electronic and hard copy to keep track of events, my phone's calendar is my best friend. I must write everything down, I set reminders to plan outfits or prompt me to run an errand, make a call, pay a bill etc. Sometimes it's all overwhelming, but a deep breath and internal reset usually work wonders.



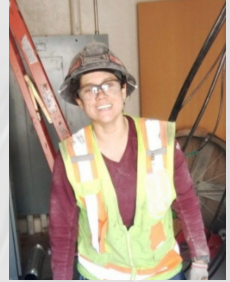
NOTES:

TIPS:

WOMEN OF THE CONSTRUCTION INDUSTRY

Amber Mitchell

Foremen Electrician --
Corbins



HOW HAVE YOU GOTTEN THROUGH YOUR
BIGGEST TRIUMPHS?

Consistency, persistence, a positive attitude, pushing through challenges, and asking many questions.

BEST ADVICE YOU'VE BEEN GIVEN?

Do not allow the stress of the job to follow you home. Keep your home and the job site separate. When you return, those problems will be right where you left them at the job site.

HOW DO YOU BEST MANAGE YOUR TIME?

Preplan in advance and catch these things early to prevent issues in the future. Ask for transparency from my crew. I listen to everyone on my crew for suggestions and review their suggestions before starting the task.



NOTES:

TIPS:

WOMEN OF THE CONSTRUCTION INDUSTRY



BECOME A READER OR A DONOR

AN EPIC ADVENTURE CHILDREN'S BOOK WRITTEN BY
JENNY KERR SCHROEN AND CHRIS ECCLESTON

YOU CAN HELP IGNITE A MOVEMENT TO CHANGE THE WAY THE WORLD SEES THE CONSTRUCTION TRADES.

- Volunteer to read to third grade classrooms around NM with AGC New Mexico
- Donate bundles of books to classrooms so that each student can take home a copy, and share it with their families.
- Purchase your bundle at <https://www.gritleadstogreatness.com/agc/>.
- To participate, contact adminassist@agc-nm.org.

MULTI-TRADE APPRENTICESHIP



CARPENTRY



BRICK MASONRY



CONCRETE FINISHING



GLAZING



LABORER

ABOUT THE AGC NEW MEXICO APPRENTICESHIP PROGRAM

- Program consists of **on-the job training** and classroom related instruction
- Upon completion of the program, graduates receive a **global certification** from the National Center for Construction Education and Research (NCCER)
- Graduates also receive a **Journeyworker** certificate issued by the State of New Mexico
- All first year apprentices receive OSHA 10 and First Aid Training

CONTACT PENNY AT PJONES@AGC-NM.ORG TO LEARN MORE.

THANKS TO OUR GENEROUS SPONSORS

