

# WOMEN

## in CONSTRUCTION

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Deb Cronin, member of  
Carpenters Local 328,  
on site at the Tobin Bridge,  
working on the Chelsea  
Aqueduct project in  
Chelsea, Mass.

HIGH  
PROFILE | **hp**

March 2021  
Annual Supplement

photo by Gary Barbosa



## Bald Hill Builders Salutes Women in the Firm



**Brenda Laurenza**



**Carol Fuller**



**Jess Morrissey**



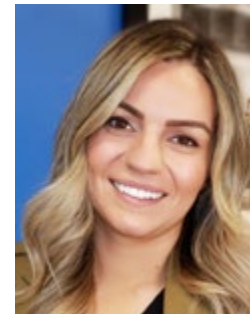
**Melissa Watson**



**Stacy Holyoke**



**Sonja Horrace**



**Lisa Moniz**

At Bald Hill Builders (BHB), our women are the building blocks to our success. We are proud to have such talented individuals representing our business. We understand the importance in creating equal opportunities for both men and women in the construction industry. Thank you to all our hard-working women, we salute you!

**Brenda Laurenza**, president, is a co-founder of BHB. She began her construction career at a young age while assisting her father in the family business with such tasks as cutting tiles and grouting floors. She provides the strategic direction of Bald Hill by identifying new work opportunities, project quality control, operating procedures, recruiting, hiring, and developing philosophies that embody the Bald Hill Builders' company culture.

**Carol Fuller**, director of compliance & inclusion, plays a major role in developing, managing, and providing oversight of our inclusion management program. She strives to meet the City of Boston, Boston Housing Authority, and the community's hiring requirements while implementing strategic diversity standards. She provides oversight on subcontractors' performances against project goals to ensure the proper action is taken and documented.

With 10 years at BHB and over 15 years of combined residential and commercial building experience, **Jess Morrissey**, estimating & operations manager, collaborates with designers to understand the full scope of work to produce detailed and accurate estimates. She performs cost/benefit studies

and provides management services to deliver the maximum value for the established budget.

With years of experience as a construction sales specialist and fieldman, **Melissa Watson**, diversity, equity & inclusion coordinator, has gained much insight and knowledge for maintaining overall project conformance. Her current roles include defining and fostering our company wide culture that values the diversity of talent, ideas, and backgrounds.

Before joining the BHB team in 2013, **Stacy Holyoke**, office manager, executive assistant, VP of operations, was an office administrator to a family-owned HVAC contractor. She holds a proactive and flexible approach to juggling the many different priorities of the business including scheduling, training, events,

project coordination, and much more.

**Sonja Horrace**, financial project coordinator, joined BHB in 2018. Her strong communication skills come into play as she ensures all projects run smoothly with daily tasks such as insurance compliance, contracts, and project accounting. Her infectious smile radiates through our office and all those she encounters.

**Lisa Moniz**, project & marketing coordinator, utilizes her organizational skills to assist project managers on multiple projects at various stages of the construction process. Her degree in marketing is beneficial in promoting the BHB brand across social channels including Facebook, Instagram, and LinkedIn.

*Submitted by Bald Hill Builders*

## WIC Organization Gears Up for 15th Anniversary Event

Women in Construction (WIC), co-founded in 2006 by Barbara Werther, Samek, Werther & Mills, LLC., and Barbara Wagner, Clark Construction Group, LLC., now operates on both the east and west coasts. In 2017, the East Coast group became Women in Construction, Inc. (WIC), a 501(c)(6) nonprofit organization.

WIC hosts its annual conference in October and is gearing up for its 15-year E.P.I.C. (Extraordinary Partners In Construction) anniversary event on Oct. 22 at the Marriott Marquis in Washington, D.C. Although the conference was initially DC-centric, the attendance has expanded to include most of the East Coast and mid-Atlantic areas, with panelists and guests from Boston, Nashville and New Orleans. Proceeds raised at the conference have been donated to mission-aligned groups including the ACE DC Mentor Program and Grace Gold Memorial Scholarship Fund to fund college scholarships for students interested in pursuing a career in architecture, construction or engineering and supporting Hard Hatted Woman, a documentary about women breaking down gender barriers in blue-collar construction. WIC has proudly donated over \$25,000 to ACE DC alone.

The conference was founded as a way to give back and to impart lessons and wisdom to those early in their construction-related careers. The goal



*From the 2018 WIC Conference: (l-r) Back row: Kathy Stnons, BDO; Robyn Stanfield, Envol Construction Consultants, LLC; and Margaret Lucey, Deloitte. Front row: Rashida MacMurray-Abdullah, Wiley Rein; Lisa Mingoia, Skanska USA; Laura Fredricks, 2018 WIC Conference keynote speaker; Iris Pattillo, retired, David Pattillo & Associates; Rivka Bier, BDO; and Barbara Werther, Samek, Werther & Mills, LLC. / Photo courtesy of The Booth*

was to bring people together to discuss important construction-related topics as well as some life-specific matters. WIC's mission to support and advance the careers of women in the build industry has evolved to "take the whole person into account when planning the agenda and identifying topics," said Gayathri Shetty, senior manager at Exponent and 2021 WIC programming co-chair. The organization sends surveys to all conference registrants asking what topics they would like to see the following year, as a way to ensure the audience feels connected. "Our board members represent varied sectors of the construction industry, so we are conscious of current trends and developments in the

industry," explained Shetty.

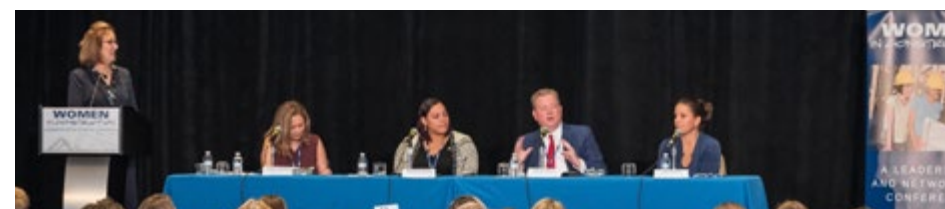
However, what distinguishes this group from many others is the genuine support and friendship among the stakeholders, even those who may be considered competitors. "WIC doesn't just feel like a family, we are a family,"

shared Rivka Bier, tax managing director at BDO and WIC treasurer.

In addition to the annual conference, WIC hosts several smaller events each year, led by the Stewardship Committee. These more intimate gatherings allow conference attendees a chance to network and build relationships in groups of 50 or less. Each March, the Stewardship Committee organizes an in-person or virtual event in celebration of Women's History Month. In 2020, prior to the pandemic, WIC hosted a luncheon and fishbowl-format program in Chevy Chase, Md.

The leadership, programming and networking aspects of the conference are integral to today's female construction professional. "By maintaining a moderate cost of registration, we're more affordable than most conferences. We work hard to ensure accessibility for all," shared Lisa Mingoia, corporate counsel at Skanska USA Building and WIC vice president.

*Submitted by Women in Construction*



*How to Build Your "A" Team panel session at the 2019 WIC Conference: (l-r) Moderator Lynn Stith Bennett of Coakley & Williams Construction, and panelists Rosana Barkawi, USDA Forest Service; Monique Holley, Clark Construction Group; Adrian D'Arcy, Shields Mott; and Jennifer Rizzotti, GW Women's Basketball / Photo courtesy of Stewart Image*