



Professional Women in Construction Trade Show & Recruitment Fair score an industry hit

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Excitement. Upbeat spirit. Contagious energy. B-to-B interaction. Enthusiasm. These words and phrases describe the environment industry trade shows aspire to but few attain. Yet they were used repeatedly by exhibitors and participants offering congratulations to The BIG Show, the mega Trade Show and Professional Recruitment Fair presented by Professional Women in Construction on October 17th at the Digital Sandbox in New York City.

Lenore Janis, president of PWC, and Gwendolyn Colbert Kushner, board member/trade show chair, knew that expanding PWC's annual Trade Fair and combining it with the organization's first ever Professional Recruitment Fair was a risk. They also knew they had something special to offer. Happily, all the elements came together in a big way.

"Our exhibitors represent an extremely diverse mix of product vendors and service providers positioned right next to the giants of the industry and the major public agencies," said Janis.

"The business to business marketing that is always buzzing at PWC events is heightened. And having the Trade Show and the Recruitment Fair adjacent is generating even more traffic," said Colbert Kushner.

"Everybody's here!" said an enthusiastic exhibitor, Lina Gottesman, president of Altus Metal & Marble Maintenance and PWC vice president.

William Brody, vice president, Ibex Construction, was similarly pleased. "We couldn't be in a better place. We're with the crÃ"me de la crÃ"me of NYC construction companies. PWC has done an amazing job of creating an opportunity to network with our peers as well as everyone involved in the industry. They've created a real 'happening.'"

"The traffic here is excellent. The space is open, easy to maneuver, bright, and the ambience is setting the upbeat tone," said Bill Morelli, executive vice president with Homeland Safety Consultants, Inc.

Frank Pampalone, AIA, director of design, Wal-Mart Stores, Inc., said, "This is a great opportunity for Wal-Mart to offer information on opportunities for small, women and minority-owned businesses. In addition, because of our commitment to sustainability, we are meeting other companies here that are developing green solutions...perhaps leading to collaboration on future projects."

Reviews from the adjacent Recruitment Fair were also raves: Nicole Holmes of the NYC School Construction Authority said, "We've seen several potential very high caliber candidates." Noting that most recruitment fairs take place at colleges, she added, "PWC knew exactly the kind of people we are looking for-this recruitment fair was geared to our industry."

A job seeker agreed. "This is the first job fair that focused on A&E and construction. I appreciate having the opportunities I'm looking for concentrated in one place."

High marks for the quality of the candidate pool was granted by many government agency and

company representatives including Sean Thomas, lead recruiter for the WTCC site, PANYNJ; Judith Peters of NYSDOT; Deborah Rosenberg, Greenman-Pedersen, Inc.; Jennifer Bakker, Turner Construction Company; Lori Weitowitz, Skanska USA Building, Inc.; and Lynnete Walker, NYC Department of Buildings. Sydney Koerner, SPHR, VP human resources, STV, Inc. summed it up: "There's been an excellent response to the Recruitment Fair. It has brought people out in architecture and engineering as well as construction professionals. These are good candidates, everyone from college students to people with 20 years experience. I'm not aware of anything else in construction quite like this."

Carolyn Mandaro, a recruiter with Tishman Construction Co. said, "The turnout is very good. It's a very well-planned and organized event."

Donna Potorti, PE, BCEE, associate vice president with DMJM Harris, said, "We have a booth at the Trade Show and one at the Recruitment Fair. To have everyone under one roof is great for us.

Where can PWC go from here? "Next year, we'll be back big time," said Colbert Kushner.

Event sponsors were: ACB Architects & Planners PC; Hugh L. Carey Battery Park City Authority; IBEX Construction; DMJM Harris; Port Authority of NY & NJ; R. S. Knapp Co., Inc.; Skanska USA Building, Inc.; STV, Inc.; Tishman Construction Corporation; Turner Construction Company; and Wal-Mart Realty.

For more information about PWC and future events, call 212.486.7745 or visit www.pwcusa.org.

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