



## **PWC seminar helps businesses launch, grow and get certified; Double-header event held on March 12th**

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On March 12th, Professional Women in Construction (PWC) presented a double-header, combining its Continuing Ed program with its Mentorship Series through a Small Business/Entrepreneurial Seminar. Dale Bernstein, founder of unCommon Human Resources, offered in-depth information on starting and running a small business. Traci Wheelwright, certification manager, Port Authority of NY & NJ (PANYNJ), gave a detailed presentation on how to get certified as a woman, minority, disadvantaged, small business enterprise (W/M/D/SBE) to qualify for participation goals. A lively Q + A session followed. Barbara Armand, president of Armand Corp., moderated. Nancy Czesak of Tishman Construction, an AECOM Company, and Arianna Frankl, Esq., Cole Schotz, organized the morning program held at the General Society in New York City.

Bernstein covered all relevant topics including human resources - "the critical underpinning of everything else" - staffing, the best interview questions, tell-tale give-aways that a job candidate won't work; legal issues; setting the tone for your company culture; diversity; and networking. "The best networkers give more than they get," she said.

She concluded with a discussion on working with partners and how to protect yourself under the special circumstances of partnering with your spouse.

Wheelwright said there are strong incentives to gaining certification with the PANYNJ, noting the agency's goal of 12% to M/W/D/SBEs or the potential for \$4.7 billion over the course of the next 10 years.

She covered all aspects of the complex process from the need to do the research to make sure you meet the requirements before applying to the substantial rewards of certification.

"Certification is powerful - you will miss out on opportunities if you don't become certified," she said. Some of the major benefits are: participation in set-asides; ability to waive bonding and insurance requirements; semi-monthly payments; 10% discounts; and access to online directories.

Connie Zambianchi, P.E., Materials Testing Group, came to learn how to better "balance the science and the business side."

Sara Jazayeri, AIA, Studio 360, said, "In architecture school you learn how to build a building, not how to make or manage money."

Newell Chavis with Risk Strategies, said, "I work with a lot of start-ups, small CMs. I'm interested in different approaches."

A new PWC member, Regina Smith, president of Blooni Designs + Contracting, came to "learn how to maneuver and navigate as a woman in this industry." She said, "Dale's presentation highlighted some new aspects of human resources that I need to look into some more."

Michelle Gall, with the Blue Book and a business development consultant, said, "This was extremely informative and detailed. The certification process can be confusing, Traci did a great job explaining

the steps."

This was the third visit for Maria Clara, Amarillo Stone Corp., who said, "I invited two colleagues because I knew we'd be welcomed, informed and guided by professionals."

Iris Shemesh, AIA, agreed praising the "very genuine personal connection the speakers made with the audience."

For information on PWC and upcoming programs visit [www.pwcusa.org/ny](http://www.pwcusa.org/ny). To register, contact: 212.486-7745 or email [pwc@pwcusa.org](mailto:pwc@pwcusa.org).

Shown in the front row (from left) are: Czesak; Jewrel Tomlinson, PANYNJ; Wheelwright; Bernstein; Armand; and Perumal Mudaliar, MAB Construction. Shown in the middle row (from left) are: Frankl; Zambianchi; Isaac Washington, MTA Bridges & Tunnels; Jazayeri; Angelica Tripodianos; and Clara. Shown in the top row (from left) are: Chavis; Smith; Thomas Tripodianos, Welby, Brady, Greenblatt; Shemesh; Heather Fraser, Martinez + Johnson; Mary Rasure, Tishman, an AECOM Co.

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