



## **2022 Women in Construction: Traci Rivera-Renna, Traci's Permits**

March 22, 2022 - Spotlights



Name: Traci Rivera-Renna

Title: Owner

Company Name: Traci's Permits

What was your greatest professional achievement or most notable project in the last 12 months?

While the world has had many changes so have I as a person and a female business owner in construction. Last March I was diagnosed with breast cancer and after many challenges it is safe to say I beat it. After being hit with questioning ones' mortality I knew I would need to help others with an impact. Which brings me to my most notable professional achievement. I have helped other women dealing with breast cancer that have needed my services and donated myself as well as found others in my industry to assist. I have even gone one step further and have had a few clients donate the balances owed to Traci's Permits to an organization in Suffolk County dear to my heart. The foundation is run by Patti Kozlowski and is North Shore Breast Cancer Coalition. All the funds raised stay here in Suffolk County and assist with everything dealing with breast cancer not limited to just food, house cleaning or a hair piece. I have found a way to incorporate my business and giving back.

Why should women consider a career in construction?

Woman should consider a career in construction because I feel it's one of the very few fields that are still dominated by men. There are many areas of construction that woman have not even played a role in yet and that needs to change. Now is the time with all the changes and movements taking place. No time is better than now.

Starting out in the construction business, who or what empowered you?

Rosie the Riveter has always been an icon for me and once I deemed my path in life in the work force she has been an even stronger role model for woman.

Who within your own firm has helped you succeed within the construction industry?

My assistant (and daughter) has been a true inspiration and gift on keeping it raw, and authentic in the business that we do. She always manages to bring me back down to keeping the human side in business very much alive and not allowing me to just chase the dollar.

What advice would you offer to other women getting into the construction industry?

Just do it! Woman are stronger than they know and need to voice themselves in today's construction industry. The days of just being the secretary or order taker are over. Be the movement!

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540