



## **Colbert Kushner helps make PWC's northeast region trade show and recruitment fair a success**

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Recently PWC hosted its biggest ever northeast region trade show coupled with its first-ever professional recruitment fair. The pairing of the two events in adjacent spaces at the Digital Sandbox, 55 Broad St., proved to be a great success that was applauded by visitors and exhibitors. Credit goes in large part to pioneer PWC member and current PWC board member and consultant, Gwendolyn Colbert Kushner. As PWC president Lenore Janis said, "It was Gwen's brainchild. We knew it was an ambitious plan and a great risk for PWC, but we also knew that Gwen would settle for nothing less than total success."

Colbert Kushner is no stranger to risk-taking. She is the woman who single-handedly created, implemented and ran the MTA's first and still exemplary contract compliance program. She next served as corporate director of EEO for the Health and Hospitals Corp. of the City of New York and as assistant commissioner - Community Development Agency of New York.

In 2003, she upped her involvement with PWC and has been an integral part of the management team ever since. She took on the 2007 trade show and recruitment fair challenge because she knew that, as she said, "The time was right for PWC to go the distance, to do something bigger, better and more inclusive than ever before."

Colbert Kushner first assembled a committee composed of PWC's best and brightest members to navigate the waters. The diverse committee echoed the membership of PWC, ranging from owners of small and mid-sized women and minority-owned businesses to representatives from giant conglomerates.

Praise for her efforts has been pouring in. Said Anthony Peterson of Battery Park City Authority, an exhibitor and sponsor at the event, "Gwen did an outstanding job organizing the PWC trade show. She promised to fill the exhibit room and she did - creating an excellent business-to-business marketing experience for participants. The recruitment fair was a positive added attraction. Without her, the event would not have been the tremendous success that it was."

Another exhibitor, Lina Gottesman, president of Altus Metal & Marble Maintenance, said, "Gwen's drive, creativity and leadership put PWC's 2007 Trade Show over the top. Her outreach efforts continue to assist many small, woman & minority-owned firms, which in turn helps PWC create a stronger base.'

Kudos about the recruitment fair came from Sydney Koerner, SPHR, vice president of human resources, STV, Inc. who noted the high caliber of candidates, "everyone from recent grads to seasoned pros. I'm not aware of any other event quite like this that is able to attract construction professionals."

What's next? "The 2007 holiday dinner dance, an event -packed 2008 and a trade show and recruitment fair that exceeds this one!" said Colbert Kushner.

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