



2026 Member Spotlight & Council Updates

A Message from the Chair

As we move through another exciting year for Professional Women in Building, I'm continually reminded that the true strength of our council lies in our members, the leaders, educators, advocates, and professionals who are making an impact every day across our industry and our communities.

One of our goals this year is to keep our council more connected and informed about the incredible work happening within our network. From national leadership appointments to educational initiatives and community-focused events, our members are creating meaningful momentum not only for themselves, but for women in construction as a whole.

This newsletter is one way we celebrate and support each other, by sharing accomplishments, amplifying opportunities, and encouraging engagement across our PWB community. When one member succeeds, we all move forward together.

I encourage you to stay involved, support fellow members, attend events, and continue lifting each other up. The impact of this council is built by each of you.

With pride and gratitude,

Julie McKeon

Chair, Professional Women in Building (PWB)

Member Accomplishments & Updates

Geraldine Smith

We are incredibly proud to celebrate the continued leadership and national impact of Geraldine Smith, whose dedication to the industry and to PWB continues to elevate women in construction across the country.

Highlights:

- Reappointed to the National PWB Board and National Remodelers Council Board
- Serving as Membership Subcommittee Chair (National Remodelers Council)
- Serving as Vice Chair, PWB Professional Development Subcommittee
- Appointed NJ Builder Delegate to the National Leadership Council
- Co-leading a Shop Talk session at IBS PWB Headquarters:
“How Women Can Pivot from One Career to Another within the Construction Industry”
- Member of the IBS Education Subcommittee, helping shape national conference programming
- Honored as Metro Builders Association 2025 Builder of the Year

Geraldine’s leadership continues to open doors and create pathways for women across all stages of their construction careers.

Tez Roro

Tez continues to bring meaningful conversations and education to our community through her event series focused on real-life challenges professionals face.

Upcoming Event:

The Balancing Act: Sandwich Generation Realities & Assisted Living — Part 3

This session explores the realities of supporting both aging parents and growing families while managing careers and personal wellbeing, an increasingly relevant topic for many professionals.

Members can learn more or register here:

<https://www.eventbrite.com/e/the-balancing-act-sandwich-generation-realities-assisted-living-part-3-tickets-1977768136737?aff=oddtcreator>

We encourage our PWB community to support and attend this important conversation.

Erin Hoffman

Erin continues to expand her impact through educational speaking focused on financial empowerment for business owners.

Current Initiatives:

- Educational speaking on financial literacy for business owners
- Guidance on growth readiness and scaling strategy
- Education on exit planning and long-term business value
- Helping owners reduce stress through strategic financial planning

Erin’s work supports one of the most critical areas for women-owned businesses, financial clarity, stability, and sustainable growth.

Martha Mistretta

Martha continues to contribute her expertise and leadership through industry organizations and educational initiatives that support construction professionals.

Current Involvement & Upcoming Events:

- Active member of WIC (Women in Construction) and serves on the HUB International internal committee
- Supporting upcoming WIC Week webinars, including a colleague presentation on Friday, March 6
- Teaching a METRO educational session: **Crash Course on Bonds**
 - Pastrami House, Morristown
 - March 12

Martha's work helps bring important risk, insurance, and bonding education directly to our Metro community while strengthening connections across industry organizations.

Supporting Our Members

One of the goals of our PWB council is to ensure our members feel seen, supported, and celebrated. When our members host events, speak, publish, or lead initiatives, we encourage everyone to:

- Attend or share member events
- Engage with their professional work
- Refer business opportunities
- Amplify achievements on social media
- Celebrate milestones together

Our strength is in our network, and the more we lift each other up, the stronger our industry becomes.

Share Your Updates

If you have:

- Awards
- Speaking engagements
- Promotions

- Events
- Certifications
- Community initiatives
- Business milestones

Please share them so we can highlight you in upcoming newsletters and across our PWB channels!

Together, we continue building, not only structures and businesses, but pathways for women in our industry.