



**Metro's Professional Women  
in Building (PWB)  
November 2024 Newsletter**  
"Women in Construction ... You Betcha!"



***NAHB PWB 2023 Small Council of the Year Recipients!***

**Message from Metro's PWB Committee Council Chair Linda Garvey:**

**The Holiday Season** is quickly approaching and Metro's 2024 PWB events are winding down until 2025. It has been a wonderful year of growth, achievements and tremendous support from the women and men of Metro; especially with our PWB members.

As many of you know, I have elected to step down as Metro's PWB Council Chair after serving for the past three years effective December 31, 2024. It has truly been my honor to chair this council and lead the amazing individuals who are members. I have grown through this process and formed deep friendships which I am extremely grateful for. I wanted to thank my employer, Frank Coppola for giving me the opportunity to serve and support me with this effort. Thank Michele Leppard, Metro's EO for giving me the freedom to take the council in the direction I thought was best for the council and supporting me every step of the way, there are many others at Metro who have supported me as well, I am very grateful for that. Big special thank you to Kristie Veri and Tammy Murray for your unwavering support of me over the years, I really appreciated it and value our friendship!

I will pass the "baton" to Julie Stilo of Stilo Disposal, LLC who will put her flare and style to the program while I am a member at large helping to support the new Sponsorship/Scholarship Program and the NJBA ABC Convention effort. I will a member of two HBA's now, with our company's headquarters in Florida, I am a member of Gold Coast Builders Association (GCBA) and their PWB. I am here to support both Metro and GCBA PWB's however they need me to. THANK YOU to you all. One more Newsletter coming in December, stay tuned!

I wanted to take a moment to say a SPECIAL thank the Metro PWB Council for the beautiful memory book with photos and quotes from my team about my time as Chair, I am deeply touched by the gift and the comments made. I am looking forward to using the Fourchette Cheese Shop Gift Card you presented to me as well. Thank you Geraldine Smith for coordinating this effort!



# Recap the milestones for the year 2024, for Metro's PWB:

## January:

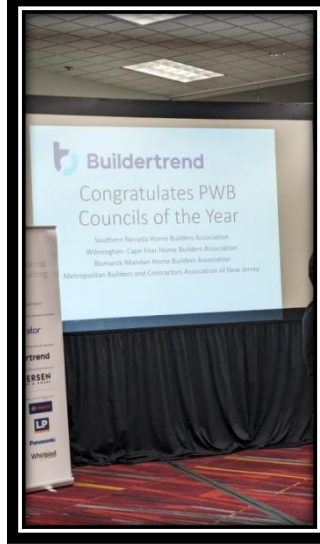
- PWB member, Kristie Veri of Cleanscape Construction took over as Metro's President.
- Three (3) other Metro PWB members were on the Executive Committee:
  - Geraldine Smith, All Inclusive Construction (First Vice President)
  - Tammy Murray, Andersen Windows & Doors (First VP Associate Affairs) – Award Winner too!
  - Linda Garvey, Coppola Brothers LLC (Vice President Secretary)



- The Council celebrated its third year being chartered.

## February:

- At the International Builders Show (IBS), Metro's PWB Council was announced the winner of **NAHB PWB's 2023 Small Council of the Year Award** recipients.
- Geraldine Smith, All Inclusive Construction, was installed as a **NAHB PWB Trustee**.



## March:

- NJBA Atlantic City Builders Convention – Metro's PWB and Shore's PWB collaborated on a powerful program with strong women in our industry called **"Leadership, Confidence and the Opportunities for Women in Building"** with great success.



**April:**

- Many of us went to Career Fairs and participated in an array of panel discussions discussing the career opportunities in the building industry for both young men and women today. Sharing with them that is “OK to go into Building”.



**May:**

- Completed the details on the **Metro PWB 2025 Sponsorship/Scholarship Program** raising funds for council endeavors and a scholarship for a graduating female senior to assist in a career entering the building industry. [Become a 2025 PWB Sponsor - Dec 1, 2024 \(metrobc.org\)](https://www.metrobca.org)
- Metro worked with BANJ and the Bergen County Workforce Development Agency to host a program talking about career pivoting and what lead them to consider a career in the trades and construction. Kristie Veri and other members of Metro and BANJ were on the panel to share their stories and address questions from the audience. Linda Garvey briefly spoke about what PWB is and what opportunities there are available for women today in our industry.



**June:**

- Several of New Jersey’s HBA’s attended the NAHB Spring Leadership Conference in Washington DC where we had the opportunity to meet with some our state legislators about issues the building industry continues to face.
- Did a trial with a local Girl Scout Troop, talking to them about careers in construction, doing a project out of wood and nails, and reading them the book “The House She Built” showing young girls in traditionally male roles. Our sponsors were Blue Ridge Lumber, Andersen Windows & Doors and Coppola Brothers LLC.



**September:**

- Celebrated **NAHB PWB “Women in Building Week”** by highlighting each of our members on Metro’s Social Media with a photo and a bit about them.
- Metro’s PWB worked with GPS Plumbing Supply to host the General Membership Meeting with an “Oktoberfest”.



- Launched Metro **PWB 2025 Sponsorship/Scholarship Program**. Julie Stilo and Linda Garvey made a video about the program.

**October:**

- PWB member, Tez Roro of Keller Williams Suburban Realty, spoke at the Sales and Marketing Breakfast about Networking.

**November:**

- Invited Metro’s Sales and Marketing Council to our November meeting. Once again, we continued our tradition and mission of collecting food for the Interfaith Food Pantry in Morris County. Thank you to all who donated food in 2024!



**December:**

- PWB member, **Geraldine Smith**, All Inclusive Construction is **Metro’s President Elect** for 2025, installation December 5<sup>th</sup> (*Pending approval on November 21, 2024 from membership*).
- Metro PWB wishes **Kristie Veri, Tammy Murray and Linda Garvey** luck as they move on from Metro Executive Board positions.
- All of these women are highlighted in this newsletter; to learn more about them, continue to read further in this Newsletter!

*Last PWB Event of 2024!*

Metro’s PWB hosted its last PWB event for 2024 on November 12<sup>th</sup> at Seasons 52 in Parsippany. This was a joint effort between PWB and Metro’s Sales and Marketing (SMC) Council. Together, they hosted a Food Drive to help those in need at the Interfaith Food Pantry in Morris Plains. Celebrated Linda Garvey’s three years as Metro PWB Council Chair which she will be stepping down from effective December 31, 2024.



*Our Metro PWB Team Members who were at our event!!!!*

*Let's Celebrate New Incoming Metro President - Geraldine Smith, and Outgoing Executive Team PWB Members!*



*Geraldine Smith, Owner*

**All Inclusive Construction & Building LLC**

Geraldine Smith is the owner of All Inclusive Construction & Building LLC, located in Branchburg, NJ. Geraldine spent 15 years in Human Resources at two different Fortune 500 companies

and earned her MBA before deciding it was time for a change. She partnered with someone and helped grow a small “handyman” business into a flourishing company doing ground up builds, additions, complete renovations, and so much more – as she says they really

are “All Inclusive”! When the partnership ended in 2019, Geraldine took the reins of the company and immersed herself in the business as much as possible.

This changed included a lot of networking, joining NJBA & Metro BCA and working with 2 other women members to form the Professional Women in Building Council for Metro. She then moved over to co-chair the Remodelers Council for Metro in 2022. Geraldine was elected as Metro's Treasurer in 2023, and in 2024 is currently serving as Metro's First Vice President. She also became the builder delegate to represent NJBA on the NAHB Leadership Council and is an NAHB PWB Trustee. Geraldine feels that her HR experience has helped her because one of the most important factors in succeeding in any role in any industry is about creating and cultivating relationships,

whether that is with customers, vendors, employees, association members, designers and everyone else we interact with!

Geraldine was one of the original founding members of Metro's Professional Women in Building (PWB) Council's. PWB is one of the NAHB's national councils and is here to support and educate women in the construction industry.





*Kristie Veri*

**Cleanscape Construction**

Kristie Veri is the co-founder of Cleanscape Construction, a leading general contracting, building, and maintenance company serving New Jersey since 2006. Headquartered in Bergen County, N.J., Cleanscape is a certified Minority and Women-Owned Business Enterprise (MWBE) specializing in both commercial and residential construction, with a strong portfolio in new builds and renovations.



Currently, Kristie serves as President of the Metropolitan Builders & Contractors Association of New Jersey. She is also a member of the New Jersey Builders Association (NJBA) board, trustee for the Builders Political Action Committee, and Secretary of NJBA. As a committed advocate for women in the industry, she is a key leader with the Professional Women in Building (PWB) council at Metropolitan. Kristie’s industry achievements include the Outstanding Industry Contribution Award and Remodeler of the Year. In 2024, Cleanscape was featured in the *Architectural Digest* and awarded the 2024 “Best Kitchen under \$100,000” Honorable Mention by Kitchen & Bath Design News magazine in the 9th Annual Kitchen & Bath Design Award contest!

Kristie made history as the first certified minority woman builder (WMBE) to lead her association as president. Her tenure has been transformative, marked by successful Sales and Marketing events, impactful joint association initiatives, and collaborations that have furthered the mission of PWB. She has co-pioneered first-ever PWB seminar at the Builder Convention, recognition for excellence in leadership, and expanded access to advanced industry education, including NAHB courses.

A champion for diversity, equality, and inclusion in the construction industry, Kristie is dedicated to fostering a culture where everyone thrives. She believes a well-rounded, inclusive environment is essential to the industry’s continued success and growth.

“Behind every great leader, at the base of every great tale of success, you will find an indispensable circle of trusted advisors, mentors, and colleagues” [GRACIOUSQUOTES.COM](https://www.graciousquotes.com)





*Tammy Murray*

**Andersen Windows & Doors**



Tammy has been employed by Andersen Corporation, the leading manufacturer of windows and doors in North America for slightly over 11 years in various roles. In Tammy's current role, she is an Area Sales Manager in Philadelphia & Southern Pennsylvania. Tammy's primary responsibility is to lead a team of sales professionals to excellence by increasing Andersen's market share.

Prior to Andersen, Tammy was employed by an Award-Winning rep agency on the decorative side of the building products industry for 7 years. Tammy sold decorative plumbing, door hardware, and other products to independent dealers and Ferguson NJ locations.

Outside of Andersen, Tammy is passionate about our industry. Tammy serves as 1<sup>st</sup> Associate Vice President of her local builders' association (Metropolitan Builders Association of New Jersey) [Metro], Alternate Director of her state builders association (New Jersey Builder's Association) as well as representing Andersen at the national level as a member of the Leading Suppliers Council & the National Workforce Development initiative focused on Historically Black Colleges for the National Association of Home Builders (NAHB).



One of Tammy's highlights this past year was the opportunity to participate in Career Day at her alma mater, Union Catholic Regional High School in NJ. Several ambassadors of our local HBA, Metro, participated with her. Together they were able to represent a wide variety of careers in construction. Workforce development is an important conversation at all levels to bring awareness to our industry. Tammy participated in workshops this Spring at IBS in Las Vegas & in an industry panel this fall in Washington DC w/NAHB Student Chapters for Cohort 2 of Workforce Development focused on Historically Black Colleges.

Tammy was also instrumental in being one of Metro's PWB sponsors for the Girl Scouts of America trial the council did for "The House She Built" merit badge program. She provided the books and the patches for each girl to receive.

Tammy is also a wife, a mom, enjoys entertaining, cooking, spending time with her family and her dog Bryce. Outside of Tammy's professional life, she serves both as a Steward and Treasurer of the Women's Missionary Society for her church, Ebenezer AME Church in Rahway, NJ.

Tammy is honored and humbled to be a Professional Women in Building Member and looks forward to collaborating and grateful for the opportunity to share her journey.



*Linda Garvey*

**Coppola Brothers LLC**



Linda grew up in Morris County, NJ; attended Northeastern University in Boston, Massachusetts received Bachelor of Science in Business Administration, concentration in Marketing/Management. She has worked for three Fortune 500 Companies (Exxon Chemical Company, Pitney Bowes and AT&T) in Human Resources, Outside Sales/Account Management and Marketing. She and her husband Bob live in Hunterdon County where they have been raising three now college age sons. While raising her children she was an active band parent, boys fencing team coach/parent liaison, and a volunteer in Boys Scouts of America for 12 years serving as a Den Leader and the Troop Secretary (all three of her sons are Eagle Scouts). While raising her children, Linda was also an Elder Care Giver and Medical Advocate for her parents for 13 years. She is a Clarinetist in the Blawenburg Band and on the Grants & Fundraising Committee.



Linda has been with Coppola Brothers LLC, remodelers in residential/historic renovations, since 2019, she is part of the executive team. Linda has been a Metro member since August of 2020 and involved when Metro Professional Women in Building (PWB) since it started. Ran Metro's Grillin'/Chillin' event twice. Has been Chair of Metro's PWB for the past three years. PWB councils are nationally recognized through the National Association of Home Builders (NAHB) with PWB chapters across the Country. Metro's PWB Council is dedicated to supporting the professional development of women in the construction industry. Linda was instrumental in leading *Metro's PWB Council to receive the National Association of Home Builders (NAHB) 2023 Small Council of the Year Award!* Currently serving as Metro VP-Secretary on the Executive Committee.

Linda's passion for supporting women in the building has grown significantly. The women, men too, that she has met through PWB have helped guide her career and education in the industry. She is a strong proponent of Metro's PWB as well as at a National level (NAHB PWB).

Linda and some Metro PWB members partnered with Shore Builders PWB to design/implement a program for the NJBA Atlantic City Builder Convention in March 2024, "*Leadership, Confidence and the Opportunities for Women in Building*". Successful, returning in 2025.



Most recent accomplishment was launching the *Metro PWB 2025 Sponsorship/Scholarship Program* allotting funds for local PWB endeavors and funds to award a scholarship to a young female entering the building industry.

Linda will continue her membership with Metro and Metro PWB; with Coppola Brothers LLL corporately located in FL, she is now a member of Gold Coast Builders Association (GCBA) and their PWB.



*From Metro's PWB Council, HAPPY THANKSGIVING 2024!*



### Metro's PWB Council Mission Statement:

Our council's vision is to offer women in the construction industry peer-to-peer interactions by participating in community events and offering educational forums. Our objective is to encourage women members to actively participate in association activities, cultivate relationships through networking, build resources from groups within and outside of Metro, be a resource to young women interested in this field and offer *SUPPORT* to one another! *We are here for YOU!*

If you have any questions, please contact Linda Garvey, Metro's PWB Council Chair at:

[L.Garvey@CoppolaBrothersLLC.com](mailto:L.Garvey@CoppolaBrothersLLC.com) or (908) 347-2482

### Links:

[Home - Metropolitan Builders & Contractors Association of New Jersey \(metrobc.org\)](http://metrobc.org)

[Event List | Metropolitan Builders & Contractors Association of New Jersey \(metrobc.org\)](http://metrobc.org)

[Professional Women in Building - Metropolitan Builders & Contractors Association of New Jersey \(metrobc.org\)](http://metrobc.org)

[Why Professional Women in Building? - NAHB](http://naahb.org)

Regards, Linda Garvey, Coppola Brothers LLC – Executive Officer, Metro's PWB Council Chair,  
Metro Executive Officer – VP – Secretary