

2024 Pacific Fall Conference

Santa Clara, California

Building Brilliance

Women crafting the future of Construction through Innovation

November 7-9-2024

Held at the Delta by Marriott Santa Clara.

Empowering Women in Construction: Insights from the Pacific Northwest Fall Conference. The PNF conference was a pivotal event for networking, learning, and empowerment. We started the conference Thursday with a tour of TriCore Panels. The NAWIC group greeted by Misha Homara, CEO, TriCore Panels. A second-generation leader, Misha applies her media studies background to drive innovation and growth. She gave the group a detailed tour, an explanation, with a live demo of her machines customizing the panels. We then were able to use her products, and each attendee made their own picture frames learning how to manipulate the metal into a picture frame. The firsthand learning experience was a fun opportunity while experiencing a women owned business in the Silicon Valley. The day consisted of TriCore Panel tour, attendee registration, First Timer's meeting that outlined what to expect. The night finished with a great welcome party led by our Fall Conference Board of Directors followed by dinner and music.

Saturday was a wonderful day packed with Speakers such as Misha Homara, CEO, TriCore Panels, Heather Hooper, executive director, The Sharks Foundation, and Harbir Kaur Bhatia, CEO, Silicon Valley Central Chamber of Commerce. These women discussed the topic of power of community. Speaking of how the power of community shaped their career journeys and gave examples of that journey and how it was instrumental in their success. I had the honor to moderate this specific panel. This was a highlight of the conference for me to share the stage with such impactful women making a difference in their communities.

We also heard from Dr. Kellie McElhaney, Women in Leadership: Myths, Reality, and tools. Yuhi Aizawa Combatti – Director of Workforce and Community Development AGCC – Associated General Contractors California, building your network, bridging the generational differences. Rosedin, with Phillip Browning, Extreme Ownership, How U.S. Navy SEALs lead and win. Upcoming trends/Emerging Tech Panel, Marcela Guevara – LEED AP BD +C, DBIA – VDC Manager Hensel Phelps, Dr. Tessa Lau – CEO, Dusty Robotics, Shangling YIN, Co-Founder & CTO, Inspectmind AI.

Key take aways.

- Bridging the generational differences
- Pay attention to belonging. Belonging vs. exclusion
- Construction is a Career not a job`

- Women in leadership
- Building your network
- Extreme ownership
- Lead. Inspire. Build

One of the best quotes from the conference -

- The only meaningful measure for a leader is whether a team succeeds or fails.

A resolute team of leaders and volunteers carefully crafted this conference. I was happy to be on the planning committee and learned from this experience. We hosted educational sessions, leadership workshops, and networking events, every element designed to help all the attendees rise together, growing not just as individuals but as a united NAWIC community.