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**PITTSBURGH / PA / USA**



**METALCON**  
A FUTURE BUILT BY HAND

**FOR IMMEDIATE RELEASE**

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## **Women in Construction at METALCON 2019**

*Featuring Women in Metal and Roofing Panel Presentation*

**(Newton, Mass.,– Sept. 25, 2019)** [METALCON 2019](#), the metal construction industry's largest international event for metal construction products, technologies and solutions, is featuring an interactive panel presentation by leading women in the metal and roofing industries on Wednesday, Oct. 16 at 1.00 p.m., at Pittsburgh's David L. Lawrence Convention Center.

Presenting [How Women Are Changing the Face of Roofing & Steel](#), a diverse group of women industry experts representing the Association of Women in the Metal Industries (AWMI) and National Women in Roofing (NWIR), will talk about how women professional associations are making a difference when it comes to professionalism, business success and thought leadership in the traditionally male dominated metal and roofing industries. Panelists will also address how to build and grow a business based on diversity and inclusion, and how to attract and retain great talent.

Heidi Ellsworth, co-founder of NWIR, partner at RoofersCoffeeShop® and owner of HJE Consulting will moderate the all-women panel—a mix of manufacturers and contractors—including Jill Buckley, PPG Industrial Coatings; Renee Ramey, The Metal Roofing Alliance (MRA); Deana Lecy, North American Steel Alliance; Sonya Malvick, AWMI; and LeeAnn Slattery, ATAS International, Inc.

Presenters will share their own personal journeys; discuss the benefits of professional association involvement to both individuals and their companies; cover diversity in recruitment practices and how to recruit more women; detail trends with women in metal, women in roofing and women in metal roofing; discuss positive changes since stigmas of the past and what work still needs to be done; and address why companies should support women professional associations in metal and roofing. The audience is invited to participate in this highly interactive Q & A format. With the need for labor at an all-time high, this is a critical discussion for today's recruitment strategies.

"We are excited to be part of the movement to help support and advance the careers of women in construction," said METALCON Show Director, Claire Kilcoyne. "AWMI and NWIR strive to bring the industry to a new level of excellence by supporting and promoting the contributions of women as an essential component to the future of the industry."

AWMI is an international, professional organization dedicated to promoting and supporting the advancement of women in the metal industries by enhancing members' skills and experience, addressing challenges confronting the industry, and promoting members' career growth with the ultimate goal of increasing the number of women employed in the metal industries. NWIR is a volunteer-based organization with 1,200 members and 30 local counsels nationwide, and it is built upon four pillars—networking, mentoring, education and recruitment.

(more)

“Women in this industry need to have their voices heard, and METALCON provides an excellent opportunity to bring these women together,” said Ellsworth. “If we want to recruit women, we have to be active in the industry, be out there and be visible.”

“Companies getting involved through sponsorship and participation of their industry’s women professional associations are empowering women,” continued Ellsworth. “As a result, companies are seeing key results in recruiting quality talent, and enhancing their corporate brand and culture. There is an incredible return on investment (ROI) for those companies supporting women’s involvement in associations and the industry overall at all levels.”

Ellsworth knows all about the ROI. RoofersCoffeeShop, a women-owned business, is known as the place where roofing professionals meet for technology, information and everyday business, with more than 14,000 website visitors each month.

**About METALCON:**

Established in 1991, METALCON is the largest international event in the metal construction industry. Unique in both its service and show management to this industry, METALCON is the only annual tradeshow and conference devoted entirely to the application of metal in industrial, institutional, light commercial and residential projects. Its success is based on three key components: education, exhibits and interactive, learning opportunities. METALCON is produced by PSMJ Resources, Inc., and sponsored by The Metal Construction Association. This three-day event takes place at the David L. Lawrence Convention Center, 1000 Ft. Duquesne Blvd., Pittsburgh, PA 15222. This is the event’s first time in Pittsburgh. For more information, visit [www.metalcon.com](http://www.metalcon.com).

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