



Mechanical Contractors Association
of British Columbia

302- 1275 West 6th Avenue, Vancouver, BC,
V6H 1A6

Office 604-205-5058
Email info@mcabc.org
Website www.mcabc.org

Media Release

New Partnership Supports the Success of Women, specifically in the Mechanical Trades

VANCOUVER, BC: April 12, 2023: A first-of-its-kind partnership has been created between the Mechanical Contractors Association of British Columbia (MCABC) and She Summits, an organization that empowers and supports the personal development of women.

Representing 10 of the province's construction trades, MCABC is committed to driving diversity and encouraging equity workplaces in the mechanical contracting industry. Women are underrepresented in the industry and those who do enter the construction trades often find themselves the only woman among many men.

"This partnership couldn't come at a better time. The industry is striving to attract more women into the mechanical contracting trades, which offer fulfilling and rewarding careers" said Kim Barbero, CEO of MCABC. "Companies that care about the wellbeing of their employees beyond the job site will have a hiring advantage. She Summits is a community that connects women with other women outside of the workplace. It recognizes that personal development and connection with one another carries over and helps women thrive in their careers. "

The She Summits partnership augments another platform important to MCABC as part of its commitment to strengthening the profile of underrepresented groups in the industry. MCABC members also have access to Women in Mechanical Construction (WiMC), a national forum that helps women in the mechanical contracting industry build long and successful careers.

For their part, She Summits offers women tools to build real connections with other female-identifying members— something that's often lacking in male-dominated industries.

"We're honoured to support the women of MCABC and the companies they work for," say She Summits Co-Founders Danielle Leroux and Laura van der Veer. "We know that meeting women where they're at and sharing their stories has the power to ignite a spark within. When your female employees are empowered and engaged, your whole organization wins — increased staff retention, loyalty, and profitability."

As a part of the partnership's launch, MCABC has extended one six-month complimentary



membership to each of its contractor members to give to an employee. Additionally, all MCABC members will receive a preferred partnership rate with She Summits through 2024.

For Kim Barbero, this is a win for both businesses and their employees, “She Summit’s programming helps companies empower and engage their female staff, which improves employee wellbeing and loyalty.”

Both organizations know that positive action will come from this partnership, including at the MCABC Business Conference this June. Leroux noted that, “We hope to meet some of the women in person on June 14th, when we’ll be leading a hike in Whistler as part of MCABC’s Business Conference.”

The MCABC Annual Business Conference in Whistler, June 14 – 16, has a powerful line up of women advocating for women, such as Jodi Huettner, Founder of Helga Wear, and Kate Campbell, known for her participation in the show Holmes on Homes.

Media Contact:

Kate Wensel, Manager, Marketing & Communications, MCABC: 604-205-5058 ext. 3309

About MCABC:

Since 1905 we have represented the mechanical contracting industry in B.C. We are the connection to industry excellence, delivering education and professional development programs and services that enable high standards of professional practice and business growth for mechanical contractors and their sub-trades. Through advocacy and strong industry partnerships, we influence policy discussion and development in a multi-faceted sector that comprises construction’s largest representative group in new construction and within the built environment. MCABC also represents suppliers and affiliates associated with the mechanical trades and maintains strong alliances with manufacturers to the industry.