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# Jen Silver



## Mike Merrill:

Hello, and welcome to the Mobile Workforce Podcast. I'm your host, Mike Merrill and today we are sitting down to record episode number two with Jen Silver. Jen is the President of Roofing Utah, Inc. A complete roofing operation in Utah and also a Co-founder of Women Owned Businesses of Northern Utah, who are fierce advocates for Utah women business owners. Welcome back Jen, excited to have another great conversation.

## Jen Silver:

Me as well. Thanks for having me.

## Mike Merrill:

Awesome. Well, today we're going to speak about something a little bit different. We're going to talk about the impact that women are having in construction and how we can expand the number of women that are involved and plugging in and helping companies not only adopt to technological challenges and needs, but also how do we recruit younger women to get them into the trades and to help serve our industry like we know that they have the ability to do. So excited for the conversation today, Jen.

## Jen Silver:

Well, great. I am too. So it's a very interesting conversation to have when you're talking about incorporating women into an industry that's been predominantly men or male dominated, whichever you'd like to use. There's a lot of gender barriers there. I can tell you from personal experience that some of the challenges I faced were around making sure that I had my product knowledge down, because the amount of times that I get quizzed about silly things that I know a man would not ask another man who was a roofing company owner, happens and it happened often. And I just had to know that that was going to be kind of a test that I had to pass in order to be accepted.

Now, does it happen anymore? No. I've pushed through that and hopefully I've pushed through that for a lot of other women as well that they can see that, yeah, just because a woman maybe doesn't go up and carry shingles up a ladder, or maybe she's not up swinging a hammer per se, it doesn't mean that she can't get on a roof or doing an inspection and know what every single quality assurance point is, know what a proper installation looks like and hold people accountable to that. I can surround myself with experts in areas that I may not be an expert in and have the confidence to know that the products that we're putting on are exactly the way that they should be in order for me to be able to warranty them the way that I do.

I think a lot of women don't know where to start, right? Like how do you bridge into an industry like that, that's been predominantly male and not have to go into a typical woman role like a secretary or an office administrator. Women are incredibly successful in construction sales because women bring a different level of business to a male dominated industry.

Men tend, okay, I want to make sure not all men are the same, but men tend to be driven by competition and action. And women tend to be driven by contribution and relationship. And when you have all four of those in an industry it's balanced, but when you don't, there can be some major challenges that happen. And so introducing women into key roles of management and training and sales and ownership can really drive a different result in your business especially when it comes to taking care of your customers and long-term relationships that you may develop.

## Mike Merrill:

Yeah. You said a lot there that I think is not to be overlooked. We've had a lot of those conversations on this podcast. I know we have Women in Construction Month going on right now and we have organizations, I know you're involved in Women in Roofing, and NAWIC is another organization. We've had a lot of guests