



PRO New England's Women in Remodeling Event 2021 **November 16, 2021**

Speaker Information

About Erika...

Erika Mosse passionately believes in the importance of bringing more women, especially women leaders, into the remodeling industry and is inspired by her work toward that goal. She has more than 20 years of experience as a speaker, journalist, and advocate for small businesses. Mosse has been the recipient of numerous honors, including eight Jesse H. Neal awards, widely considered the Pulitzer Prize of business media. Prior to joining *Pro Remodeler*, she was editorial director for *Pool & Spa News*, a media brand serving the swimming pool construction market.



Program Presentation

After a terrible tragedy in 2019, Erika Mosse was left feeling that her life had no purpose. Struggling to find a path forward, she realized that a lack of clearly defined personal values was making her journey even more difficult. Are there any core beliefs that can stand after everything else has fallen? Mosse set out to answer that question, arriving at a sort of personal mission statement that today serves as her North Star. These values were instrumental in helping her decide how to structure the rest of her life. In this dynamic presentation, Mosse reveals the steps she took to find her true personal values. She also profiles three remodelers who have incorporated their own core beliefs into company values that inspire their teams and promote authenticity and excellence in the industry.