



JADA CHASE, (above and inset right), is blazing a trail in the construction industry. (OPN)

**I**N THE DYNAMIC world of entrepreneurship, breaking barriers is not simply a feat but a testament of resilience, determination and unwavering passion. Every year on March 8, as we celebrate International Women's Day, the onus is on us all to shine the spotlight on the trailblazers who defy stereotypes and carve their own paths, especially in male-dominated industries.

Meet Jada Chase, a visionary entrepreneur in the construction industry who, under SHEHAUL Construction Inc., stands out through her mission to reshape the landscape of construction with her innovative approach and unwavering commitment to self-development and excellence.

Jada's journey into the world of construction was not conventional. Growing up she was intrigued by interior design and had a love for art at a young age. She said, "I truly loved art and design since primary school, but there was always scepticism in the back of my family's mind, with doubt about it being a viable career path. As I transitioned to secondary school, I was still captivated by my love for art, and I focused on subjects such as technical drawing, woodwork and metal work with the aim of becoming an architect. My next step then took a twist, and I began studying land surveying when I began tertiary education at the Barbados Community College. However, I soon recognised the scientific aspect of the course was simply too challenging and eventually switched majors to study management. However, my love for the industry did not wane."

For Jada, she was surrounded by family who ventured into the construction sector – from freighting to renovating and building guard walls. This meant that regardless of educational background, there was always an opportunity to ask questions and learn from the expertise of those closest to her.

With the love of the construction sector still weighing heavily on her mind, Jada then began a job at Marshall Trading – a company where people can acquire all their construction needs and where she had an opportunity to continue gaining knowledge and expertise on all things construction. However, this still was not enough to fulfill her passion. "At work, I would admire the truck drivers, the contractors, tradesmen, and in my mind, I wanted to be out on the road, at the sites, doing all that they did and were a part of. This passion kept me

constantly asking questions and networking, determined that eventually I would make my mark as a leader in the industry with gender never being thought of as a barrier to success. In January of 2022 there was a significant breakthrough where I received the confirmation that I needed to take the plunge directly into the frying pan and SHEHAUL Construction was in the works with full steam ahead."

Armed with an associate degree in management and currently in her final semester studying HR Management at the University of the West Indies, 26-year-old Jada is soon on her way to celebrating two years as the founder of SHEHAUL Construction Inc. With a mission statement of "Opportunity lies where the problem resides", Jada recognises that the industry is changing and that for the construction industry to progress, leaders of today must be open to inclusion, which welcomes tech adoption and alternative methods for project delivery. "We women represent a small percentage of the construction workforce. In the field, that statistic has an even starker contrast. As for every 100 men on the jobsite, there is only one woman. It must be recognised though, that the women who do go to work in construction every day, regardless of the role or trade we possess, do so with drive and vision for a more diverse and inclusive workforce."

While the transition to entrepreneurship was riddled with challenges and fear, the mission for Jada remains, being dedicated to constantly doing research, asking questions, determined to prove that gender should never be a barrier to success.

The two-year anniversary of SHEHAUL Construction Inc. will be celebrated on March 22 and for Jada, while there have been challenges, there are many achievements which she remains proud of. "I started the company with one jackhammer compressor, which is the reason for the construction lady with the jackhammer that I trademarked, and a 1990 Isuzu mini dump truck, which, after saving and reinvesting, allowed me to obtain three more compressors, freighting equipment, skid steer, roller and excavators. Most excitingly, I am most proud of the structures I have completed, some contracted by the National Housing Corporation for their Hurricane Elsa programme, and the opportunity to be a sponsor for the National Peace Programme where I

• Continued on next page.

## Jada's haul of fame



**Invest In Women:  
Accelerate Progress  
#InspireInclusion**



JADA CHASE with one of the vehicles from her fleet, and sales representative Jermin Pope from Incshape. (OPN)

## Sky is her limit

• From Page 4.

Caribbean, I am the first one in Barbados, and I do know that there are a few [women] who are interested in urology and took me as an example and asked my opinion on how they can move forward," said Dr Bellamy regarding younger women entering the specific field.

One of the themes for this year's International Women's Day is **Inspire Inclusion** and encourages us to ensure all women are celebrated, as you never know who may need some encouragement. You never know which young girl will need to see a role model succeed because it can never be said enough that representation matters.

"I think that everything is celebrated, and women carry a lot of responsibility in society that is not even mentioned, and that goes from the housewife and mother to women who manage demanding careers and women who balance both. I think that recognition of women in that realm is important and empowering to other women who may feel like they are the only ones struggling," remarked Dr Bellamy on the importance of International Women's Day.

She added, "If I don't listen to other women who are doing the exact same thing as me, then you feel like you're alone. But if you listen to other women, you realise that 'I'm not struggling with the kids alone, I'm not balancing alone, I don't feel like crying at night sometimes alone, other people feel like that. I think that recognising and bringing women who have achieved to the forefront helps empower women.'"

The next step for Dr Bellamy is a one-year fellowship in andrology, a specialty dealing with the male reproductive system, so even with her eyes towards the future, she still has the best interest of Barbadian men at heart.

## Still a lot to learn

• From Page 5.

get to give back and inspire others from all generations, acknowledging the love and support I had all my life from my family." Through these successes, Jada remains confident that every challenge is simply an opportunity to defy expectations and showcase her capabilities, regardless of the scepticism.

For Jada, success in the construction industry is not only about breaking glass ceilings but more about building bridges, forging connections and ultimately fostering a culture and community of inclusivity within the construction industry. She said, "There is still a lot to learn

and there is no denying that men are needed in the industry. However, there is still a lot of doubt surrounding women being a significant part of the sector. To achieve this, there must be a commitment to avoiding condescending comments of women in construction and more mentorship to better impact women within and outside of the industry."

In the male-dominated industry of construction, Jada's presence serves as a powerful reminder of the limitless potential that exists when mental and societal barriers are dismantled and opportunities are made accessible to all. There is no doubt that it had to be difficult facing discrimination, bias and adversity because of age and gender, constantly having to prove herself

time and time again. Yet, through the obstacles, there is no watering down her passion, as the mission remains to pave the way for future generations of women.

As we celebrate International Women's Day, Jada's story stands out as an inspiration and a reminder of the importance of perseverance, courage and unwavering belief in oneself.

As we reflect on her journey and that of countless women like her who are reshaping the industry and defying expectations, let us all be inspired to stand up, speak out and break down barriers wherever they may exist. "If not given the opportunity, create the opportunity." Through this, we can build a future where every woman can leave her mark on the world. (DT)



Happy International Women's Day

Today, we celebrate the extraordinary women of the Barbados Olympic Association Inc., whose relentless dedication fuels the fire of sporting excellence.

Your hard work sets the standard, inspiring athletes and enthusiasts alike. Your contributions are invaluable, and your efforts are deeply appreciated. On this International Women's Day, let's honour your commitment and applaud the remarkable impact you make in the world of sports.

