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## **2025 Women in Construction: Kris Dargenio, QA+M Architecture**

February 28, 2025 - Spotlights



Kris Dargenio  
Director of Marketing

What is one project or achievement in your career that you are most proud of, and how did it impact your organization or community? I am super proud of the Plainville PumpkinFest, an annual event that I, and a group of friends began (on a whim) a decade ago. Using all of my years of marketing expertise to convince the town manager that this is exactly what our town needed, paid off! Not only does this event bring people downtown to experience our unique restaurants & businesses but it has also donated \$80,000 to local charities. Ten years later, the PumpkinFest has grown into an exciting event filled with food trucks, vendors, live entertainment, a kid's parade, and the scariest haunted house ever!

Who or what has inspired you most in your career, and what advice would you share with the next generation of women entering the A/E/C industry? A dear friend of mine, Helen Bergenty, who recently passed at the age of 94, was a huge inspiration to me in both my career and personal life. For 20+ years, she taught me all she knew about marketing, advertising and different ways to raise funds for charities. She pitched her ideas to many of her friends who owned businesses in the industry. Helen's favorite saying was "You'll never know if you don't ask!" So, to the next generation of women entering this industry, especially in marketing, my advice would be: Ask lots of questions, be open-minded & forward-thinking, just like Helen!

What's your favorite way to recharge or get inspired outside of work? I love volunteering at non-profit organizations, hoping to make a difference in the lives of others.

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