

Builder/Architect

Women in Construction

Celebrating women's contribution
to the building industry in the
Greater Toronto Area



LISA MIO



GILDA BREDA



CAREY MUDFORD



GINA CODY



LYNN SPARLING



THE WOMEN OF
DIRECT ENERGY



ANNA CARNOVALE



MICKEY CANNONE



DARLENE FRASER

Stepping Out of the Box

By Marylene Vestergom



PHOTOS BY GILBERT BENAMOU (G PHOTOGRAPHY)

Careers are developed over time, and for some, a chance meeting can set one's course in a different direction.

For Gilda Breda, her fate was cast when she and her husband bought an exclusive lot from Carlo Rinomato, President of Generation Homes. "We decided to build on our own, and through this process, Carlo introduced us to some of his trades and the relationship grew from there."

Breda had spent her career in litigation until about five years ago when she made the transition to Director of Operations for Generation Homes, working alongside the innovative and creative builder Carlo Rinomato.

As Director of Operations, Breda oversees the day-to-day business activities of this thriving company. "I guess one way to sum it up is I handle everything from start to finish. For example, when the agreement of purchase and sale is signed with the real estate agent and it lands on my desk, I start the ball rolling. I'm also involved with every homeowner pertaining to the selection and construction of their home. And I also have all the trades people reporting under me. The role is diverse, but it provides a great overview of the industry and it really complements my background. You're always dealing with lawyers on a regular basis and professionals from engineers to architects, as well as various municipalities. So having



this protocol experience in litigation comes in handy.

"What I love the best about the business is the fact that you're giving people a dream, from seeing their house being built from the ground up and then seeing their reaction when they walk into their custom-built home

A dream can only be fulfilled
when you have
the right people around you.

In the case of Generation Homes,
Gilda Breda has made
this dream come true.



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GENERATION



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for the first time. I think that's the most gratifying part of it all."

The long hours and demanding pressures of her position can sometimes mean time away from home base and from her children, but Breda has mastered the juggling act and has enjoyed the personal rewards she receives by putting her own personal stamp on the Generation Homes portfolio. Breda has recently expanded her role by participating in the land development aspect of the business. "You cannot help but become passionate about your work when you're intimately involved brokering your next big land deal."

For Breda, working for Generation Homes is also about helping Rinomato stake out new ground.

"First of all, one thing is clear: Generation Homes is not your typical builder," says Breda. "Through our partnership, we allow every homeowner to make modifications on their homes to suit their needs. Small changes are sometimes necessary to fit the homeowners' design style and we're always happy to help them out. We also pride ourselves of having unique designs, and that's what sets us apart. We are not your typical developer and that speaks volumes to the vision that is very much at the heart of Generation Homes — Carlo Rinomato. He's known as a trend leader when it comes to developing and building homes. After all, he was one of the first builders in Toronto to build loft homes."

Never one to miss out on an opportunity, today Generation Homes has been focusing their attention exclusively towards the mountaintop of Mont

Blanc and surroundings in the Laurentian Mountains.

This spring Rinomato and his team began the process of building a unique series of glass houses on 1-acre lots.

These homes will not only embrace the breathtaking landscape high on top of Mont Blanc, but they will provide one-of-a-kind views that Rinomato himself will guarantee as he site inspects your home's position.

"This project is just so breathtaking. It's not a normal subdivision footprint. The unique nature of this project will be unmatched the world over. This is a testament not only to the vision of Rinomato, but also to his sheer love of Canada and the majestic landscape it has to offer."

For Breda, working with a creative spirit like Rinomato at times may be difficult to harness. But the business needs innovators, a person who not only dreams but also makes these dreams attainable.

"I love my job. In this business, it's tough being different, but we've managed to carve out our own niche, and our uniqueness is our strength. Wait until you see what's coming next!"

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