

Influential Women Spotlights Linda Blanchard: Building A True Legacy Of Safety And Opportunity In Commercial Roofing

CEDAR SPRINGS, MI, UNITED STATES,
September 16, 2026 /

EINPresswire.com/ -- A Four-Decade Career Rooted in Education, Resilience, Innovation, and a Commitment to Helping Others Succeed

Cedar Springs, Michigan – For more than four decades, Linda Blanchard has built a remarkable career in the commercial roofing and construction industry, transforming a family business into a nationally recognized organization while becoming a powerful advocate for safety, education, mentorship, and women's leadership. Based in Cedar Springs, Linda serves as CEO of Thermal-Tec Roofing, overseeing the company's operational and financial functions and helping guide its continued growth in a complex and highly competitive industry.



Linda's journey into construction was not originally part of her plan. She had envisioned becoming a teacher and pursued higher education at Michigan State University, earning bachelor's degrees in Fisheries and Wildlife and Education. However, her professional path took an unexpected turn when she began working alongside her father and brother in the family business. More than 35 years ago, Linda and her brother purchased Thermal-Tec Roofing, beginning a new chapter that would ultimately transform the company and shape her own career.

What began as a small insulation and window company developed under their leadership into one of the Midwest's premier commercial and industrial roofing firms. Today, Thermal-Tec specializes in metal roof restoration and repair throughout the region and across states east of

the Mississippi River. The company has grown into a multimillion-dollar organization with approximately 70 employees and more than \$20 million in annual sales.

For Linda, however, the numbers tell only part of the story. Her career has been defined just as much by the people she has worked with, the lessons she has learned, and the culture she has helped establish. Safety, education, accountability, and continuous improvement have remained central to the company's development.

One of Thermal-Tec's most significant accomplishments has been its exceptional safety record. The company has received numerous accolades for workplace safety, including recognition as the top-ranked contractor for safety performance among thousands of contractors nationwide. For Linda, safety is not simply a requirement of doing business; it is a fundamental responsibility to every employee who comes to work each day.

As CEO, Linda oversees a broad range of responsibilities, including business administration, financial operations, employee relations, multi-state licensing, and nationally recognized safety programs. Her contractor's licenses across numerous states have supported Thermal-Tec's ability to operate across a wide geographic footprint, while her involvement in leading industry organizations has kept her connected to evolving standards and best practices.

Linda's professional affiliations include the National Association of Women in Contracting (NAWIC), the National Roofing Contractors Association (NRCA), the National Safety Council, and Associated Builders and Contractors (ABC). Through these organizations and other community commitments, she has continued to contribute to the industries and communities she serves.

Success Built on Faith, Education, and Family

When Linda reflects on the foundation of her success, she points to several principles: faith, hard work, education, and family.

Linda has always believed strongly in lifelong learning. Education, in her view, does not end when someone receives a diploma. It is an ongoing process that can involve formal education, reading, gaining hands-on experience, asking questions, listening to others, and remaining open to new ideas.

That philosophy has been especially important throughout Linda's career because she entered an industry that was traditionally dominated by men and required her to continually develop new knowledge and skills. Rather than allowing unfamiliar situations to discourage her, she approached them as opportunities to learn and grow.

Her family has remained equally important. Linda has been married for 40 years and is the mother of two children, who have spouses of their own, as well as the proud grandmother of four beautiful grandchildren. She views her family as one of the greatest blessings in her life.

Balancing family and an executive career has required effort, sacrifice, and careful prioritization. Linda believes that women can have fulfilling professional and personal lives, but that doing so does not mean achieving perfection in every role at every moment.

For her, success is about balance and recognizing that circumstances change. There are times when work requires greater attention and other times when family must take priority. What matters is making the best decisions possible in each season of life and understanding that doing one's best is enough.

Resilience as a Woman in a Male-Dominated Industry

One of the most influential pieces of advice Linda received came from her father, who started the business with Linda and her brother. His message was simple and direct: "Don't let the bastards bring you down."

For Linda, those words became a reminder that adversity is inevitable, particularly for women working in traditionally male-dominated industries. There would be skepticism, difficult personalities, challenging situations, and moments when others might underestimate her. The answer, however, was never to allow those experiences to determine her confidence or her direction.

Instead, Linda learned to remain steadfast.

Over the years, she also discovered that resilience does not necessarily have to be forceful or confrontational. One of the most influential examples she witnessed was a highly successful businesswoman who handled difficult situations with remarkable poise, kindness, and professionalism.

That experience reinforced Linda's belief that strength and grace can coexist. A leader can be authoritative while still being compassionate. Confidence does not require arrogance, and resilience does not require hostility.

This philosophy has become a defining element of Linda's leadership style. She believes in leading with authority while treating people with kindness and respect. For Linda, those qualities are not contradictory. In fact, they can reinforce one another.

Encouraging Women to Lead Authentically

Mentorship has become one of Linda's most meaningful professional passions. Having spent decades building a career in construction and commercial roofing, she understands the unique challenges women may encounter when entering industries where they have historically been underrepresented.

Her message to young women is straightforward: embrace who you are.

Linda does not believe women need to adopt someone else's definition of leadership to succeed. Instead, she encourages women to identify their own strengths, trust their instincts, develop confidence, and lead authentically.

Women can bring different perspectives to decision-making, team dynamics, communication, problem-solving, and organizational culture. Linda sees those differences as valuable assets rather than weaknesses.

Her advice is to remain confident in one's intelligence, kindness, determination, and ability to lead. She encourages women to take calculated risks, move beyond their comfort zones, and refuse to let fear dictate their choices.

Throughout her own career, Linda has demonstrated that leadership does not have to follow a single formula. Her experience has shown that authenticity, perseverance, empathy, and innovation can be powerful tools in industries where traditional leadership models may have looked very different.

She hopes the next generation of women will recognize that there is room for them in every field, including construction, roofing, contracting, and executive leadership.

Embracing Technology and the Future of Construction

Like virtually every modern industry, construction is entering a period of technological change. For Linda, one of the most significant developments is the growing role of artificial intelligence.

While the trades may not face the same concerns about AI directly replacing jobs that some other industries face, Linda recognizes that AI and emerging technologies will influence how companies operate.

The opportunity is significant. Businesses can potentially use AI to improve efficiency, strengthen marketing, streamline communication, organize information, and support decision-making. Technology can help organizations work smarter while allowing employees to focus more attention on areas where human judgment, expertise, and relationships remain essential.

At the same time, Linda believes innovation must be accompanied by responsibility. Businesses need to understand both the benefits and risks associated with new technologies and consider how they affect employees, customers, and communities.

Rather than approaching AI with fear, Linda believes the better approach is awareness and thoughtful implementation. Technology should be used as a tool to create meaningful value, not simply adopted because it is new.

For an industry built on decades of craftsmanship and practical experience, Linda sees technology as an opportunity to complement human expertise rather than replace the qualities

that make the trades valuable.

Leadership Grounded in Caring

At the heart of Linda's professional and personal philosophy are faith, love, family, health, and a genuine culture of caring.

She believes health provides the foundation for everything else, while faith and family provide grounding and perspective. In the workplace, those values translate into a leadership approach that emphasizes both accountability and compassion.

One of Linda's most important leadership lessons is that people need to feel valued.

Listening can be just as important as speaking. Taking the time to understand employees, recognizing their contributions, and demonstrating that they matter can create stronger relationships and a healthier organizational culture.

Linda believes leadership is ultimately about people. Business success matters, but so does the environment in which that success is achieved. A company can pursue ambitious goals while still treating employees with dignity, respect, and consideration.

That philosophy has helped shape the culture at Thermal-Tec and remains an important part of Linda's approach as CEO.

A Legacy Still Being Written

Now having reached 65, Linda has a perspective shaped by decades of experience, including successes, mistakes, uncertainty, challenges, and unexpected opportunities. Rather than wishing away the difficult moments, she sees them as part of the journey that helped make her who she is today.

Her career demonstrates the power of remaining open to change. The young woman who originally intended to become a teacher ultimately found herself leading a major commercial roofing company. The transition was not necessarily planned, but it became an opportunity to build something meaningful.

Today, Linda can look back with considerable pride at what she and her family have accomplished. Thermal-Tec's growth, its safety achievements, its employees, and its reputation within the industry represent decades of dedication and hard work.

Yet Linda does not view her accomplishments as the end of the story.

She remains focused on learning, mentoring, serving her community, and helping prepare the next generation of leaders. Her commitment to organizations such as NAWIC, NRCA, the National Safety Council, and ABC reflects her desire to remain engaged with the industries and

causes that have played such an important role throughout her life.

Her community involvement has also extended beyond construction. Linda has served in significant leadership roles within healthcare organizations, including long-term financial oversight for Spectrum Health boards, further demonstrating the breadth of her commitment to service and responsible leadership.

As she looks toward the future, Linda's priorities remain remarkably consistent: continue learning, continue growing, support her family, contribute to her community, and help others recognize their own potential.

Her story is ultimately one of transformation—from working in a family business to becoming the CEO of a nationally recognized commercial roofing organization; from aspiring teacher to lifelong educator; and from entering a male-dominated industry to becoming a mentor and example for women seeking leadership opportunities.

After more than 40 years in business, Linda Blanchard's legacy is not defined solely by the company she helped build. It is also reflected in the people she has encouraged, the employees whose safety she has prioritized, the young women she has mentored, and the communities she has served.

For Linda, true success means continuing to become the best version of herself while helping others do the same. Her career is a testament to the enduring value of education, resilience, authenticity, family, and caring leadership—and a reminder that the most meaningful professional journeys are not always the ones that begin according to plan.

Learn More about Linda Blanchard:

Through her Influential Women profile, <https://influentialwomen.com/connect/linda-blanchard> or through Thermal Tec Roofing, <https://www.thermal-tec.com/>

Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

Editorial Team
Influential Women
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/942700913>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.