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Kara Habrock, 38 L.G. Roloff Construction

As vice president and general manager of L.G. Roloff Construction, Kara Habrock has helped increase the company's revenue by 44 percent since 1999, resulting in the creation of 30 jobs.

H a b r o c k joined the family company at a time of critical transition from an all-union to a non-union labor force. She played a mediating role as employees chose to discontinue union involvement. This change helped reduce employee turnover by more than 75 percent.

The company now has more than 80 employees, and Habrock — the majority shareholder of L.G. Roloff — is proud of the family-oriented company culture that she said maintains employee loyalty in a normally volatile construction market. Habrock works to provide on-the-job training, opportunity for advancement, and adequate pay and benefits for her employees.



Habrock

Habrock said the biggest challenge she has faced has been achieving credibility as a woman business leader in a male-

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dominated field. To face the challenge, she worked hard to build the respect she needed to work effectively in the construction business. She said listening to those with experience

with humility and respect helped her gain confidence and the business savvy to know when things need to change.

In 2004, Habrock was appointed by Mayor Mike Fahey to chair the Road Construction Task Force, a group working to improve road construction in Omaha. In 2006, she was appointed vice chairman of the Associated General Contractors labor relations committee.

Nominated by Jack Struyk

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