



## Pacific American Lumber

NATASCHA ROBLEE

### *Architectural Specifications Superstar*

*Serving customers and community organizations with quality materials and heart for 14 years.*

**What unique challenges have you faced and overcome as a woman in construction?** You have to work harder to gain the trust of men who have been doing this for years, especially when you're telling them about new products and ways of doing things. However, once you show them that you understand what you're doing, you're able to earn their trust and respect in a way that helps build really strong working relationships.

**Which projects or accomplishments are you particularly proud of?** My first big project was Kukuiula on Kauai, where we provided several thousand square feet of decking. Being involved from the beginning of design and presenting options all the way through to bringing in the materials and seeing the finished project was very cool.

**How do you and your company support diversity and inclusion within the construction industry?** The NAWIC Hawaii chapter is full of strong, successful women. Many of us are able to connect and support each other in different ways — as moms, wives, business owners, and those shifting careers. It's really special to be part of a group that truly cares and cheers for each other.

PHOTO: AARON K. YOSHINO