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ELIZABETH ROSIN

CEO, Rosin Preservation LLC



Responsibilities: Rosin Preservation assists historic building owners and communities with rehabilitation strategies and design direction to maintain their unique historic character. Rosin, who founded the company in 2006, oversees growth as well as sales and marketing. She also manages the finances.

Turning point: Rosin said a turning point in her career was when her company was asked to assist in preparing historic tax credit applications for the Empire State Building and several other projects in New York.

"It made me realize that our team was as experienced and skilled as anyone else in the country to work on projects of this type, and it was time to harness our knowledge to pursue work in a larger arena," Rosin said.

Motivation: "I like solving problems, and that is the crux of my job. It's about figuring out how the square peg can fit into a round hole. How can we help a community use its existing building stock to create economic synergy and vitality? How can we help a developer achieve their vision for an adaptive reuse/rehabilitation project while preserving historic fabric that is important to a larger community? My most rewarding days are when I see a building that had been derelict transformed and celebrated as a magnificent and vital new space."

Greatest challenge: "Many of the projects we work on involve federal and state historic tax credits. Both programs were threatened this past legislative session. Because this was something out of my direct control, I did what I could, which was get involved with lobbying and educating our elected officials so that they understood why these programs were important to their constituents and the communities in the districts they represent. The outcome was significantly better than it could have been."

Little-known fact: Rosin loves to explore new recipes with her husband in the kitchen.

"I like to cook fresh, flavorful and veggie-centric. My husband and I shop City Market almost every week and I build a menu from whatever is in season. We do a really excellent chicken shawarma, a Balinese roast pork and my favorite — paella on the grill."

— Traci Badalucco