



LUZCO TECHNOLOGIES, LLC (MBE/WBE)



LUZCO Serves as Role Model for Hispanic Women Seeking Careers as Electrical Engineers

Resilience, dependability, integrity and hard work. These qualities are what Luzco Technologies, LLC founder Lusnail Haberberger attributes to the success of her company. Haberberger is an electrical engineer by trade and holds her master's degree in business administration. "Getting my degree sparked the entrepreneurial spirit in me," she said, but it was when she was working for Ameren as an electrical engineer that she realized the industry had a need for a more diverse and skilled workforce.

Luzco is both Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) certified. "The process was lengthy. It took time to learn about all the documents and to read and compile everything," Haberberger said. Business Diversity Development (BDD) at St. Louis Lambert International Airport (STL) helped make sure everything was submitted properly and less than 60 days after her meeting with the BDD the company was certified. "It was a personal goal of mine to get certified. The company was started in June 2017 and we had the certifications by September," she said. She wanted to prove that her business was legitimate and to have a third-party confirm that it was minority and women controlled.

Luzco is seeking contract opportunities with STL and Haberberger said in the future her company could provide "value engineering" services. This professional service tracks milestones and activities for large projects by looking at cost control, project management, scheduling and current value management.

Luzco remotely provides "value engineering" to companies in Ohio and Haberberger said they are looking at entering different markets nationwide. Haberberger said their level of customer service, the quality of the product and the fact that Luzco adds diversity helps them stand apart and drive repeat business, as well as gain new business. "They know we give good service and can help them meet their diversity goals. It's a win-win," she said.

Haberberger is a member of the Society of Hispanic Professional Engineers in St. Louis and uses her role to motivate young female engineers to pursue a career in the industry. "There's not many Latina women in electrical engineering, so I've made it my goal to serve as a role model and help them stay in the industry," she said.

For more information about Luzco Technologies, LLC, visit www.luzcotechllc.com.