

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



FEATURING CARA ROACH

COO at Lancaster Management. Strategic Operator.
Resilient Leader.

“Effective implementation requires sacrifice and hard work. That means knowing when something doesn’t work and being willing to reassess.”

AS FEATURED IN CHAPTER 20:

Navigating New Frontiers with Operations Pioneer, Cara Roach

CHAPTER 20: NAVIGATING NEW FRONTIERS WITH OPERATIONS PIONEER, CARA ROACH

Cara Roach's rise from community organizing to chief operating officer is grounded in one key philosophy. Look at every challenge from all angles and move with intention.

"My frustration usually isn't with the challenge itself. It's with the implementation. I've learned to introduce solutions slowly and make sure people understand why they matter."

When COVID hit, Cara was just stepping into the COO role at Lancaster Management. Jobs disappeared overnight. She and the team were canceling 50 events a day.

With no roadmap, they got scrappy. Pivoting to Plexiglas installations and securing nationwide contracts thanks to strategic partnerships. Her leadership kept the company afloat and the team employed.

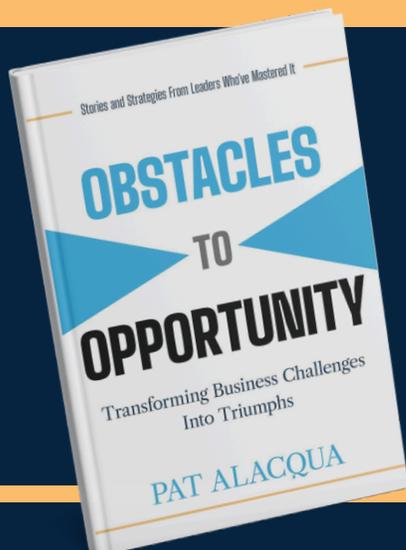
"We didn't panic. We got methodical. What does the market need? What do we already have? How can we make it work?"

**ADAPTATION ISN'T ACCIDENTAL.
It comes from seeing clearly, thinking collaboratively, and acting strategically. Even when no playbook exists.**

ABOUT CARA ROACH

Cara Roach is the chief operating officer of Lancaster Management Services. She joined the company in 2015 with no prior trade show experience. She quickly rose through the ranks thanks to her strategic mindset and people-first leadership style. Her story in *Obstacles to Opportunity* highlights how methodical thinking and collaboration helped her lead through a crisis and reshape how her company operates.

READ CARA'S FULL CHAPTER—AND EXPLORE THE VOICES OF OTHER TRANSFORMATIONAL LEADERS AT [PATALACQUA.COM/BOOK](https://patalacqua.com/book).



ABOUT THE BOOK

Obstacles to Opportunity is a collection of powerful, real-world stories from leaders across industries. Each navigating a significant business challenge and discovering the opportunity within it.

You'll find practical strategies, mindset shifts, and behind-the-scenes insights from executives, entrepreneurs, and operators who turned challenges into clarity, momentum, and growth.