

WOMEN

In Business

PRESENTING SPONSOR:



Dawn Barbosa

94.9 The Bridge, Light Waves Spa & Boutique



HOW LONG HAVE YOU BEEN IN YOUR LINE OF WORK AND WHAT GOT *you* STARTED?

"The business we are at now (**Light Waves Spa & Boutique**) we've only been doing this since September. I was having a hard time with long COVID, which I was diagnosed with at CMH in Astoria. The doctors didn't really have answers on how to get me well. So, I went down to Southern California and tried out NEO LIGHT, red light Therapy and it was awesome!! It helped with my brain fog and reduced the fluid/inflammation I had on my brain. I was able to think much clearer afterwards, without headaches. Clearly, I needed to do this to get better. We don't have Red Light therapy on the coast, so I started researching it and then found the guy who manufactured my red-light bed, I went to try it out, loved it, and asked him to build me one.

The problem was that NEO Light was very expensive and the only way that I could justify spending that type of money is opening a business. That's where the idea for Light Waves Spa came from. I wanted to offer it to the entire community because light therapy has so many modes and helps with so many ailments. Like the Calm mode is green light therapy which is awesome! It helps alleviate anxiety and stress, along with relieving built up tension and it's even a great way to relieve headaches."

HOW LONG HAVE YOU BEEN IN YOUR LINE OF WORK AND WHAT GOT *you* STARTED? CONTINUED...

"And then we have the radio station, **94-9 The Bridge**. My husband has been in radio a long time and he's always wanted one. We were at the point in our lives that we could do that because our youngest was getting ready to graduate high school and started looking and came here in 2017, we waited for a whole year to come back and it was still for sale and we put an offer in on the station in December of 2018, took possession and started the new format in February 2019. So, that's how we got here. Along with **Light Waves Spa & Boutique**, I've also been doing Kitchen & Bath design, closet design, and commercial store & venue design, since arriving to the Coast. Currently, the design business is being operated under the name, **Dawn's Designs**. It's been a lot of work juggling everything, but I truly enjoy it!

Everything that I've done on the coast is something we don't already have here. For example, I went to so many different clothing stores in the area to see what they had and then I ordered the type of clothing that isn't available here. I don't want to be competitive, you know? I wanted to bring something different to the coast, that was the goal with all my businesses."

WHAT IS A CHALLENGE *you* HAVE HAD TO OVERCOME?

"Being a female for sure. Being a female, most of my jobs I've worked at were male dominated, like construction. For some reason men don't really trust women in that type of male dominated field until you prove yourself but there's so many men in the field where you have to prove yourself over and over again to them. So that's probably my biggest hurdle, working in a man's field. Although I've loved doing everything that I've done."

AS WOMEN WE OFTEN DON'T BRAG ABOUT OURSELVES. TELL ME SOMETHING YOU'VE DONE THAT *you* ARE PROUD OF.

"I am most proud of my children and that turned into really cool people, actually I can't even believe that they are mine. So, I'm proud of whatever I did, to get them where they are in life."

WHAT IS ONE THING YOU WISH YOU COULD TEACH ALL YOUNG women?

"You know, society places a line for women. And it's hard to stay on that line when it comes to being assertive without risking being labeled a "witch with a capital B." There's that line for women and the line is really narrow. Being able to operate within the confines of those lines, while, at the same time, broadening minds to help erase those lines is key. Always pushing forward, don't let anything pull you back, because you're going to go through challenges in life, and what you learn from those challenges and how you go through them is how you get to the other side. In conversations with young musicians that asked me things like that, I have a few that I keep in contact with, recording or writing music and things like that. And I just tell people just keep moving forward, just keep going. You just have to always keep going."

WHO INSPIRES YOU AND WHAT DRIVES *you?*

"You know everybody around me inspires me really. My friends are my inspiration. My family is my inspiration. My husband's my inspiration. I couldn't have done anything without any of them. The people who work for us are an inspiration. We've always been very kind, caring and treating them like they're our own. Watching them flourish and grow inspires me to keep doing whatever it is I'm doing right."

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LUM'S
AUTO CENTER

"Advice for women? Go for it. Do your thing. Don't hold back" - Lori Lum

"Be strong, yet willing to take chances" - Julie Lum