

Women IN BUSINESS



**DAWN
FUJIWARA-PAVLIK**

**BAMM! Promotional Products
Seaside Slushies & Dogs
Crafted in Seaside**

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

"I actually have three lines of work. My first company, **BAMM Promotional Products** I have owned for 23 years. I got into that business because I worked for a company that did promotional products, embroidery and screen printing at a time when my kids were very small so every time, I wanted to go see them in a play, or attend their sports events I had to ask for the time off and I thought 'this is not going to work for me'. So, I decided to start my own company so I could work around the schedule that I wanted to have. Additionally, they had talked often of looking to sell the company in about three years, and I asked 'what's going to happen to my position? Well, it depends on who buys it'. That was what kickstarted me and, ironically, they still have their business too. But it really motivated me, I really wanted to have a good balance between family and work. The second business, **Seaside Slushies & Dogs** was started during COVID BAMM! sold to clients such as tradeshow, casinos, sporting events, and schools but all of those businesses and organizations were also closed. My husband was working in sales for over 20 years, and his company also shut down during COVID. We were on hold so, we thought:

“ what are we going to do? ”

We opened Seaside Slushies & Dogs which is a walk-up window in August of 2020. To-go is still really relevant, and people still needed to eat. When the location for Crafted in Seaside became available, I was fortunate to be able to work with the previous owner, who I supplied goods for in his business for a couple years, and the landlord to secure the space."

WHAT WOULD YOU TELL *your* YOUNGER SELF?

"I was raised in a time when there wasn't cell phones so we had pagers... which totally dates me! Technology with phones you can set appointments for and take notes on didn't exist so, my younger self was not the most organized. I still struggle with organization; I fly by the seat of my pants and while I don't always think that's a bad thing, I would tell my younger self to prepare my day from the beginning of the day instead of scrambling and trying to catch up."

WHAT PIECE OF PROFESSIONAL ADVICE HAS HELPED YOU IN *your* CAREER?

"It's not just one piece of advice... Surround yourself with people who are supportive, that help motivate, that are there for you. When I first started, I didn't have the means to rent a spot so one of my best friends who owned a Real Estate company allowed me to trade time with her. I would do some of her escrow coordinating and answered phones and in turn, she let me use her fax machine and her conference room to meet with my clients.

It wasn't so much advice, but it was actions. People that were supportive and people that were encouraging and positive helped make me who I am today, and I am grateful."

WHAT ADVICE WOULD YOU GIVE FUTURE women LEADERS?

"I think what was told to me... Be who you are first of all. You are going to go far but you're going to fall. Just remember there are people that encourage you, support you, motivate you. There are a plethora of women in this town that will say exactly what I just said and that's how we make each other stronger. You network with like-minded people."

WHO IN SEASIDE THAT IS A WOMAN IN BUSINESS INSPIRES *you?*

"I could literally off the top of my head give you twelve names. I'm not kidding, and I have only been here a short amount of time. Seaside is very tight-knit and when I first got here, I was told 'we'll see how long you last' and it wasn't as a mean thing. People come here and then they don't realize that we have an off-season then we have busy times. They have good intentions but it's not for them and they leave. Thankfully, there were people who came to me and told me that. **Ruth Swenson, Julie Jesse, Stevie Stevenson, Samantha Urbach, Catie Smith, Kerri Lambert, Sadie Mercer.** There is just SO many people in this town that are women that support women. So many! But if I had to pick one or two, I would say **Ruth Swenson** or **Julie Jesse** When I brought my business to Seaside from out of state, they said

“hey, we've been here a long time, and this is what you can expect, and this is how you will be successful if you're aware of the changing times”

That, I think, is the single most important thing that not just women but anyone in business needs. If you have an expectation and it doesn't go the way you think it should, you need to have the ability to pivot or to change or adapt to anything that comes. COVID, or seasonal changes or no employees. If you cannot adapt and cannot change you are not going to make it. The women in this town are really motivated and none of them bring each other down. Everybody is helpful and everybody wants you to succeed. It's not about beating down; it's about lifting up and it's not always true in other towns. Seaside is really special like that."