

WOMEN

In Business

PRESENTING SPONSOR:



Deanna Hammond

Cannon Beach Bakery



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

“Well, I was a corporate controller by trade so I kind of worked my way up the corporate ladder. I've been in that line of work for around 30 years. I started out as a Customer Service Representative and was bound and determined as a woman to claw my way to the top. Once I got there I found out the “top” was a lonely place to be. Now, here we are, running a successful little bakery in a beautiful coastal town.

My husband's a Master Baker and I'm the business savvy one. We had talked about opening a pizza joint on the North Shore of Oahu but decided that we didn't want to be that far away from our kids and our grandkids. One day we saw the bakery was for sale, decided to combined our skills, made an offer and nine tenuous months later, we had a bakery. That's kind of how it worked out, we've always enjoyed baking and feeding people.”

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

“In the corporate world, overcoming manpower. Men ruled and I primarily worked in the construction industry, I did get to do a lot of other cool things for during my career though too. But over coming being a woman in a mans world was probably the hardest. I had to learn to be really tough and as a woman, people expect us to be soft and forgiving. If I was a man they’d call me assertive, as a woman people often use a much less attractive word. I’d say one of the hardest things I’m working on now is overcoming being so rough around the edges.”

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

“I have my career, I'm proud of our bakery but you know, I think our family is probably my biggest accomplishment. I'm so proud of our kids, they've turned out to be kind caring people, amazing parents and productive members of society.”

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

“To be true to yourself and you can do anything. Don't second guess yourself, if it feels right do it. Enjoy your life, take a backpack and go see the world, do things that make you happy because life is a lot shorter than we think.”

WHO INSPIRES YOU AND WHAT DRIVES *you?*

“There’s some pretty amazing women on this planet. I was actually asked this question once before and I would have to say **Ellen DeGeneres** and **Hillary Clinton** and they are polar opposite. Both have a good sense of humor, both are very strong women in their own way and have made their way in life. Those are people that inspire me people like that. I could say Mother Teresa or Gandhi, but just normal, real, true, honest people that have done some pretty amazing things in their life are the ones who inspire me the most.

You know, I think being a woman in business, with everything that I've seen, and I have done a lot of really cool things along the way in my career that haven't always had to be behind a desk, knowing that I've had the power within myself to do that is what has driven me. To be able to help change other people's lives, lifting people up and leading by example is really very important. Letting people know that you can do anything you want and be anybody you want.”

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

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