

WOMEN

In Business

PRESENTING SPONSOR:



Gini Pideum

AAUW, Beach Drive Buccaneers, SDDA



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

"I've always volunteered. When my kids were in school, I volunteered on parent's organizations, when they were in sports, I volunteered for their sports teams. When my husband and I moved to Seaside about 18 years ago, across the street lived the current mayor, Don Larson. And when you live close to Don Larson, he talks you into doing all sorts of things. So, he found out that I had a marketing background. At that time, they were seriously talking about changing the promotions that were done by basically a committee to hiring someone to do it. So, I went to a couple of meetings about that and reported back to Don and then an opportunity came up for me to serve on the Promotions Committee, so I volunteered for that first. And then an opportunity came up for me to apply to the Seaside Planning Commission and I'm going "I don't know anything" and Don said no, you need to apply! So, I applied and became involved with those because of Don. I blame that on him.

AAUW, I joined because Don's wife took me to a meeting and thought that it would be a great opportunity to get to know people and this was in the first four months of us moving here. After starting that, all the neighbors went to the Seaside Fourth of July parade. And when we came back afterwards, we said "we want to be on the parade, we can be pirates" and yes, we had some margaritas. But Don said you can't be in the parade unless you're relevant. So, another one the pirates contacted SOLVE. And so that's how we partnered with SOLVE and that's how the Beach Drive Buccaneers began, from wanting to just be in a parade. And in order for us to do the beach cleanup I had to make contact with the City and get to know people in the city. And then Don says I need to go speak at the Chamber of Commerce meeting and I need to go speak at SDDA. So not knowing anything I did that too. And that's how I got to be where I am today."

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

“I think I've been really lucky that I haven't had major challenges to overcome. And you reach a certain point in life where I go “I made mistakes, but I'm not going to dwell on the ‘what ifs’ or the regrets”. Every day presents new challenges. But all in all, I've been pretty lucky.”

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

"At one point, I was most proud of myself for running a business with two locations, had two children under the age of two, I was getting my master's degree in MBA (Master's of Business Administrative), and my husband was traveling over 200 days a year. And I was keeping everything together. Now I look back and I go, jeez that was really easy. I would brag that I get up out of bed every day and I go, and I try something and I've been willing to take some risks and they haven't always panned out. I've had lots of failures, but life is, is good."

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

"What I wish I could teach all young women is just to learn. Keep learning. Every opportunity you're given to learn, take it. You should never stop learning about things. If you don't understand something, ask questions, and then ask them again. I believe that learning is the key to everything, and it keeps you informed and it gives you new challenges. Just keep learning."

WHO INSPIRES YOU AND WHAT DRIVES *you?*

“Well, there's lots of people that inspire me. My son inspires me because I'm totally in awe of the things that he has achieved. And there are community members and without naming them, they know who they are. It's inspiring because where do they get all that energy to do all those things? And I talk to them and I feel like I need to go rest after talking to them!

What inspires me is that there are needs in the community. And I think that I have something that can help people. I think I can make some contributions. And I want to be there to help people. I want to be there to make our local organizations better and have them be the best that they can be.”

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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