

# Women IN BUSINESS



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

"I have been in the professional workforce for over 20 years. However, I have always had a passion for entrepreneurship. When I left my career in media and technology after traveling the globe, I wanted to do something more local. I started a small business with another strong female business owner, built that up, and sold it to another strong female business owner. It was a huge win. After that, the **Small Business Development Center** opportunity kind of found me. Now I work with entrepreneurs all day long- and it is the most rewarding job I've ever had."



# WHAT WOULD YOU TELL *your* YOUNGER SELF?

"I would tell my younger self...not to change a thing! I didn't end up here because I had a firm, planned course. Everything that has happened to me in my life has taught me something and therefore I don't regret the path. There was always a reason something happened. I do remember though when I was at a particularly crossroads with a big job interview I asked myself:

“Where in my life and career have I REALLY thrived?  
What were the characteristics of the roles, myself,  
the circumstances where I was successful?”

I dug deep, wrote down my answers, and when I went into that interview I was in my truth. I just knew who I was as my best self and what I wanted from my career. In the job interview, I talked myself out of the job- and into an even richer conversation about where I might find a better fit.

I walked away from that experience being much more grounded and confident in my future choices. So, I would tell my younger self - make sure you know what your truth is, and let that guide you."

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

"There are two pieces of advice that have helped guide me. The first is well-known from Sheryl Sandberg's Lean In and that is to:

“ Don't be afraid to take a seat at the table. ”

For me, and a lot of women, it's hard to give yourself permission to take that seat at the table instead of waiting to be asked- and learning to be confident in your own voice. It's easier said than done!

The second piece of advice, and I use this daily is to 'reserve judgment. It's really important in the line of work that I do. When I work with an entrepreneur it is not my job to judge their business idea or who they are or what their passion is, how much money they want to make. It's my job to support them in the pursuit of their endeavor. As a management principle that's really important too- because not everyone is just like you or has the same career desires as you."



# WHAT ADVICE WOULD YOU GIVE FUTURE women LEADERS?

"I think it's about women making sure there are other women in the room. Specifically, in a rural community, we often see a panel of all men. Or we see a table of all men. A board room of all men. A company with all men at the helm. I think it's important not to point fingers at that and say, 'that's wrong' I think it's important to be the person in the room that says 'Hey, have you considered adding more women or have you considered this person as a candidate'? I am the first female advisor that SBDC has ever had in Clatsop County. And that to me feels groundbreaking in a lot of ways when you look around the community. It's male-dominated and I think I would say to other women is just:

“Keep being your badass selves”

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

"I was looking at some data the other day and the 2020 Census Data shows that in Clatsop County, women on average earn far less than men... Except for the self-employed. Self-employment is a gap changer for women. So, I am constantly in admiration of the women who take the risk to own their own businesses, to forge their own space in the world, to use their creativity as a way to close that gap, economically. The challenge becomes that women have far less access to capital than men. So, while the gap closes in self-employment it expands as they start to grow because they have less access to capital. So, any woman that's out there trying to build wealth through their own endeavors I really admire.

I will also say ANY woman who is juggling motherhood and a career. I had no sense of how hard that was until I had a kid. Especially in the childcare situation that we're in."