

women IN BUSINESS



**KAREN
EMMERLING**

Beach Books

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

"I was working with my husband and both were kids were headed off to college or in college and I went to a book fair in Portland and walk-in and thought 'this is where I should have been all my life' and so John (my husband) and I were delivering something and drove by a book store and thought 'we should open a book store when we retire' just kind of throwing it out there, but a little bit serious. And then he started telling everyone

“ When we retire Karen is going to open a bookstore. And then he dropped the 'when we retire' to 'we're going to open a bookstore.’ ”

I thought 'I don't know about that' but one day I was sitting on our front porch and thought 'it really would be kind of nice' and Googled 'how to open a bookstore' and there was a program that you could download. So, I did and then I went to visit Katie (my daughter) when she was working at Caffe Latte and walked across the street there was a space for rent and walked in and thought 'this feels like a bookstore'. So, we opened four months after I made that decision. I had no retail experience and no book experience other than liking to read. And then we moved here eight years later to this location."

WHAT WOULD YOU TELL *your* YOUNGER SELF?

"Not to be afraid to try things. Just plunge in and if it feels right, it is right. And if it doesn't feel right, then it isn't. There is some reason that it doesn't feel right. I think just being braver. I'm following my heart."

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

"I think being consistent. Having consistency so customers know what to expect when they come in, that we are going to be friendly and helpful, and all of that. But to keep your hours consistent and to make sure we are open seven days a week because I know if I want a book, I want it right now. I don't want to have to find out if they are open or when they are open.

And just knowing that it's a lot of work and it's hard work. It's not just sitting around reading books. So, I think really the consistency has been the key piece of advice that I got and that I would give to anybody."

WHAT ADVICE WOULD YOU GIVE FUTURE women LEADERS?

"Not to be intimidated by men. Because they don't know it all. At all. And I think that's probably true for my generation because we were taught that we weren't as good or worth as much. I worked for an advertising agency, and I was an Account Executive and there was someone who was on my same level, but I was told

“ He would be paid more because he had a family to provide for. ”

And that was just kind of how it was expected back then. I think it's got better but it's still not there."

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

"Michelle Wunderlich. She works so darn hard and she's always there for her customers, her family the community. I am really impressed by her work ethic and her commitment to the community and being on the School Board. There's a lot of great women working in Seaside."