

Women IN BUSINESS



**KERRI
LAMBERT**

Times Theatre & Public House, SDDA

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

"I have been in restaurant work for over twenty years. I kind of grew up in a restaurant and a car dealership and Dooger's in Cannon Beach as my first 'real' restaurant job in '96. I went in and out of the industry throughout college. My degree is in Sociology with specialization in Community Development and Research so I didn't plan on going into the restaurant industry professionally, but did in 2004.

It just kind of happened and I think one of the appeals was how community oriented **Norma's** ownership was with the ownership. And through Norma's I started volunteering with **SDDA (Seaside Downtown Development District)**. In 2018 I came over to SISU Brewing at the Times Theatre and increased my involvement with the SDDA...eventually joining the Board. Then the opportunity came up to try and follow in Laurie Mespel's footsteps."

WHAT WOULD YOU TELL *your* YOUNGER SELF?

"Learn how to be comfortable in uncomfortable situations. For me, that was through Jiu-Jitsu and I wish I would have started decades earlier. Having someone physically put that much pressure on you while you're being dominated and losing but realizing that:

“I'm not dying, I'm okay.”

Just realizing that difference between discomfort and actual danger and that there isn't any reason to panic when you're uncomfortable. For me in business, and life in general, it's translated into being able to put yourself out there more and realizing that failure is okay. I mean, in Jiu-Jitsu you tap (out) often. I really learned how to not be afraid of failure through that process as well as accept it and now appreciate the things that suck."

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

"I have received a ton of great advice and I don't know that I could really pinpoint any one piece of advice. But I remember someone showing me the quote from Ralph Waldo Emerson:

“What you do speaks so loudly,
I can't hear what you're saying.”

To me that goes for work ethic, community, your relationships, whatever. You don't want to be a person that just talks and lets everyone else do the work. You have to get in there and do it. And sometimes you have to delegate but the people that work for you and with you need to know that you will also do the work with them and not just leave when it's not so busy or when you feel like you can get out. So to me that means leading by example."

WHAT ADVICE WOULD YOU GIVE FUTURE women LEADERS?

"There are plenty of other people who lead by example in Seaside. There are so many people that are so high caliber and just give to us as individuals as well as the general community."

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

"You have covered so many of them with **Karen Emmerling, Tanya Lintow, Dawn Pavlik-Fujiwara** and many more. I think that people who seem to manufacture time like **Sadie Mercer** and **Ruth Swenson** as well as **Rachel Schack**. I don't know how Rachel has time to do everything she does because she is literally all over the county...two counties actually! She knows everything that is going on in the different communities, she is always volunteering and getting her own work done as well as others

She's amazing and I think Seaside is really lucky to have someone that doesn't even live here but dedicates so much to Seaside and the county. People like Rachel fill so many gaps in volunteerism. There are a lot of longtime volunteers who are taking a step back and you usually see the same great people volunteering at everything. It is so great to see someone so young step in. You have to have that certain kind of heart and selflessness to dedicate yourself to serving others and your community and she has it"