

WOMEN

In Business

PRESENTING SPONSOR:



Kristin Palamantez

Umpqua Bank



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

"I have been in banking for 19 years. I moved to the Oregon Coast 20 years ago and my background was Accounting. There were not any job opportunities in Accounting when I moved here and I took a job working retail. A lady came into the store one day shopping for her coworkers. She loved my customer service, called me and recruited me over to the bank her husband was managing. I started as an entry level Teller, quickly moved to Personal Bank then to Branch Manager. Six years later, I was recruited to **Columbia Bank** as the Branch Manager for the Warrenton. Five years later I had an opportunity to be a Commercial Lender and now I am a Regional Business Banker."

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

"I grew up in Baltimore and moved to Portland in High School. It was very difficult moving to a small coastal town, finding my place and learning a new industry. I did not have a background in banking and no background in Commercial Lending. When the position came open with Commercial Lending, my Team Lead believed in me and provided the necessary training with the Oregon Banker's Association. I received my certification in Commercial Lending. Another challenge of my current position as a Regional Business Banker is the large area I cover, from Astoria to Newport. Each community is unique and I had to learn the industries in each community."

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

"The thing that I am most proud of is the volunteerism that I have provided for the communities that I support. I am on the Astoria Downtown Historical District Association committee welcoming new businesses to the downtown core. I have volunteered with many Chamber of Commerce events and participated in Regatta. I sat on the Warrenton Business Association assisting with holiday events and economic development.

I was also very active with youth activities: fundraising for youth sport, running tournaments and the Scholarship board. I spent many years on the Seaside Downtown Development Association assisting with their events and fundraising. I also spent many years on the CEDR board assisting with their Awards Ceremonies and Job and Career Fairs. "

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

"My advice to young women would be to stay focus and determined to make your dreams come true. I had to overcome many obstacles as a teenager. There was two very different paths I could have taken and I chose the path of self-reliance and giving back to my community. You are in charge of your own destiny. Choose your path wisely."

WHO INSPIRES YOU AND WHAT DRIVES *you?*

"The person that inspired me the most was my previous boss, Sue Wilson. She reeled in this twenty year old fireball, took me under her wings and taught me incredible work ethic and to be a strong woman. She also taught me that work had to be fun.

What drives me the most is helping people grow and be successful. I try to be a resource for my clients, co-workers, friends and family and contribute to the financial success."

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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