

WOMIEN

In Business

PRESENTING SPONSOR:



Nicolle Landwehr

Nicolle Landwehr Financial Advisor



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

“I have been in this line of work exactly 26 years. I actually got my degree in Finance at Portland State and kind of knew I wanted to be in the financial field from the beginning. As soon as I graduated, I started working for **First Interstate Bank** in Astoria and when a spot in their Investment Advisor Program opened up, I went through their training and really enjoyed it. I worked with a bank for another year and I was traveling up and down the Oregon coast from Branch to Branch and I realized after a while - I wanted to do this on my own. Rather than building this book of business for somebody else, I kind of figured I was going to be in it for a long time and would rather build this business for myself.

So, I went out on my own and moved my office to Seaside in the year 2000. So really, I've been on my own since my 3rd year in finance. I am considered an **Independent Investment Advisor**. But yeah, I can't believe it's been since 1996 that I have had my investment license. Truly time flies with you are having fun!”

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

“Just learning what your strengths & weaknesses are and if you've got weaknesses find somebody, find an organization, find some material to fulfill that need. You can't know it all and there are so many resources out there. In fact, making time for the important things has been another big challenge over the years. I've gotten busy to the point where I need to make sure I set time aside for the continued education, keeping current on the markets, making time for family and keeping healthy. So as far as challenges I think it's actually finding the time to take care of all the different aspects of the business.”

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

“I’m proud that I’ve been doing this for so long. I’m a woman that has been part of a male dominated industry but I have found that stigma has been going away and I’m appreciative of those women that paved the way ahead of me. I plan to keep doing this for quite some time and eventually I want to find another financial-minded entrepreneur to work alongside me, learn the business, and keep things going”.

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

“ I think my advice could be universal to all young adults but its so important for them to learn their financial independence. Specifically spend less then you make and start saving money early in life. Whether you’re saving to buy a car, a house or saving for retirement you can get in the practice of putting aside funds to make those goals happen”

WHO INSPIRES YOU AND WHAT DRIVES *you?*

“My husband, Monte, has been a great support and he motivates and inspires me. He’s been by my side early on and allowed me to lean on him at the beginning of my career as I was getting my certifications to become a **Certified Financial Planner**. His income supported our household in the early days and he encouraged me to keep going and go out on my own completely. 30 years later he is retired from logging and continues to support me in any way he can.”

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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