

# Women IN BUSINESS



**TINA  
EILERS**

Seaside Civic & Convention Center

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

"I've been working for the Seaside Civic & Convention Center for about 6 and a half years. I got started in part because I was changing careers and was looking for something locally in the area that was community-oriented and civic related and felt like this would be a good fit. I also enjoy interacting with people, so I felt that being in the conference/convention industry is something that allowed that to be able to happen."

# WHAT WOULD YOU TELL *your* YOUNGER SELF?

"I would say... be prepared for things to change in life. You never know for sure what direction you might head. And always understand that the things you are currently doing almost always prepare you in some way shape or form to do other things. Even things you don't necessarily expect but the experience you gain in one area almost always translates to a thousand other areas."

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

"I think being prepared for anything that comes along. Always having a card in your back pocket is a helpful piece of advice.

Metaphorically and physically. And always being prepared for change and flexibility is huge."

# WHAT ADVICE WOULD YOU GIVE FUTURE women LEADERS?

"I think it would be the same thing. Be flexible. Always be prepared to change gears and switch directions and be confident in the things that you have learned. And always be a learner. There are so many new things to learn in life and so many things that are outside of what you might think are possible.

But being flexible and willing to learn, taking the things that you have learned from the past and using them but in a different context I think is something that I would tell myself and tell younger women. Always be a learner. Be flexible. Be prepared to take the things you've learned and use them in any context that's given to you."

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

"There are a lot of them. One woman that I really appreciate is **Gretchen Darnell** who was the Sales Director here at the Convention Center prior to me. I think she laid a lot of groundwork that was hugely important to the Convention Center and the City of Seaside to be able to draw in visitors to the community.

And the other one that I really appreciate is a newer business owner here in Seaside; **Erin Fenison**. She is the owner of **Beach Soap And Candle** in both Cannon Beach and recently here in Seaside. And I have kind of watched her from a distance build a company from the ground up. And just as a women business owner I highly admire her fortitude and the way she has just dug into things and been highly successful at her business and to see that expand into Seaside I think that is a great addition to the business community."