

WOMEN

In Business

PRESENTING SPONSOR:



Katie Earl



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

"In 2022, I embarked on a new journey by returning to where I spent most of my childhood. Before this, I worked 20+ years in finance and volunteered to organize many fundraisers in the Seattle area.

When I moved back to the Astoria area, I visited the Astoria Warrenton Chamber of Commerce to inquire about the area's business needs. I was quickly told the town needs tour guides for transportation. As I spoke, the phone kept ringing with people requesting this service. The Chamber passed my contact information to some travelers interested in participating in a pilot program using my new RAV4. The customer's positive feedback reinforced the value of this service to the community, and I decided to pursue this new endeavor.

I enrolled in the SBDC Launch My Business – Start-up boot camp class led by Meyer Freeman and Eric Stromquist. Through this program, I gained valuable insights into the challenges of entrepreneurship and learned how to develop a comprehensive business plan. More importantly, I received one-on-one coaching and found mentors within the local community.

In 2023, Travel Oregon hired me for their "Fam tour." The feedback was fantastic, and I have received many referrals from them.

In 2024, Sponsored by the Chamber of Commerce, I attended my first Governors Conference on Tourism in Salem. I never thought I would be sitting at a table with many people I admire in hospitality and tourism. I am overloaded with great information from passionate local businesses in our state and am working hard to implement everything I have learned. The warm reception and the community's appreciation for travelers have inspired me to focus on providing guided tours with transportation. I have never been happier with my work."



WHAT IS ONE THING YOU WOULD TELL OTHER women GOING INTO YOUR LINE OF WORK?

“Follow your passion, be involved with our community, welcome ideas, and go for it. Travelers want to be guided by locals and learn about our cultures in this area. We need more local guides with transportation. Tourism is back!”



HOW DID YOU MANAGE POWER STRUCTURES & IMPOSTER SYNDROME EARLY IN YOUR CAREER VS. LATER IN *your* CAREER?

"I can get pretty worked up about making the best website, having merchandise to sell, free stuff to hand out as prizes, and doing all this with the environment being a top concern. I often remind myself and review the feedback from our visitors: "They would prefer a local guide to show them around and help them discover the best places at the best prices." The rest is just extra.

I need to understand our town's highlights and have support from the community; that's it. The more relaxed I am, the better the tour. I have become more knowledgeable about the questions asked and have researched together on every tour. Onward Adventures' slogan is "Tour your curiosity," we discover a lot together.

To overcome my imposter syndrome, I try to get enough exercise, eat healthy foods, and care for myself while showing travelers the best of our area and giving locals a fun time on the Party bus taking them to destinations and playing games.

I am calm, but my passion is easily seen. I always mention businesses and where I have acquired my information. This helps travelers know where to go to get more information about the areas most interested in our towns. I appreciate the community, and knowing they appreciate me improves everything."



TELL US A PROJECT OR ACCOMPLISHMENT IN YOUR CAREER *you* ARE MOST PROUD OF?

"I'm proud of our community and the businesses contacting Onward Adventures to ask how they can be involved. I appreciate the discounts, stories, and space that are being offered. Together, we are making the tours and welcoming visitors into our community. I am also thrilled about the positive reviews and the number of returning customers. We are going places!"



Katie & Fiancé Bill

WHAT DO *you* WANT TO ACHEIVE NEXT?

"I am considering expanding to two Tours per day. Currently, I only offer one tour per day, but I receive inquiries asking if I have any cancellations. I am very flexible with hours, but I may need to add more structure.

I am developing the Tour of Warrington and the Tour of Seaside.

I would love to purchase another van or bus and hire some locals to help narrate the story of our hometown and businesses. Most importantly, I want to keep it small, with fewer than 12 people on the tour, so they can have conversations and ask questions they can hear without a microphone."



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LUM'S
AUTO CENTER

"Advice for women? Go for it. Do your thing. Don't hold back" - Lori Lum

"Be strong, yet willing to take chances" - Julie Lum