

WOMEN

In Business

PRESENTING SPONSOR:



Nicole Morrill

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

“Throughout my life, I've been involved in organizing parties and events, but it's only been in the past few years that I've started getting paid for it. My love for entertaining and making people feel special has always driven me. There's a unique joy in bringing people together, crafting moments that turn into cherished memories. Reflecting on why I pursued this path, I realize it's deeply connected to my upbringing with a single mother. My mother was the epitome of hard work and dedication, instilling in me a strong work ethic from a young age. She was the hardest working woman I have ever known. Financial constraints and working two jobs meant she couldn't afford the luxury of hosting parties. When I was nine years old I stayed one summer, with my aunt Donna who loved throwing parties and events, this fueled my desire to create memorable celebrations for my own children later in life. I experimented with over-the-top birthday parties, receiving encouragement from friends and acquaintances to pursue this as a career. Despite working various jobs, my true calling in event planning & coordination found me later in life.”

Nicole and her Mom, Jaye



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

“My advice to other women entering the field is to embrace discomfort and take risks. Growth often occurs outside of our comfort zones, and by challenging ourselves, we unlock our full potential. You got to be willing to jump headfirst into the chaos and be ready to get your hands dirty. It's crucial to tap into your creativity and passion while also understanding your worth. Event planning and isn't for the faint of heart, it requires extensive effort and months of planning, so entering the field with confidence is also essential.”



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

“How I have navigated power structures and the hierarchy at any company that I have worked for, I have tried to maintain respectful relationships across all levels of the organization. Building connections vertically and horizontally is vital, as every individual plays a significant role in the company. As for impostor syndrome, understanding that we all have our strengths and weaknesses makes it important to aligning yourself in the role that plays more on your strengths. I have had many different career changes throughout the years because over time I discovered my new strengths by learning new positions and challenging myself professionally. Don't be afraid to push your boundaries and explore the hidden strengths you may have yet to uncover!”

Nicole & Vince



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

"It's challenging to pinpoint one specific project or accomplishment that I'm most proud of. For me, the true measure of success lies in the feedback and satisfaction of attendees at every event I organize. It's about making every occasion, big or small, an unforgettable one for whoever is attending, I consider it an achievement. Each event presents an opportunity to improve and surpass previous standards. Therefore, I measure success not by individual events but by the anticipation and positive reception of future events."



Nicole & Kerri Lambert

WHAT DO *you* WANT TO ACHEIVE NEXT?

"I really don't know; I just hope that whatever goals I set for myself I crush them and maybe world domination is next? Just kidding, world dominations would be too much work so right now I'm just focusing on getting through the next couple of months of events and have them be successful for everyone involved."

Nicole, Vince & her two sons Brayden & Dominic



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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