

Women IN BUSINESS



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ESTHER MOBERG

Seaside Public Library

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

"I have been in libraries for over 23 years. I got my start at the Astoria Public Library when I was 17, they called me and said 'you've been in the library so many times' because I was literally in there every week. I had read through the entire children's department. And they said 'we have a job at the library opening up and we'd like you to apply' so that's how I got my start. And then that library director and the following library director mentored me into being a librarian. They told me right up front

“Hey, it's going to be a master's degree, you've got a lot of work ahead of you but here's how you do it’.”

So they really helped me grow into the profession. And I did other jobs along the way. I worked for an insurance company, jewelry wholesale company but a lot of it I just focused in on libraries."

WHAT WOULD YOU TELL *your* YOUNGER SELF?

"Don't take things too hard probably. As a young person, I was very shy. I hated public speaking – dreaded it! I was very introverted which now I almost talk too much. So just letting yourself grow. Be open to experiences and challenge yourself. And I did a lot of that, obviously I public speak all the time now. But being open to all the experiences that you are given. And I think that I have gotten a lot of different experiences here at the city and learning through those.

I have had the experience of being the Library Association president for a year, working with all the people across Oregon. Talking at City of Salem city councils. I've talked at graduations. I've been on the College Board, worked with United Way. A lot of different experiences just being open to them and learning from them, instead of thinking you already know everything. I think that is really important. I see a lot of younger people come in already thinking they know everything and I'm like 'you have SO much to learn' and we all need to learn from each other. I'm always learning from my staff and from other people. So letting other people's experience enrich you is really important."

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

"I think it's don't be set on one area. Open yourself up to new experiences, new possibilities. Be willing to grow, be willing to learn from other. In my family, it's be humble too. Don't put yourself up too high. So really just focusing on what are your skillsets and strengths?"

And what I've learned from other people too is 'what can you bring? What do other people bring? How do you work well with each other and what can you bring forward as far as strengths?'"

WHAT ADVICE WOULD YOU GIVE FUTURE *women* LEADERS?

"Encouraging each other. It's so hard when you see other women tear each other down sometimes. And I think we should all be in this world to build each other up. Let's learn from each other but let's also help each other grow. Like I said, we all bring our own strengths, and letting other people shine is not a problem if you are secure in yourself. Unfortunately, this world, the climate we live in it's often pitting each other. Especially women. It's like only one is allowed to reach the top and that is so sad and should not be.

We're all in it together and the more all of us women, men, people - the more of us that are successful we are ALL successful. So again, just encouraging and supporting and encouraging each other is super important. And making sure we admire and appreciate other people's accomplishments too."

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

"So, I immediately thought of four people! And the reason I thought of them is not only do they do business, but they also look for ways to inspire and give back to the community. **Dawn Fujiwara** - she just opened a shop for the community members to put things into. So, she is giving back that way. Of course, I thought of **Ruth Swenson** who is ALWAYS volunteering and giving back in such a huge way. **Gini Dideum**. She not only runs a business but she's also doing Beach Cleanup, she's volunteering, she does the 4th of July parade. So many women in our community are volunteering and giving back as well. **Cheryle Barker** is another one. She's not currently in business but she was and all the volunteerism that she and her husband have done throughout the years is really incredible.

Coming into Seaside and seeing all these women not only being successful in business but actively giving back to the community to enrich it and to support it I think those are really key things that make Seaside successful. Because you don't always have that. You don't always have the piece of people not only being successful but giving back. And I see so many people in Seaside doing that. A lot of women doing that. They see ways to support other people and kind of build up the whole community and that's super important."