



ALIVE



WHO RUN THE WORLD?

THESE LOCAL BUSINESS WOMEN SHARE ADVICE ON HOW THEY ARE KILLING IT IN THEIR FIELD



WRITTEN BY:
EMILY TORRES

PHOTOGRAPHED BY:
BHARDI KUBENDRAN

Girlboss (n): a strong, ambitious, curious woman redefining success on her own terms.

San Diego isn't just beaches and bars. It's filled to the brim with females taking the reins across all industries—from wood-working to public relations to restaurants. LOCALE sits down with these women warriors to get insight into how they are leading their businesses and living their dreams.



J PUBLIC RELATIONS
2361 5th Ave
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www.jpublicrelations.com

The SELF-STARTING ENTREPRENEUR

JAMIE SIGLER O'GRADY

Credentials: Founder, J Public Relations

JAMIE IN THREE WORDS • Authentic • Transparent • Compassionate



GO WITH YOUR GUT

• Jamie is a self-taught entrepreneur who believes in the power of relying on gut instincts to grow and develop a business!

Q&A

• Jamie believes in asking these two questions during any misstep in the business: "What was my role? How did I contribute?"

"I am a huge proponent of managing in the moment. If I think someone's idea is brilliant, I'll tell them. I also make sure that if there is a problem about something, I voice it, rather than sitting as I stew on it. It creates an open work environment, where you know where you stand, ultimately fostering collaboration and confidence."

"I think I was inspired by my maternal grandmother, who was one of the hardest workers. She always told me that if I wanted something, I could have it—if I worked for it and believed I could get somewhere. It didn't matter if I was the smartest person in the room; if I was willing to work hard, I could get it."

The WOOD-WORKER

AMANDA WHITWORTH

Credentials: Founder, Sawdust + Soul

DRESS THE PART

• Amanda feels the most herself when she's in overalls in her shop with sawdust flying around.

AMANDA IN THREE WORDS:

- Soulful
- Sincere
- Sassy

IT RUNS IN THE FAMILY

• Both of Amanda's parents owned their own businesses, her mother an interior designer, her father a carpenter, so she grew up with an entrepreneurial spirit.

"I've also learned the art of taking breaks when I need to. You can't expect to constantly produce if you aren't taking adequate time to rest. I mean really rest. Get lost in a book, go on a hike, get in nature, see friends, travel. Disconnect. Turn everything off. When I do, I always come back to my art with fresh eyes and a new perspective."

"I do my best to stay in alignment with my integrity. I try really hard every day to just be myself, regardless of what people think of me or my work. I think to be successful, you have to do that."

"I recently realized the importance of staying connected to other creatives in a state of collaboration—either physically or just running ideas by them."



SAWDUST + SOUL
@sawdustandsoul
www.amandawhitworth.com/the-woodshop
Photoshoot Location:
Evanston, CA



GASLAMP QUARTER ASSOCIATION
 614 5th Avenue, Ste E
 San Diego, CA 92101
 619.233.5227
 www.gaslamp.org

The **DIRECTOR**

ERIN LIDDELL

Credentials: Marketing and Communications Director of The Gaslamp Quarter Association

ERIN IN THREE WORDS: • Friendly • Driven • Creative

IT'S HOPPIN'

• The Gaslamp Quarter recently celebrated the 150th anniversary with dozens of rabbit sculptures designed by local artists! The 16-and-a-half block neighborhood used to have the nickname "Rabbitville."

HIDDEN TALENTS

• Erin received her MFA in theater at the University of Washington and was a working actor in New York City for seven years.

"I think my superpower is my ability to make connections with people and inspire great business relationships. I like to get out, shake hands, listen to concerns and questions, and make valuable connections."

"Don't ever be afraid to say, 'I don't know.' No one knows everything and saying, 'I don't know that, I'll find out for you,' and following through increases the quality of the relationship and has given me the knowledge of how to better solve problems."

The **RESTAURATEUR**

TRACY BORKUM

Credentials: Founder, Urban Kitchen Group

YUM

• Urban Kitchen Group is responsible for the Cucina collection of restaurants in San Diego.

TRACY IN THREE WORDS:

- Passionate
- Resolute
- Loyal



THREE CHEERS TO THAT!

- Tracy is eagerly awaiting the day when the term "male dominated field" is a thing of the past.

"The devil is in the details' is not a lie. While it is important to define the global vision of your brand, your company culture, efficiency and long-term success is sustained by knowing who you are and what you do, from the ground up."

"To grow, you have to be willing to take risks. Yet, it's important to calculate that risk. The fear of failure shouldn't stop you. Remembering past failures and being reminded of how you overcame them is a great motivator and source of strength."

"Early on in my career I didn't handle confrontation well. I was then reminded of my mother's voice when I was a young girl and had a conflict with a friend or foe. First, she would ask 'What did you do?' and then 'How do you think the other person feels?' This has become the greatest tool for me to resolve differences, whether with myself and others, or between team members."



URBAN KITCHEN GROUP

505 Laurel St.
 San Diego, CA 92101
 619.239.2222
 www.urbankitchengroup.com

Photohost Location:

CUCINA SORELLA
 4055 Adams Ave
 San Diego, CA 92116
 619.281.4014
 www.urbankitchengroup.com
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BATTLE AXE SAN DIEGO
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San Diego, CA 92120
619.501.8011
www.battleaxesd.com

The **WARRIOR**

ANNIE WYLAND

Credentials: Owner, Battle Axe San Diego

ANNIE IN THREE WORDS: • Kick"axe" • Foodie • Hustler



KARAOKE QUEEN

• Annie had her husband install karaoke at Battle Axe so she can sing T-Swift when no one is around!

FOXY BROWN

• Annie's own dog, Foxy Brown (yes, named after the '90s rapper!), is Battle Axe's mascot.

"To be honest, I debated whether or not to do this interview because it's hard to look at myself as a 'successful woman in business,' but you know what? I am! I, like many other women, feel self-doubt and set self-imposed barriers. I support, encourage and uplift other women, but when it comes to my own accolades, I get shy. I worked hard to get to where I am, and I shouldn't be embarrassed to celebrate my success."

"As I get older, I've learned to care less about what others think about me and just be my authentic self. Being an authentic person has made me into a leader that people want to work for and work with."

The **ARTIST**

BRIANA ROBINSON

Credentials: Owner, BUJU Tattoo

IT'S ALL IN THE NAME

• Briana's tattoo shop is named after her pit bull, Buju.

BRIANA IN THREE WORDS:

- Sweet
- Aggressive
- Driven



ALL ABOUT ART

• Briana is a classically trained illustrator with a degree in Fine Arts from Savannah College of Art and Design.

"The challenge I've overcome in the historically male-dominated field of tattooing has been to carve out a leadership space of my own so I could bring along my own way of doing things. There wasn't exactly a beaten path ahead of me, but it's been rewarding to find my own way."

"My secret sauce is one part sugar and 10 parts red hot chili oil."

"Every morning, I'm motivated by my enthusiasm for the amazing animals and people around me, including my two pit bulls Buju and River, the love of my life Loni, the amazing artists at BUJU Tattoo and all of our wonderful clients."



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The LIFE OF THE PARTY

NICHOLE ROCERO

Credentials: Owner, The Roc Shop

NICHOLE IN THREE WORDS:

- Genuine
- Fierce
- Free



I DO

- The Roc Shop initially began as a creative outlet from Nichole's full-time job as a graphic designer in the wedding industry.



TRAVEL BAG

- In her spare time, Nichole travels and has visited 12 countries and counting.

"I did play it safe at first—only creating items that were trendy and stayed within the lines. It wasn't until 2016 when a fire within grew, forcing me to acknowledge how I only get one chance in life, so I better do it right. That means celebrating the person I am and who I want to be—not censoring or dimming myself for the benefit of others."

"For me personally, being a successful woman is truly about being aware of my own happiness and in control of my life as it is, day to day. I have what I need. I'm in the position to give some of what I have to others."

"I have a business in which people purchase my items to express and celebrate themselves. That is success for me." ■



THE ROC SHOP
4275 37th St, Ste 218
San Diego, CA 92105
619.772.0476
www.therocshop.com