

PDXbizwomen  
COALITION

# BARBARA BRADSHAW

## MEMBER PROFILE



CEO OF STANDARD TV & APPLIANCE; PRESIDENT OF BRADSHAW ADVERTISING

**How did you come to own two different businesses and how do you maintain your success?** I started my advertising agency over 35 years ago with the intention that would be my sole focus. After working 10 years as an account manager in the radio industry, I found that I could not completely help my clients enough by just putting them on one radio station. My college focus was marketing, so I had the background to help clients with all media and when I made adjustments to their advertising it was satisfying to see their businesses grow. Most I have worked with have become the number one volume sales company in their respective industries which is gratifying. The second business came out of a cocktail party where a person I knew asked if I would ever be interested investing in an appliance company. My answer was, I would look at it, thinking I might invest a small percentage to help get things going for this person who really had a desire to own the company. My investment became much larger and now I am a co-owner of a major Appliance Company. I have taken a deep dive into this business and have learned so much. The success I have been able to maintain comes from working long hours and being committed to doing the right thing and a good job. I have always put that pressure on myself. I look

at any business no different than taking care of a baby... it takes constant attention and involvement for it to be successful. There are no shortcuts nor it is easy being in business. It's long hours, stomach aches and constant looking ahead to ensure its success.

**What advice would you give to someone who wants to own their own business?** Get in the trenches with your people. There is no job too small, or dirty for me to do. Don't think you are the boss because you aren't. You are part of the entire team and if you don't work hard to set the example how can you expect anyone else to aspire for greatness. Put your employees first and make sure they are taken care of so they will want to take good care of your customers. Excellent service is what staying in business is all about. Don't spend more than you have available to spend. Take conservative risks when you're starting out and be prepared not to personally take a salary the first couple of years so that you can build money into the company for the days that are hard. Being the owner is the hardest job you will ever take on because you never get to leave your work at work. It becomes a part of the fabric of your life...you live and breathe for the benefit of all working at the company.

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