

women in business

LORI SERUM

Mother, wife, businesswoman, custom home builder and co-owner of an all women-owned real estate company providing custom home construction.

What was your dream job as a kid, and why?

I don't really remember having a specific dream job growing up, but what I do remember is wanting to do something different than work on my family's dairy farm. I wanted to experience something new. Having grown up in a large family in rural Southwestern Minnesota, I learned two things: milking cows was not my passion and hard work was nothing to be afraid of. In fact, the strong work ethic I developed growing up on that farm helped shape the person I am today. I owe my parents for the values they helped instill in me, and I am forever grateful to them.

What woman inspired you, and why?

My mom – she truly was an amazing lady. My parents immigrated from Holland soon after they were married, and my mother came to the states not knowing how to speak English or how to drive a car. They settled on a small farm in Iowa, raised 11 children, and made sure there was enough money to send us all to a private Christian school. My mom was such a faithful servant to our Lord. In good times and in bad, she always found the good in everything – both in life and in people. She was such a nurturing, loving woman with incredible values.

What advice would you give to young women who want to succeed in the workplace?

Work hard, be honest, stay humble, have passion for what you do, and always be respectful. Set your goals and work each day to accomplish them. When you wake up each day, ask yourself how you can make a difference in the next 24 hours, then just go out and do it!

I find joy in what I do, and I am truly humbled by how blessed I am to own my own home-building business. I also recently



started a new venture: BLV development (or BLVd as we like to call it). BLVd is a completely woman-owned real estate company providing custom home construction in Wayzata and surrounding communities. This is an exciting time, and I am extremely optimistic about these new opportunities!

How do you achieve work-life balance?

As a custom home builder, achieving work-life balance can be a challenge. For me, it comes down to focusing on clear work-related goals each week and then setting and maintaining personal boundaries. When my kids were younger, it was much harder to manage that balance, but now that my husband, Gary, and I are empty nesters, it has allowed more time for me as a businesswoman and for us as

Maintaining those personal boundaries still takes a lot of effort. For instance, if I plan to work late, I try to book as many appointments in one evening as possible, so it takes less away from Gary and our time as a couple. I love being busy and helping whenever and whomever I can. To some, it may just seem like a lot of work, but whether I'm hosting a fundraiser or throwing a bridal shower, it all brings me so much joy. Life is a dance...you learn as you go.

What do you enjoy most about the Wayzata community?

Gary and I have a condo here in downtown Wayzata that we call our "cabin." Instead of heading up north, we have a short drive from Champlin to our weekend escape. We just love this quaint village, from enjoying a walk around town, strolling along the lake, boating or catching up with our neighbors, everyone is just so friendly. I am so lucky to have a home and a business in such an incredible community.