

2009 WOMEN IN BUSINESS**Jennifer Lynn Raines**

Position/Company “Chick-in-charge” of Kinks, Quirks & Caffeine LLC

City Williamsburg and Yorktown

Home and family

Williamsburg; parents Jim and the late Jean Raines; sister Teresa Bassett; dog Zack.

Your job I own two handcraft galleries and gift boutiques and an online store.

Education MS in management, Troy University; BA in management, Virginia Wesleyan College.

Career progression I worked in health care for about eight years before starting my own business four years ago. When my mom died suddenly seven years ago, I decided that I never wanted to “work” again. I honor her every day by fulfilling my promise to “live true.”

Proudest business achievement Having the courage to give up the comforts of a stable, corporate job to start my business.

Biggest factor in your success

I never, ever give up. And, I’m surrounded by people who support me.

Professional activities

Locally, I’m an advocate of the 3/50 Project, a grassroots movement to support and preserve local businesses. I have been involved in the Virginia Peninsula Chamber of Commerce and the Williamsburg Chamber & Tourism Alliance. I am a graduate of Dale Carnegie’s Leadership Training and Dale Carnegie’s Advanced Sales Training. I also am a member of the Riverwalk Landing Marketing Committee, the American Marketing Association and the American Association of Craft Retailers. I served on the board of directors for the Downtown Hampton Development Partnership for three years. I was one of the founding members of Williamsburg Area Arts group.

Volunteer activities For

many years, I was active with fund raising for the American Heart Association and I’m a trained disaster human relief worker for the American Red Cross. Additionally, Kinks, Quirks & Caffeine makes a minimum donation of \$5,000 annually to local charitable organizations. I host the “Calendar to Live By” signing event for the Beyond Boobs! organization annually. This year, I have made a personal promise to sponsor an “Honor Flight” trip, giving 55 World War II veterans their once-in-a-lifetime opportunity to visit the World War II Memorial in Washington, D.C.

How do you balance your time? I don’t sleep much.

Biggest obstacle The overall economic downturn of the last year. It came at an inopportune time as my business was growing and just beginning to stabilize. Most of my challenges are self-imposed. The biggest one was running the Marine Corps Marathon.

How have you overcome challenges? My passion for life and what I do drives me in



everything I do, and helps me to never lose sight of who I am and what matters most.

Professional goal in five years I plan to open a new flagship store and would

like to expand the locations of my stores. Beyond that, my continuous goal is to be a valuable asset to my community and to provide a fun and creative place to work and shop.