

# Northwest Hardwoods Employee Spotlight

Lisa Franich  
Export Customer Service Manager  
Tacoma, WA

If Lisa Franich could summarize her 16 years working as an Export Manager using only a movie title she originally thought about choosing “Funny Farm”, because, you know, sometimes it’s just been one of those days. But in retrospect, her more popular answer would be “The Incredible Journey”. Her best moments at work are when coworkers have dealt with an upset of some sort, whether it be within the company or in their daily lives and watching others “go on autopilot” to be there for one another. She feels those moments watching others get through life while maintaining poise and composure, and not interrupting the business are some of her proudest moments at work. She feels talking to others in other offices, or her very own team in Tacoma, is like talking to someone in her extended family, where there can be a copious amount of time in between conversation, but you’re still able to flawlessly continue a good amount of time later. When it comes to newer conversation holders in the form of new employees she feels the best piece of advice she can give them is to learn all that they can, to ask questions, spend time listening, and to be genuine in their interactions with coworkers. This sense of well-being is easily the reasoning behind Lisa’s life motto of: “Always try to take the high road so you can always look at yourself in the mirror.”

When Lisa isn’t at work she rather enjoys gardening. She feels when she’s able to wake up, turn on her music, and get out to her garden is when she’s able to fully enter her happy place. Ideally a perfect day for her would be getting up, visiting her favorite nursery, spending the rest of the day planting new plants, and then barbequing with her husband and kids for dinner. A random fact that Lisa knows is the date that the Titanic sank. She learned this in elementary school when she read “A Night to Remember”. At the time, the book scared the heck out of her and inspired her to never ever take a cruise. With this fear, it’s safe to say in ten years when Lisa and her husband are hopefully retired they won’t be taking a boat to go live in Maui like she hopes, but realistically she feels she’ll still be with the company in that amount of time, but just ten years wiser. Although she may never find herself living there Lisa has great memories visiting Maui with her husband, kids, and some good Bob Marley music.

If Lisa could teach someone anything about anything she feels she’d help teach people to find the things in their lives that give them the most clarity, and once you find them to do them as often as possible. At the end of the day, Lisa feels she works the hardest for herself because she wants to be happy with what she brings to the table. She also finds great value in her kids seeing her accomplish things, not only in the home life, but also on the work front so they can see that that balance is very much possible.