

Orchid Awards: *Entrepreneurs***DEBRA  
DUNN**

President

Synergy Resources Group  
Specialty: Business and  
Nonprofit Consulting

**Tell us something we don't know about your organization?** I started my consulting business with the mission to give consultants another business development network and to give my clients access to the resources they need to move their organization forward. As Synergy grows so will the opportunities for more women entrepreneurs.

**What do you see coming down the road for companies in your**

**field?** For the last four years, I've focused on the transportation industry, specifically advocating for a safe and reliable transportation system. With Oregon's population expected to grow by 29 percent by 2035, it's imperative that policy makers, businesses and the general public engage in meaningful conversations about how best to use constrained transportation budgets to benefit all modes of transportation.

**Why is the climate for female business executives getting better?** It's getting better with women shifting their focus from proving their value to management – because I believe it's apparent – to sincerely helping other women advance their careers. From starting as a general manager for several veterinarian clinics to leading a transportation association to now rededicating my time to my consulting business, the

opportunities for women are there.

**What's the most difficult business decision you've ever made?** With a career focused on transforming organizations experiencing stalled performance or helping others build a foundation for future success, I've made many difficult decisions.

Some were necessary to realign an organization and eliminate barriers to establish a clear path to progress. Others involved replacing under-performing employees who did not take advantage of training and coaching opportunities.

**Favorite artist:** For someone who loves music from just about all genres, it's hard to pick just one. In the past few years I've seen Elton John in concert, which was amazing, and the unique experience of seeing the Eagles perform on the USS Midway. I've also attended concerts by Diana Krall, Chris Botti and the Indigo Girls, as well as having Michelle and the Beards perform in my living room for one of our parties.

**Preferred charitable cause:** I tend to support organizations that empower women as they struggle through personal challenges, those that provide access to health care services and educational opportunities or those that help women advance their career goals.