

Krista Larson

PERSONAL INFORMATION

Name: Krista Larson.

Organization: Metropolitan Family Service.

Title: Executive director.

What we do: Over the last half century, Metropolitan Family Service has moved from a single-service agency to one that provides multiple distinct, but related, services that meet the ever-changing needs of the community. Today those services help children succeed, strengthen families and their connections to community, and help older adults live independently. Our mission is to strengthen families and individuals while enhancing their participation in community life. We have a staff of 116, most of whom work part time, who share our commitment to the community with 1,700 skilled and caring volunteers who contribute more than 121,000 hours annually in the tri-county area. Metropolitan Family Service makes connections that strengthen the lives of more than 37,000 individuals and families each year.

Education: B.A. from University of Oregon with a major in recreation and a minor in public service and community affairs.

Residence: Southwest Portland.

BUSINESS PHILOSOPHY

Essential business philosophy: Having a clear philosophy guides your business; having a set of beliefs and principles guides your actions. By defining what you consider to be important, you know what to tackle and where to focus. A strong philosophy helps establish an efficient and focused operation. My basic business philosophy is to surround myself with talented people, look for ways to work smarter, and stay true to our mission. Always maintain a sense of humor and focus on motivating the people in your organization.

Best way to keep competitive edge: Keep connected and be flexible.

Guiding principle: Support others' goals to reach our own, and utilize our mission to guide us.

Yardstick of success: Having children, families and older adults tell us that our programs made a difference in their lives. Balancing the budget. Developing diversity of revenue.

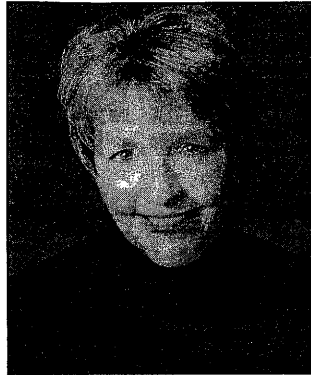
Goal yet to be achieved: Building an endowment fund at Metropolitan Family Service. Helping the community see the value and need for human service programs, and continuing to trust us to deliver.

JUDGMENT CALLS

Best business decision: It's always hiring the right people.

Toughest business decision: Fixing the problem when you haven't hired the right people.

Mentor: Everyone you come in contact with has something of value



that provides you with mentoring opportunities.

Word that best describes you: Balanced.

TRUE CONFESSIONS

Likes best about the job: The variety of people with whom I get to work, including major donors, foundation trustees and staff, corporate and community leaders, government officials, volunteers,

staff, and clients. Sometimes you begin a day meeting with the head of a corporation. Later, you talk with a single mom who is attending a parent education class for low-income families where English is a second language. It's amazing.

Likes least about the job: Funding instability. Long-term, diversified, sustainable funding to ensure we're able to provide services is critical — and is one

of the biggest challenges nonprofits encounter.

Pet peeves: People who think there's only one way to do things.

Most important lesson learned: Almost everyone wants to be productive and successful. All we need to do is create an environment that will support them.

Person most interested in meeting: Mark Twain. I love the way he says the obvious in a clever, thoughtful way in what seems like an entirely different perspective. The Jerry Seinfeld of the last century.

First choice for a new career: Philanthropist.

PREDILECTIONS

Favorite quote: "The worst vice is advice."

Most influential book: My organizer, although now I use a Palm.

Favorite movie: "Baghdad Café," "Babette's Feast."

Favorite music: Rock and Roll Soldiers from Eugene — my nephew's band — they were just signed by Atlantic Records.

Favorite toy: Running shoes. I spend a lot of time enjoying Forest Park and the Wildwood Trail.

Preferred community involvement: Metropolitan Family Service, of course. It's always great when I get out and volunteer at one of our many programs.

Favorite restaurant: Carafe, it's a fabulous French bistro. Owner Pascal Sauton is a supporter of the Classic Wines Auction, the biggest fund-raising wine event in Oregon, which has supported MFS for 20 years.

Death row dinner: Chocolate. Lots of it. In fact, so much chocolate that it kills me prior to the execution. Death by chocolate.

Favorite vacation spot: Mexico. I was there recently and it is a wonderful, diverse country.

Favorite way to spend free time: Singing in an internationally competitive women's a capella chorus called the Pride of Portland. □

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