

# IN THE COMPANY OF WOMEN

Idaho Falls is lucky to have these fem phenoms bettering our society.

**I**t is said that we're known by the company we keep. Southeast Idaho is a superb place to live, and it's exemplified by these six extraordinary women. Living from their hearts and giving back to their community is important to them and inspires others to follow in their footsteps. Here in Idaho Falls we're in excellent company indeed.

By Alisa Clickenger  
Photos by Susannah Newsome

## LISA SMITH

### **What she does:**

Key Account Manager for Town Square Media in Twin Falls

**Years in Idaho Falls:** 17

### **Happiest when:**

Planning a trip or being involved in a fundraiser.

### **Words of Wisdom:**

"Do not sweat the small stuff. And it's all small stuff. I just believe that that's true. Keep your focus on something bigger. Especially younger women who tend to fret about things that in the long run are just not that important."

### **What makes her special:**

Major Amounts of Give-Back. She and husband Gregg organize Idaho Falls' annual Mountain Brewers Beer Festival, Zoo Brew, and the Santa Crawl.

### **What inspires her:**

Fun events that raise funds for charity.

### **Community Insight:**

"There are a lot of great people in this community. People get on board with things. There are a lot of people involved in charity events around here. You meet them all the time. It's not difficult to get a good event going where all the money goes to charity."

### **To Date:**

Helped raise more than \$837,000 for charity.







# BRITTANI HARADA

## **What she does:**

American Family Insurance  
Agency Sales Manager  
Assistant

## **What makes her special:**

Former president of the Idaho Falls Chapter Japanese American Citizens League

## **Lived in Idaho Falls:**

Since she was 14

## **Key to happiness:**

"Being happy is being in the moment. Not regretting the past, not worrying about the future. Trying to focus on the here and now."

## **What inspires her:**

"Doing good. I want to leave the world a better place and hopefully I can do some good along the way."

## **What she does in her down time:**

Plays "World of Warcraft", a massive multi-player online role playing game.

## **How she stays balanced:**

Maintaining a healthy diet, taking vitamins, and reading.

## **Best Moment:**

Gathering prizes and sponsorships for last year's Charity Golf Tournament. All proceeds went to the Make A Wish Foundation, and the group effort earned enough money to make almost two wishes for children come true.

## **Best Advice:**

"You can accomplish whatever you want. Follow your dreams. Do everything your heart tells you to do."

# MARILYN WATTS

## **What she did:**

Retired Nurse

## **How she held it together:**

A supportive husband, outdoor living, many trips.

**Lived in Idaho Falls:**  
55 years

## **How she did it:**

"I believed fervently in what I was doing. I believed for a long, long time that often life is worse than death and I think that people should be allowed to die as comfortably as possible, and not be kept alive by artificial means when they don't have any life left to live. And it was just always my philosophy as I worked with the dying people to make their lives as comfortable as possible."

## **Why she did it:**

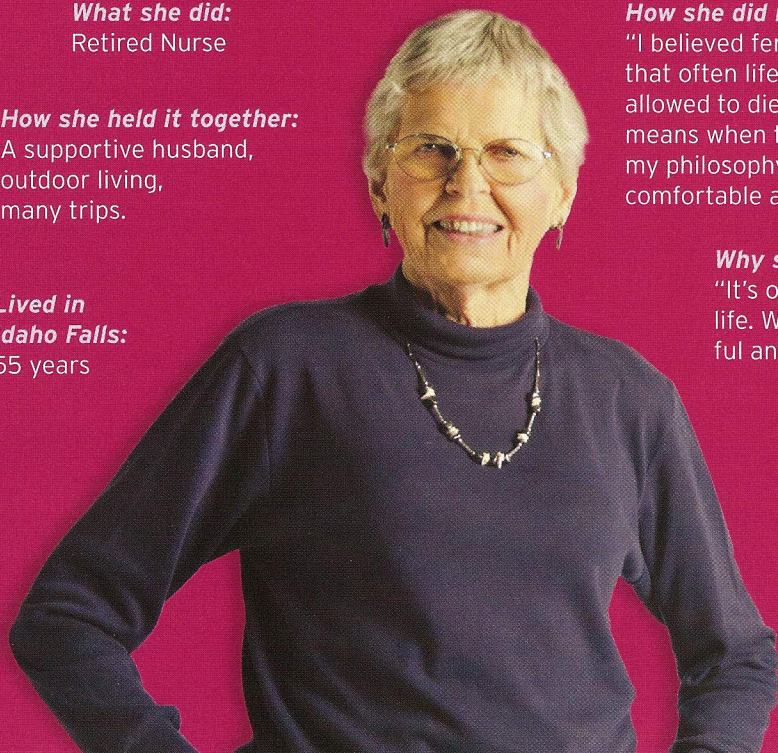
"It's one of the most rewarding things you can do with your life. When you help somebody to die well, family is so grateful and they can't give you enough praise."

## **How she stayed balanced:**

"There are things that are important and there are things that are not important, and you learn to separate them. I've had cancer; I was told once that I had a malignancy and that made me realize that you'd better take time to smell the roses because life might not go on forever."

## **Best Advice for young women:**

"Go to school and get an education. Don't be in a hurry to get married and have a family because there is plenty of time for that."





# KRIS COCHRAN

**What she does:**

Office Manager in a very fast paced office

**What makes her special:**

Cured herself of lupus

**Years in Idaho Falls:** 28

**How she stays focused on what's really important:**

"By staying present—living in the now. Each moment is rich in opportunity for joy, gratitude, and growth—even the unpleasant moments."

**Her key to happiness:**

"Simply being conscious enough to know happiness is my choice to make, moment to moment, under any circumstance."

**How she stays balanced:**

Daily meditation. "In this deeply sacred and personal space, we are pure imagination and our soul whispers 'anything is possible'."



**What "moves" her:**

She feels most alive and on purpose when someone asks her for help or advice and she has a bit of women's wisdom to share.

**How she makes time for herself:**

"I just take the time for my passions without guilt. Let those dust bunnies roam free and make a daily investment in yourself. Fill yourself up first, and you will have more to give others."

**Charities she supports:** Secret Santa, sponsored by a locally owned business that wishes to remain secret. "I love the concept that giving is not about public accolades; rather it is about teaching hope, person to person."

**What she does to feel part of the community:** Supports local stores, arts, cultural events and especially events that promote unity.

**Her advice for the younger generation:** "Don't spend all of your todays worrying about your tomorrows. Now is all we have. Live it fully, and the tomorrows will take care of themselves."

# HUNTER RAE RACKHAM



**Who she is:** National High School Rodeo Association Queen 2013-2014

**On beauty:** "My mom is the most beautiful person I've ever met."

**How she gives back:** Visiting seniors, supporting the Idaho Food Bank, Special Olympics and St. Jude Children's Research Hospital. "I love working with kids and making kids smile."

**Why she's a Queen:** Strives to be a role model for kids.

**What inspires her:** Promoting Rodeo and the Western way of life.

**Her greatest gift:** The gift of having a big family.

**On happiness:** "I have to say the key to happiness is happiness. You just have to find your happiness and go after it for all it's worth, whether that is rodeo, serving others, family, singing, dancing, whatever it is."

**Best Friend:** Her horse Kirby, a.k.a. "Kirbalicious" (but don't tell her other six horses!)

**Next up:** Finishing high school this year with high honors, then college. Her six to seven year plan includes an internship at a radio station, getting a Bachelor's degree in communications, and then winning the Miss Rodeo America Pageant (her goal since she was 8 years old).

**Advice for other students:** "The most important thing is to get involved. Put all your heart and soul into something. Kids are less active, less social these days. We will be running the world one day, and it's important we know how. Get involved and just keep going. Find your future."

Photo by Kelly Rackham



# ROSY BOLING

**Who she is:**

Grandmother of 10, Owns A&R Corporation, which builds grain storage facilities.

**Lived in Idaho Falls:**

Since 1980

**What inspires her:**

Loves going to work. A true people person, she loves learning what makes people tick.

**Keys to happiness:**

Making a choice to be happy, finding peace and joy within her faith.

**How she stays balanced:**

Loves cooking and entertaining, spending time with family.

**How she focuses on what's really important:**

"When I'm at work, I'm at work. Focusing on my job and doing the best that I can, at what I do. When I am at home I am a mother, I'm a grandmother, I'm a wife, and I try to focus on that aspect of my life."

**On loving life:**

"Life has so many, many experiences that I try to see how many I can experience. I guess I just love life and I think every minute of it you should rejoice in it and accomplish something either professionally or for you."

**Charities she supports:**

A missionary in New Guinea, plus she makes anonymous donations when she hears of an individual need.

**Best Advice:**

"Communicate very, very well. Communication I think is the essence of understanding because if you do not communicate and listen, I think that you're going to be in trouble that maybe you can avoid by really listening to the other people. Really try to communicate what you are hearing and how you are actually feeling. Communicate your feelings. Communicate your desires. And don't be afraid to let people in." **IFL**

