

Vicki White debunks old attitudes about women

Vicki White lays to rest the old notion that women cannot work well together, or do not like working together.

White is vice president and Ada County manager of TitleOne Corp., a company she helped found five years ago.

“Approximately 80 percent of our team is female,” said company co-founder and president Mark Tidd. “Thus, Vicki is in a unique position to mentor, coach, and influence these aspiring women. While Vicki excels in all areas of her role, it is her leadership style that has positively influenced our female-dominated employee population.”

Tidd undertook an informal survey of those employees, and here are some of the things they had to say about their supervisor and mentor:

- “Vicki has the unreal ability to multi-task, yet make you feel like you and your problem are the only thing she is focusing on.”

- “Vicki shows that women really can make it to the top, with both sincerity and style. She has been a mentor and example to many of the female staff at TitleOne.”

- “Vicki has the ability to wear numerous ‘hats’ and do it well. She is always supporting the team with a positive attitude at all times.”

In fact, when asked what makes her a great leader, White herself mentions attitude, teamwork and, well, hats.

“When we started TitleOne, the only thing from my background that prepared me for what lie ahead was my ability to wear several hats at once,” she said. “In the beginning, every team member wore multiple hats.”



Vicki White

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White combines a competitive streak with a hint of “motherliness.” “My competitiveness and the ‘mother’ in me are probably my best characteristics that help me promote a team spirit,” she said. “I don’t like second place and I feel strong that discipline and love need to be balanced to have a strong team and that people need to feel appreciated for what they do.”

Away from work, White, 43, is a mother of two and wife to Eric, a firefighter for the City of Nampa.

She drew upon a 13-year real estate background while helping launch TitleOne. She lists as professional affiliations the Idaho Building Contractors Association and Snake River Valley Building Contractors Association, each of which has awarded her Associate of the Year honors.

“Success is not necessarily defined in the world you work but more so in how you feel about yourself,” White said, noting that she treasures a significant keepsake that still motivates her today.

“My high school principal gave me a little red book at graduation with the honor of ‘most likely to succeed.’ It meant a lot,” she said, “and I still have that little red book in my hope chest.”

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