

IWCF New Member Profile - Jamie Jacobson

Jamie moved to Idaho in 2012 to pursue athletics at the University of Idaho. Originally from a small college town in South Dakota, she felt right at home in Moscow especially at the Saturday Farmers Market. Jamie was laser focused on swimming while in college and became a school record holder, conference champion and NCAA qualifier. While she loved many aspects of being a student athlete, she hurried her way through college and graduated with a degree in Public Relations in 2015 and promptly headed to Houston, TX with her now husband, Josh.

Jamie and Josh weren't in Houston long before they followed a job promotion for Jamie. She was one of two female salespeople at the company and was the youngest seller they'd had so it was an exciting opportunity and they jumped on it. Jamie covered the Seattle and Portland territory for a couple of years driving a large demo trailer around the Pacific Northwest meeting with all sorts of businesses until she was recruited to join the Amazon Advertising team.

She loved the hustle and the culture of working at Amazon, but she found it taxing to commute into the city while also finding time for her hobbies outside of work, such as teaching yoga and renovating their small townhome. On the weekends, they'd pick a new town to drive to and they'd find a unique Airbnb. This allowed them to see so much of Washington and they had a blast – their favorite spot was the San Juan Islands. Most of their time in Seattle was spent eating Pho, going to Home Depot (for the home renovation), or finding new coffee shops. While they loved their life outside of commuting, they knew Seattle wasn't going to be a long-term option as both Jamie and her husband had grown up in smaller towns and couldn't picture raising children in the city. So, on a bit of a whim, they moved to Boise.

Boise has afforded Jamie and Josh the opportunity to grow friendships and explore hobbies both old and new. In the summer, they spend a lot of time in the foothills both hiking and mountain biking or out climbing at the Black Cliffs. Jamie generally prefers less extreme activities, though, so you're more likely to find her on a paddle board or on the greenbelt. While Jamie and Josh spent a lot of time exploring the Seattle food scene, they were both vegan for 5 years and only recently started eating meat again. As a result, they haven't had as many dining experiences in Boise. Jamie's commute is much shorter now, just a short walk through her garden to a small office shed her husband and father-in-law helped build for her. For the past four years, she's worked at Quotient Technology as a Director of Agency Sales where she builds advertising and coupon strategies for brands you see at the grocery store – Kellogg's, General Mills, Nestle, and many others. It's rewarding work for her because she gets to satisfy her love for selling, but also learn all the latest and greatest in ad tech.

Jamie and Josh became parents to their son Oliver in 2020. They laugh now as they had planned for years to have a baby in 2020 because it would be an easy year to remember for birthdays. Of course, we all now know the world had other plans for that year. While it was difficult to have a baby during that time, it opened doors for them to have more time at home with Ollie that they wouldn't have had otherwise.

Before COVID, Jamie and Josh had planned to enroll Ollie in daycare. However, with COVID they were nervous for exposure and Josh decided to quit his job to be a stay-at-home parent. It's been incredible for their family, so much so that they had only planned to do it temporarily, but they aren't sure when, or if, Josh will go back to an office. This setup fits both their personalities well though they'd love to

build more ways for other stay at home dads to be connected as they've found this is a big gap in the community.

Oliver is now almost two years old and keeps Jamie and Josh on the move. They love to visit all the parks around the Treasure Valley and really any trail that they can find that is kid friendly – luckily the Treasure Valley has so much to offer in these aspects. Oliver loves to climb anything and everything and Jamie and Josh hope he'll join them rock climbing when he's older. Jamie loves to bake with Oliver and he'll often get in on the action when she cooks for the non-profit Lasagna Love which she started volunteering for in 2021.

Becoming a mom opened her eyes to needing to be more involved in her community which is how she found the IWCF. Her family was always involved in the community – her dad would make pancakes and mow the church lawn, her mom would deliver for Meals on Wheels, their family would volunteer for every race in town, and her parents volunteered at their swim meets each weekend. Being involved in the community is something she's been passionate about since a very young age and hopes to pass down to Ollie.

Jamie's recently taken back up her passion for swimming, though not as fast as she once was. After Ollie goes to bed you'll find Jamie reading a book in the hot tub that she finally convinced her husband was a necessity, or going on a long walk in the neighborhood with a good podcast in ear to wind down from the bustling life of parenting.

