



# Sarita Scheufens



CHIEF EXECUTIVE OFFICER,  
SAFETY COUNCIL OF SOUTHWEST  
LOUISIANA

## Sarita Scheufens

grew up in Lake Charles, Louisiana, baby sitting, mowing grass, raking yards, and working retail during the summers through high school, knowing that finances would be limited by the time she started college. She attended McNeese State University, majoring in psychology and working in banking while holding down other odd jobs.

“My talents lined up well with banking early in my career. It allowed me to serve others in a professional capacity and shaped me as a leader. Working for national firms throughout my time in banking demanded constant growth and required reinventing myself to keep aligned with the ever-changing definition of successful performance – learn, grow, and stay positive were the names of the game.”

She adds that there is no better career than one that uses the gifts God has given you. “Serving and growing others is mine. As the CEO of the Safety Council of SWLA, I focus on the growth of our employees – as we grow together so will the efforts we put forth within our organization.”

When it comes to challenges, Sarita says there are too many to count and most are self-induced. “My biggest challenge is the voice inside my head. Outside of that, I embrace challenge as a growth opportunity. My mantra is, ‘If you are not uncomfortable, you are not growing.’”

Sarita says her real education in business began as a receptionist and errand girl for a determined and successful interior decorator, her mother, who owned Bruney’s Interiors.

“I was 12, and she appreciated the cheap labor. As a young widow, she raised five strong-minded children to be their best selves and ‘I can’t’ was banned from our vocabulary. She is my hero not for what she has accomplished for herself, but the endless giving she has put forth for others. When people compare us to one another, I tell them, ‘I am the apple, she is the tree.’”

For Sarita, balance comes through the strong women she surrounds herself with. “My sisterhood-tribe accepts me as I am, loves me through challenges, gives great advice – even if it’s hard to hear. We don’t make excuses, but we don’t beat ourselves up over failure. Work life balance comes through a support system that may be found outside of work or home.”

### Groups and Community Service:

- Ellevote Louisiana – Sustaining Member
- Workforce Development Board – Chair
- Chamber ALLIANCE – Workforce Development Committee
- ABC Pelican – Multiple Committees
- Lake Area Industry Alliance – Health and Safety Committee
- Association of Reciprocal Safety Councils – Chair/Audit Committee
- American Association of Safety Councils
- St. Jude’s Children’s Hospital
- Executive Leadership in Banking graduate

- Louisiana Banking Association – Commercial Lending graduate
- Chamber Leadership Program - alumni

**Best Advice:** You know those coworkers and supervisors who want you to look less than so they can feel better about themselves? I’ve had a few! Here’s the secret to overcoming . . . become successful despite their efforts to bring you down. No words need to be spoken; success speaks for itself. And stand up for yourself – you are your own best advocate.

**Woman Who Most Inspires You:** Harriet Tubman accomplished great things with so few resources. She traveled through the woods for days, led groups of scared, hungry people to safety and a new life. Her bravery shined in the face of adversity. She didn’t allow her position in life; her education or how others defined her, to prevent her from doing great things. She just did it! What an amazing way to create a legacy, for herself and those she led to freedom.”

