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Small Business Resource Association



THE SBRA COMMUNITY AVOIDING Entrepreneurial BURNOUT



**By Gary Seibert, CEO,
Small Business
Resource Association**

How many times have you seen the flame burn out in a relationship, a project get put on hold or never completed, an employee go from good to bad to fired, a successful business go out of business or a once overly enthusiastic entrepreneur start to slow down and pull back from much or all of what he or she was doing? There are probably many reasons for the above but, all too often, the real root of the problem was that the difficulty overruled the joy, the intensity took away the fun, juggling too many balls distracted focus and fear of failure took away the drive for success. In other words, the work level exceeded the mental and physical capacity and resulted in BURNOUT.

If you are a true entrepreneur there is no easy way to be successful. Risk is part of the definition of being an

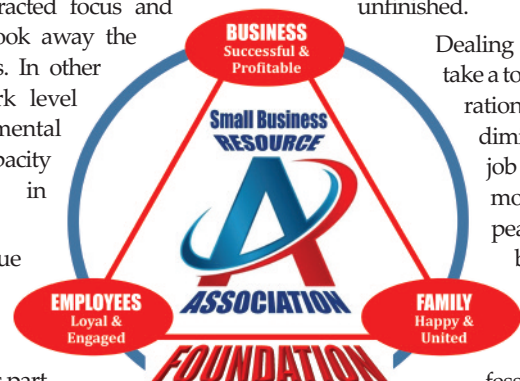
entrepreneur, challenges consume much of your work life, you are forced to do the things that you do, not like to do, or you are not skilled at doing. Entrepreneurism is not

meant to be for the person that is looking for the easy way out. Entrepreneurs often have way much to do in a given work day and therefore take work home to do in place of taking some special time for themselves and their loved ones. Entrepreneurs are proud and have much to prove to their competitors let alone to themselves. Worst of all, entrepreneurs are dreamers and visionaries and they want to take an idea and build it into reality forcing them to push their mental and physical limits. They also perceive themselves as the one that knows the most and can do the job better than anyone else, forcing them to take on more and more work which causes frustration and challenges as work piles up, unfinished.

Dealing with business can take a toll on anyone. Inspiration and drive start to diminish and the 9 to 5 job will start to look more and more appealing rather than being in charge of the whole show.

Burnout results in almost every profession and is a major cause of suicide in sev-

eral. Let's look at a few ideas that may help you deal with your entrepreneurial drive and in so doing, lessen the possibility of BURNOUT.



1. Take a look at what is causing you the most stress—Seek advice and help to reduce that stress and replace it with solutions that make the work easier, more profitable and enjoyable. Otherwise, find a way to get rid of that stressor.
2. Surround yourself with people equal to or better than you—Allow them to take on more responsibility and help you make your dream come true. Remember, you are the boss and they cannot fire you. However, they can make you more successful, easier and quicker, than doing it all yourself.
3. Make time for yourself—Note that I did not say, find time for yourself. You must intentionally make time available for yourself or you will never find the right time that fits into your busy schedule. Try to make that time the same time every week so it becomes a scheduled, repeatable part of your work/life schedule. Focus on things that are not related to your work and can put you in a different frame of mind. Examples are a favorite hobby, spending time with friends, going on a well-deserved vacation several times a year, take a night off each week, spend family time at home.
4. Give your burnout a rest—How much sleep do you get each night? Believe it or not, the amount of sleep you get, or do not get, can contribute to your burnout. You need sleep to re-build and strengthen your body and mind. 5 hours of sleep or less can cause up to 29% of productivity loss. How do you get more sleep? Develop and stick

to a sleep routine, stay away from sleep devices to help you fall asleep, create a restful environment, get rid of caffeine later in the day, exercise regularly and clear your mind in the evening.

5. Learn how to say NO—As an entrepreneur you take on a lot of responsibilities. However, that is a choice you have made and imposed on yourself that is not necessary. You have a responsibility to your business to hire good employees, train them well and allow them to assume many of the tasks that you have burdened yourself with. Learn how to say NO to new tasks and instead say yes to allowing others to assume those responsibilities. Learning how to say NO is an important ingredient to holding back symptoms of Burnout.
6. Manage your time well—The key to being a successful Entrepreneur is learning how to manage your time between personal work, meetings, answering calls, emails and work-related questions, continual improvement, exercise, quiet time, personal and family time. Do not let non-relevant situations rob you of time needed to do what is most important to you and your business.

Your body will tell you when the burnout meter has reached a danger level. Look in the mirror and you will see the signs. Listen to your staff, family and friends because they will see it before you will. Take it seriously because it can and will be harmful to your health and business.

SBRA Business Spotlight



Business Name: 73 Charcuterie Co.

Address: 38 Golfview Lane Reading PA 19606

Phone: 610.401-7447

Website: www.73CharcuterieCo.com

Business Bio: 73 Charcuterie Co., located in Exeter Township, provides ready-to-eat charcuterie boards, grazing tables and workshops. Owner, Erika Lebo, is ServeSafe certified and has worked in all aspects of the food service industry for over 20 years. Her attention to detail in design and choosing the freshest ingredients led 73 Charcuterie Co. to being named "Top Caterer in Reading" by Community Votes 2022 within the first year of opening.



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Salt & Light Cafe

WEPA Empowerment Center Inc.

Marathon
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Furniture Soup

Emerging Entrepreneurs Academy

DESPITE BIG BANK FAILURES, LOCAL BANKS REMAIN SAFE AND SECURE



By Carolann Westendorp,
Business Solutions
Officer, of Jonestown
Bank & Trust Co.

With the failure of Silicon Valley Bank and Signature Bank grabbing headlines nationwide, it's natural for small business

owners and the general public to wonder what the effects will be on all banks, including local community banks.

According to Carolann Westendorp, Jonestown Bank & Trust Co. (JBT) Business Solutions Officer, the safety of local, community banks, is unaffected by what's happening with banks like Silicon Valley Bank and others.

"The reality is JBT, and it's true of other local banks, is as strong and stable as we've ever been and JBT has been an independent, local community bank for 150 years," said Westendorp.

Westendorp went on to explain that part of the issue that led to the recent bank failures was a business strategy that left those institutions in a vulnerable position.

"As a well-capitalized community bank, JBT does not conduct any business in the venture capital arena or the cryptocurrency market nor do we engage in speculative or high-risk lending, all of which played a role in the downfall of Silicon Valley Bank and Signature Bank," said Westendorp.

Business owners and other clients have security by knowing their deposits, up to federal limits, are safe with banks, like JBT, because they are Federal Deposit Insurance Corporation (FDIC) insured institutions. In addition, Westendorp said JBT offers other products and services which provide additional coverage for clients who have concerns about deposits over FDIC limits.

In response to the recent failures, the FDIC is exploring ways which may provide depositors even more peace of mind.



The FDIC recently released a comprehensive overview of the deposit insurance system and options for reform to address financial stability concerns stemming from the recent bank failures. While nothing has been approved or finalized, the overview included three options for possible deposit insurance reform:

Limited Coverage: Maintaining the current deposit insurance framework, which provides insurance to depositors up to a specified limit (possibly higher than the current \$250,000 limit) by ownership rights and capacities.

Unlimited Coverage: Extending unlimited deposit insurance coverage to all depositors.

Targeted Coverage: Offering different deposit insurance limits across account types, where business payment accounts receive significantly higher coverage than other accounts.

Of the three options outlined in this report, the FDIC believes targeted coverage best meets the objectives of deposit insurance of financial stability and depositor protection relative to its costs. These proposed options would require Congressional action, though some aspects of the report lie within the scope of the FDIC's rulemaking authority.

Note: JBT is a local, community bank with branches in Lebanon, Lancaster & Berks Counties. Visit jbt.bank to learn more.

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TUNE-UP Tuesdays
information. sharing. motivating.



**Small Business
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• **Tuesday, June 13th,**
9:30-10:30 a.m.

presented by Russell E. Farbiarz
Esq. of Antanavage Farbiarz, PLLC

• **Tuesday June 27th,**
9:30-10:30 a.m.

presented by Bladimir Mercedes
of American Capital Express

Free to the public. Get more details and register at
<https://www.sbrassociation.com/#EVENTS>

MEMBER NETWORKING MINGLE

Register: <https://www.sbrassociation.com/#EVENTS>

Wednesday, June 28th, 5:30-7:00

at Violet Vintage Wine Company

**Learn How the SBRA Can Help Your
Business Grow – Membership Benefits Update**
Wednesday, June 28th, 9:00-9:30 a.m.

Register: <https://www.sbrassociation.com/#EVENTS>