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THE SBRA COMMUNITY OUT-DO YESTERDAY



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

Historically, January is the time of year when millions of people across the country make resolutions that, in most cases, are broken before Valentine's Day. They make lofty promises to themselves only to give up and return to their insanity, thinking that what they were doing before will someday make a change. Resolutions quickly become false promises because they are usually unreachable and unattainable.

Similarly, goal setting can be just as frustrating as most people set goals that are much like resolutions, too far down the road with too much time between the start and the finish. Good goal setting requires steps along the journey where one can stop and celebrate each small achievement along the journey.

So, this year, I am suggesting you take a new approach on planning what you would like to change or modify in your personal life. No resolutions or false promises that are based on long range behavioral changes. No feelings of failure as you face the reality that what you set out to do was much more than what you were able to do. No feelings of defeat as you look back and see no change and your hope of change becomes dimmer and dimmer.

What if, this year, you take an inventory of all the things you would like to change and instead of setting goals or

resolutions you just take one day at a time and promise yourself to OUT-DO-YESTERDAY. In other words, just take baby steps, one day at a time, resolving to make each new day just a little better than the day before. OUT-DO-YESTERDAY.

OUT-DO simply implies doing something better, more successfully, or even surpassing your own best effort or previous standard, essentially surpassing or exceeding them in quality, skill, or action. Self-improvement, day-by-day.

I must caution you, however, not to misuse the term OUT-DO by using it in a way that may damage your reputation with others. You

see, often, the term outdo is used to be more successful or skillful than another person or group. To be Superior. It can also take people beyond what was previously achieved or expected, especially oneself. Exceeding Limits. It can also be used in situations of rivalry, where individuals or entities try to outperform each other.

Competition. These uses of OUT-DO are self-centered and

usually don't have good outcomes.

This article is focusing on personal growth and development and what you can do to feel better about yourself. We all need to assess ourselves from time-to-time to see how we are really performing when it comes to our Faith, Family, Friends, Fitness, Finance and Fun. Six really important components in one's life.



Sometimes we look at these six areas of our lives and get overwhelmed by all that has to be done. Being overwhelmed normally prevents you from doing anything and therefore you never improve. Failed resolutions and expectations. By using the Out-Do Yesterday method you are slowly and thoughtfully moving forward each day. Setting small attainable goals and celebrating often your accomplishments. Just think of all the areas in your life you could use this concept of self-improvement.

Thirty years ago, when I got married, there was a record that has become my wife's and my theme song. The main verse goes like this "I love you more today than I loved you yesterday, but I must confess, that I'll love you best, when I love you tomorrow." Our promise to each other is that our love for each other will "OUT-DO YESTERDAY" and get better every day. Just try it — it works.

SBRA Business Spotlight



Assured Assistance

225 N. Kenhorst Blvd. Reading PA 19607

Phone: 610-796-4737

Website: www.assuredassistance.com

With Assured Assistance, you can maintain your independent lifestyle and focus on the things that are important to you. We understand, you treasure your home and your independence. Still, sometimes, you just need a little bit of help with a few things. And that's where we can help. Home care is where our heart is.

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Sherry Kutz,
Managing Director

SBRA Monthly Member Shout Out

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SBRA EVENTS

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

- Breakfast Referral Club – January 9th at B2 Bistro
- SBRA Networking Mingle – January 25th

WINTER SKIN SURVIVAL PLAN



By Amy Hendrix,
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Associates

Winter months are here and chill is in the air! Our skin often gets the brunt of this dry and cold season. The skin is the largest organ of our bodies and with cold dry air and our heat on indoors our skin can become irritated, dry and flaky. We can be susceptible to cracks on our skin or itching. Skin conditions like eczema or psoriasis can worsen during the winter season.

As a nurse practitioner with decades of dermatology experience, I would like to share helpful tips to keep your skin healthy all winter long!

Moisturize right after your bath or shower. After your bath or shower pat your skin dry with a towel. Apply a moisturizer that will help to lock in hydration. I recommend scent free moisturizers and ones that are good for babies are good for adult skin as well with less risk of sensitivity.

Humidify your air. Adding moisture in the air will help keep your skin from getting too dry, especially with the heat running.

Drink plenty of water. Hydrating your insides with plenty of water daily will help your skin stay hydrated as well. There are a lot of foods that offer hydration too! Cucumbers, peppers, oranges just to name a few!

Pick your soaps wisely! Pick gentle cleansers with little to no scents. Avoid harsh soaps that can dry out your skin. I always recommend soaps you could use for a baby as these tend to be made with hydrating ingredients and are sensitive to the skin barrier.

Avoid hot showers or baths. Hot water can cause the skin to become dry and irritated. A lukewarm shower or bath and limiting your time in the water will help keep your natural moisture.



Wear Sunscreen daily! Even though we are not out in the sun or at the beach you should still wear sunscreen daily – rain, shine, snow—doesn't matter wear sunscreen to protect your skin. If you go skiing or are spending time outdoors in the winter, reapply your sunscreen every hour as you CAN get a sunburn even in the winter. Use a Sunscreen with an SPF of 45 or greater.

Make an appointment if you have a skin condition. It is important that if you have a diagnosed skin condition or a rash that doesn't seem to improve over time you make an appointment with your doctor. Your barrier to infection is your skin, so having fissured or open cracks in your skin allows bacteria to get below the skin's surface. Itching makes the risk of infection worse. If a rash persists or you have redness, seek medical attention sooner than later to prevent infection.

These tips will help you create good habits all winter long. Even on the coldest days your skin can stay hydrated and healthy without being complex. The chilly air does not have to compromise healthy skin! We can all have healthy, radiant looking skin ALL yearlong!

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