

THE NEWS-HERALD | THURSDAY, FEBRUARY 22, 2018

WOMEN in BUSINESS

Lake County Chamber leaders: Talk is about networking, start-ups

Pay disparity: Gap is closing

Career change: Tips to consider



Great time to start a business, local women say

Area women stepping up

More opportunities abound for those who create them

Staff report

Leaders of local organizations steeped in startups and networking say now is a great time for hardworking women to own a business.

And no career field is off limits.

Christine Weber-Bresky, president and chief executive officer of Mentor Area Chamber of Commerce, said watching women emerge as leaders in nontraditional career fields proved a surprise late in her 23-year tenure at the chamber.

"I didn't expect the manufacturing," Weber-Bresky said. "I didn't think we would see that, and we are. I think it's fantastic."

Weber-Bresky was appointed president in November, she said, but she has been involved with business startups through

out her career.

"I'm seeing more and more women take chances and open up their own businesses," Weber-Bresky said. And the types of businesses don't necessarily fit preconceived notions.

"We have one woman at Olive and the Grape who has different oils and little things in her shop," Weber-Bresky said. "It's not only bigger business, but it's unique businesses. And we're seeing more and more women in manufacturing."

"We have a woman who runs No Limit Swiss with her husband," Weber-Bresky said.

"It's a manufacturing company. They manufacture small parts for machinery."

With broader opportunities, a greater need developed for finding others in

similar fields.

Networking of women at Willoughby Western Lake County Chamber of Commerce is robust, according to Karen Tercek, the chamber's president and chief executive officer.

"We have a lot of women when it comes to meetings," Tercek said. "We just had a luncheon. It's 50-50 men and women. They're not all owners. Some of them are managing. I don't know the number, but it's pretty strong."

"There are female networking groups, but those are in larger geographic areas, like downtown Cleveland. But for our area, a lot of people don't care. They want to grow their business. They don't care if you're a male or female."

The characteristics that help women manage many tasks and schedules at the same time translate into business strengths, she



"A lot of women are collaborators. They look to see opportunities in different places, and I think men feel the same way."

Karen Tercek, President of the Willoughby Western Lake County Chamber of Commerce

said.

"I think there is a strong connection with females and the way they do business," Tercek said.

"A lot of women are collaborators. They look to see opportunities in different places, and I think men feel the same way. I think women feel they have to work harder. I think there is still disparity between the sexes in the workforce. That's just my own opinion. I think women work harder

to get their businesses going. But all of our small-business owners work really hard. And I think it's different for the type of industry. Some industries have tougher barriers to get through. These aren't solid statistics. They're just general observations."

Regardless, Tercek said the climate is right for business.

"Absolutely, the economy is good," Tercek said. "Whether you're a male or

female, it's a good time."

Thinking of needs and opportunities, some Lake County career fields could use more female leadership, Weber-Bresky said.

"I'd love to see a few more women restaurant owners," Weber-Bresky said.

"I think that would be fantastic. We're really lucky to have so many women business owners in Lake County, and it's paving the way for the next generation."

COMPENSATION

At this rate, pay gap will close in 2059, group says



METRO CREATIVE CONNECTION

Female workers still earn on average \$.80 to every \$1 that a man earns.

Metro Creative Connection

Fans of the CBS hit television show "The Big Bang Theory" may have learned that, in 2014, the five original cast members renegotiated their salaries to earn \$1 million per episode. The original cast — largely male — includes Johnny Galecki, Jim Parsons, Simon Helberg, Kunal Nayyar, and Kaley Cuoco. Two actresses later joined the show, becoming mainstays of the comedy. However, newcom-

ers Mayim Bialik and Melissa Rauch haven't earned nearly as much as their costars for years. Recently, the original actors agreed to a pay cut so that Bialik and Rauch could earn more.

Unfortunately, the scenario that played out with "The Big Bang Theory" cast is not an anomaly.

Whether in Hollywood or elsewhere, many women still earn less than their male counterparts.

Although the gender pay gap has been getting steadily smaller, women

still earn roughly \$.80 to every \$1 earned by men in both the United States and Canada, according to the Bureau of Labor Statistics and Statistics Canada, respectively. Women's Policy Research says that, if current trends continue, females will not match males in pay until 2059.

Race and age also play a role in the disparity in pay between males and females, with Asian American women earning around 90 percent of what white men do, and Hispanic or La-

tina women earning about 54 percent of what white men earn, according to a 2016 report from The American Association of University Women.

The biggest wage gap by industry in the United States is in the financial and insurance sector.

Even though women account for more than half of all employees in these industries, the BLS in 2015 reported that they earn only about \$.60 for every \$1 men earn.

PAY » PAGE 7



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HEALTH

Getting a handle on workplace stress

Metro Creative Connection

Work-related stress is an all too common problem in workplaces across the globe. According to the American Institute of Stress, 80 percent of workers report feeling stress on the job.

Perhaps most troubling, nearly half of those people admit they need help in learning how to manage their stress.

The American Psychological Association notes that stressful work environments can contribute to a host of physical prob-

lems, including headache, sleep disturbances and short temper.

Chronic stress can produce more serious consequences such as high blood pressure while also weakening sufferers' immune systems.

Stress at the workplace also can make it difficult to concentrate, which in turn can compromise workers' abilities to perform at the peak of their abilities.

That supports the notion that stress is a problem for both employees and employers. As a result, finding ways to reduce that stress should be a team ef-

fort.

Getting a handle on stress can be difficult. Since so many people trace their stress to the jobs they need to get by, they might think it's impossible to address that stress without derailing their careers. But there are a handful of ways for professionals to get a handle on their stress without negatively affecting their careers.

▪ Speak up about your stress. As noted, stress at the workplace can affect workers' performance, which employers are looking to optimize.

STRESS » PAGE 13



SUBMITTED

Snow Bros. staff

Founder's granddaughter carries on his tradition

Snow Bros. a mainstay in appliance industry

Sharon Bennett, the granddaughter of Irving A. Snow one of the co-founders of Snow Bros. Appliance, has been setting the pace in the appliance industry in Cleveland for years.

She first joined the company in 1992. Sharon and her brother, Bill Kent, now run the business after taking over for their father, Bob Kent, in 1999. She and her family have delivered dependable service to the Cleveland area and beyond since 1922.

Over the years Sharon has worked fervently to

keep expanding the business.

As any small business owner would know, you must wear many hats. From outside sales and marketing, to managing and educating their growing sales staff, to organizing the yearly Relay for Life golf outing, Sharon stays involved with it all. She strives to keep the company involved in the community.

Snow Bros has made Relay for Life the focus in its philanthropic efforts by hosting an annual golf outing to support the cause, which due to personal loss has continued to be of great personal interest. Sharon has run the Relay for Life event for the last 11 years and has

raised over \$100,000 for Relay for Life.

As times and trends change Sharon aids in keeping Snow Bros. Appliance current. She has headed up showroom updates including individual kitchen settings with Monogram, Subzero, Jenn-Air and more in the lineup.

Customers can see appliances in a more home-like setting plus many of the appliances are live so that demonstrations and learning opportunities are available.

Snow Bros. Appliance and its customers continue to thrive and benefit from Sharon's knowledge, expertise and experience.

— Submitted

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HEALTH

Post-maternity leave

Easing transition back to work

Metro Creative Connection

The average length of maternity leave varies depending on geography, but the vast majority of new mothers take time away from work upon giving birth.

Maternity leave affords women the opportunity to connect with and provide for their babies, while hopefully giving new mothers some time to recover from childbirth as well.

When maternity leave ends, the transition back to work can be difficult. New mothers often struggle when the time comes to leave their babies at day-care, with a nanny or with a relative.

Adding to that emotional difficulty, women also face the task of diving back into their careers and all the responsibilities that come with those careers.

While returning to work after maternity leave can be difficult, the following tips might help women make the transition go more smoothly.

- Give yourself a grace period.

Even if you're accustomed to going full bore at the office, the first days or even weeks after returning from maternity leave will be anything but ordinary.

Give yourself a grace period upon returning to work, gradually easing back in rather than expecting to dive right in with both feet on your first day back.

Not taking on too much too quickly can help you adjust to your new reality and give you time to cope with any emotions



METRO CREATIVE CONNECTION

Returning from maternity leave can be hard on new mothers, but there are ways to make the transition go smoothly.

you might be feeling about leaving your child with a caregiver.

- Arrange to work remotely one or two days per week.

Another way to reduce the likelihood of being overwhelmed upon returning from maternity leave is to attempt to work remotely one or two days per week.

Speak with your employer about making such an arrangement permanent or temporary, explaining how even working from home just a single day per week might help you calm your nerves about dropping a child off with a care-

giver.

Thanks to the cost savings and advancements in technology, many employers are now more amenable to allowing staffers to work remotely.

But new moms won't know their employers' point of view on working from home unless they ask.

- Take the full leave.

A 2013 study published online in the Journal of Health Politics, Policy and Law found a direct link between the length of maternity leave and the risk of postpartum depression.

LEAVE » PAGE 9

Looking for a gentle and quality dental office?

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The dental team at the office of Debra S. Lowe, D.M.D., Inc., prides themselves on being gentle providers, whether it is an exam and cleaning, a filling, or another procedure within the scope of comprehensive dentistry.

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Dr. Debra S. Lowe

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She graduated from Cleveland-Marshall,



Pamela Kurt

Cleveland State College of Law with a dual degree - her Master's in Public Administration and her Juris Doctorate in 2003.

She is a member of the Lakeland Hall of Fame and National Association of Professional Women.

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EMPLOYMENT

Are you considering making a career change?

Metro Creative Connection

Women considering a career change may experience mixed emotions. The excitement elicited by such a decision may be tempered by fear.

Such fear is natural when embarking on a new path and leaving behind some security and professional equity, but that fear should not be the deciding factor when women mull whether or not to change careers.

The decision to change careers is something that requires careful thought and ample consideration of a host of factors.

Women facing such a

decision can consider the following tips to ensure they make the best choice for themselves.

- Consider your motivation before pursuing a change.

The motivation behind a career change can go a long way toward determining if that change is ultimately successful.

Money can be a great motivator, but if money is the only thing driving a change, then women might be better off pursuing new opportunities within their existing field rather than changing careers entirely, as staying within the field will al-

low women to capitalize on the professional equity they have built over their careers while also providing a new challenge.

A genuine interest in another profession or a desire to find a better work-life balance might make for better motivators to change careers than simply switching to make more money.

- Do your homework. Career changes require hard work and, if extra schooling is necessary, a potentially sizable financial investment.

CHANGE » PAGE 12

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Antiques & Uniques is located at 30200 Euclid Ave., Wickliffe. It's open from 10 a.m. to 6 p.m. Wednesday through Saturday and noon to 6 p.m. on Sunday.

— Submitted



SUBMITTED

Pay

FROM PAGE 2

The industry closest to salary parity is construc-

tion, where the difference in pay is a few cents.

Some states are closing the gap faster than others.

The AAUW policy analysts found that the states with the smallest gaps are New York, California and

Florida, Oklahoma, Louisiana, Alabama, and Utah are states with substantial gaps.

The news is similar in Canada.

Updated figures, compiled from Statistics Can-

ada data, show the pay gap exists in every province and in every major occupational group.

Furthermore, the disparity in annual earnings between men and women has barely moved over the last

20 years, even as education levels among women have surpassed those of men.

STEM-based careers remain the best avenue for women to reach near-parity in pay, as science-backed careers seem to offer the

closest in comparable pay, according to the BLS.

Although the gender pay gap is closing slowly, society still has a way to go before women are earning as much as their male counterparts.

Dr. Thokey has been providing dental care for our community since she graduated from Case Western Reserve School of Dentistry in 1994. Dr. Thokey was born and raised in the Cleveland/Lake County area and is currently living in Madison with her husband and two dogs. Besides dentistry, Dr. Thokey enjoys gardening, antiques and collectibles.



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Dr. Thokey is available by appointment on Lake Street in Madison.

— Submitted



Dr. Katherine Thokey

Leave

FROM PAGE 5

Researchers followed more than 800 women in their first year after giving birth and found that women at six weeks, 12 weeks and six months of maternity leave had lower postpartum depression scores than their peers who returned to work.

New mothers often struggle when the time comes to leave their babies at daycare, with a nanny or with a relative.

Postpartum depression can produce a host of unwanted symptoms, including a lack of interest in daily tasks and too little sleep, each of which can affect a mothers' performance at work.

By taking the leave afforded to them by their employers and/or local laws, women may reduce their risk for postpartum depression, which can make their transitions back to work that much easier.

▪ Take breaks during the day.

Frequent, short breaks during the workday can benefit all employees, but especially new mothers returning to work after maternity leave.

Returning to work can feel overwhelming, and routine breaks provide mothers with chances to catch their breath. Studies have indicated that such breaks also can reenergize workers, an especially useful benefit for new mothers who are likely not getting as much sleep as they were accustomed to prior to giving birth.

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**Women
in Business**



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For a complete list of upcoming classes visit www.mutskoinsurance.com/seminars. These events are only for educational purposes and no plan specific benefits or details will be shared. Some venues may charge a nominal fee. Classes are presented by Laura Mutsko of Mutsko Insurance Services, 6982 Spinach Drive in Mentor. Call 440-255-5700 for additional information.

— Submitted

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METRO CREATIVE CONNECTION

EMPLOYMENT

How young women can land the right internship

Metro Creative Connection

Internships provide great opportunities for young women to get their professional feet wet. While classroom lessons provide theoretical senses of what a profession might be like, an internship gives an actual sense, shedding light on how a business or industry operates.

In a Student Survey, the National Association of Colleges and Employers found that women (65.8 percent) were slightly more likely to have had an internship than men (64.6 percent). Competition for internships can be steep, and young women who want to set themselves apart from the field can employ various strategies as they search for internships.

▪ Learn the recruiting schedule. Some professions may recruit interns year-round, while others

may only look for interns during particular times of the year. Speak with your academic advisor or someone in your college or university's career placement department to determine when opportunities in your field are most likely to be available, and make sure your materials are ready when that recruiting season begins.

▪ Don't limit yourself. Cast a wide net when searching for an internship. If you want to be an investment banker, landing an internship that allows you to work alongside investment bankers may be ideal. However, limiting yourself to only those opportunities may be prohibitive, and you may end up with nothing. Maintain an open mind when pursuing internships. Even if you don't land your dream internship, another opportunity may provide lots of hands-on experience while

also allowing you to get your foot in the door.

▪ Tell the truth. Embellishing your resume might help you get an interview, but chances are the interviewer will learn pretty quickly if your purported skills are authentic. Internship programs are designed for students with little or no experience who might one day turn into valued employees. If a company suspects an internship candidate of embellishing her skills and experience now, that candidate might never get her foot back in the door.

▪ Don't accept just any internship. Not every internship is worth the effort. While interns may be asked to perform some menial tasks during their internships, the right opportunities afford interns the chance to get professional experience and interact with working professionals.

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SUBMITTED

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Women recently took ownership of Mentor business

Carpet isn't the only floor covering to choose from at Carpet One in Mentor.

Some are surprised when they walk in to find all the hard surface options available and the selections they have to choose from. Located at 7625 Mentor Avenue next to Wendy's, Carpet One is known by many for its full service and truly custom flooring options. What many don't realize is that they took on pallets of Coretec, ½" thick 6" wide hand scraped hardwood,

thousands of square feet of ceramic and porcelain tile, bound rugs and hundreds of name brand remnants to help save their customers time and money!

Stacey Rakes and Laura Rosborough, who recently took over ownership of Carpet One in Mentor, strive to offer a unique and large selection to those who need to purchase for value as well as those who are buying for looks.

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need, they are happy to help there as well.

Both Laura and Stacey started out at Carpet One over 20 years ago and are excited to continue to grow their business and take it to the next level. They are part of one of the largest co-ops which enables them to help their local community and gives you just another reason to buy at Carpet One in Mentor.

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— Submitted

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EMPLOYMENT

Strategies to help you create a better work-life balance

Metro Creative Connection

Parents with responsibilities at work and at home commonly struggle to find balance between these two often conflicting sets of obligations. Surveys have indicated that working professionals who work less are more likely to be happy with their work-life balance than those who burn the midnight oil at work, but for many adults, working less is not always an option.

A 2012 report from New Zealand's Ministry of Social Development found that the percentage of working professionals who

were very satisfied or satisfied with their work-life balance declined as their hours worked increased. Canada's General Social Survey discovered similar results, noting that, while the majority of working parents were satisfied with their work-life balance, those who were not most frequently cited their dissatisfaction at not having enough time for family life as the main culprit behind their discontent.

Creating a better work-life balance is an ongoing commitment, and even working parents who employ the following strategies may find they need to periodically tweak their

routines so they can fulfill their obligations at home and at the office.

▪ **Schedule family time.** Since working professionals unhappy with their work-life balance often cite lack of family time as the reason for that dissatisfaction, finding time for family may be the key to changing that outlook.

Schedule time for family just as you schedule the rest of your daily commitments. Listing family dinners or activities in your daily schedule will ensure you don't mistakenly schedule other activities during family time.

BALANCE » PAGE 14

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Kristina Turk, shown at left, is the owner of The Goddard School located in Concord Township, Ohio.

She brings 13 years of elementary teaching experience, 10 years of administrative experience and four years of college teaching experience.

Kristina has obtained her Bachelor of Arts in Elementary Education, Master of Arts in Elementary Administration and PhD in Early Childhood Curriculum and Instruction.

— Submitted

EMPLOYMENT

Get organized on the job

Metro Creative Connection

Many working professionals aspire to be as productive as possible. In working environments where employees are forced to wear many hats, efficiency can help workers meet their deadlines and get tasks accomplished.

Organization can help

professionals keep track of their work assignments and stay on schedule.

Staying organized does not come naturally to everyone, and those finding it difficult to juggle various assignments at once can try the following strategies to stay organized and increase their productivity.

▪ Stop multitasking.

While it can seem counter-intuitive for people with a lot on their plates to stop multitasking, researchers at the University of Utah found that performance suffers when people try to do more than one thing at a time.

ORGANIZED » PAGE 14

Change

FROM PAGE 6

Women should thoroughly research any fields they might pursue before making a change so they can fully understand the commitment they will need to make.

Once they get an idea of what they will need to do make a successful career change, women should speak with their family to discuss the effects that their pursuit may have on family members. Such a discussion can make the transition to a new career easier, and the support a woman's family provides along the way can serve as something to lean on if or when things start to feel overwhelming.

▪ Don't be afraid to ask for help. Many people are dissatisfied with their careers, and those who aren't might have been once.

When mulling a career change, don't be afraid to seek help. Help might come from family or friends, but women shouldn't limit themselves with regard to whose help they will accept.

If a woman wants to become a college professor, she shouldn't hesitate to contact a professor at a local college, explaining her situation and asking for any advice.



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Women have nothing to lose by reaching out and such help can prove invaluable. And women might be surprised to learn just how willing even strangers might be to lend a hand.

▪ Give yourself time. Career changes are rarely an overnight process. Suc-

cessfully switching careers takes time, so don't give yourself a quick deadline to make a change.

Such pressure likely won't increase your chances of making a successful switch, and you won't enjoy the process nearly as much if you bury yourself in pressure.

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SUBMITTED

— Submitted

Stress

FROM PAGE 4

Workers can speak to their employers if they feel their work environments are conducive to stress. Work in tandem with an employer to develop time-saving strategies that make it easier to get work done on time.

Supervisors may encourage employees to delegate more often, freeing up time to get their work done.

Employers may also direct employees to wellness resources that can help them more effectively combat stress.

The outcomes of such discussions may never be known if workers never take the initiative and speak up about their stress.

▪ Take more time off. According to the "State of American Vacation 2016"

Vacation is not just a time to get away, but a valuable, effective way for workers to recharge.

report from Project: Time Off, American workers failed to use 658 million vacation days in 2015.

Vacation is not just a time to get away, but a valuable, effective way for workers to recharge.

The APA notes that avoiding the negative effects of chronic stress and burnout requires workers to take time away to replenish and return to their pre-stress level of functioning.

Taking time off to disconnect from work and avoid thinking about work can be just what workers need to overcome their work-related stress.

And plenty of workers have the time to take off; they just need to take it.

▪ Embrace relaxation

methods.

The APA recommends professionals coping with workplace stress embrace techniques that can effectively alleviate stress.

Such techniques include meditation and deep-breathing exercises and can help workers develop their ability to focus purposefully on a single activity.

That improved focus may help workers better navigate hectic working environments without succumbing to the stress such environments can produce.

Work-related stress is a significant issue for many professionals.

But working in tandem with their employers can help professionals effectively cope with that stress.

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Organized

FROM PAGE 12

While researchers discovered that a small percentage of people they dubbed “supertaskers” were capable of multitasking without adversely affecting their performance, the vast majority of people should avoid trying to tackle more than one task at a time.

Professionals can work on different projects throughout the day, but allot time for each project rather than trying to work on several at once.

Such breaks can benefit workers in ways they might be unaware.

- Schedule each day. Establishing a schedule and making it as accessible as possible is another way to stay organized and increase productivity.

Professionals can make use of scheduling apps on their tablets or smartphones, even setting alerts so they do not forget about projects or meetings. Routinely check the schedule throughout the day, marking off tasks as they’re completed.

- Cut back on time spent in meetings. A 2014 survey from AtTask conducted by Harris Poll reported that American workers at companies with 1,000 employees or more spend just 45 percent of their workdays tending to their primary job duties.

Survey participants reported spending 40 percent of their time in meetings, tending to administrative tasks and dealing with interruptions.

In lieu of in-person meetings, professionals can discuss projects via mass emails, which can be a much more efficient means to organizing and discussing a project than sitting in a room several times per week.

- Take breaks throughout the workday. Busy professionals may feel as though they don’t have time for breaks during a typical workday.

But such breaks can benefit workers in ways they might be unaware.

For example, the Association for Psychological Science notes that research has shown that building breaks into a workday helps professionals stay sharp and productive.

And when workers take their breaks matters, too. Researchers at Baylor University discovered that mid-morning breaks were more beneficial than late afternoon breaks.

Mom understands what cosmetic surgery can do

As a mother of two young children, Dr. Jenn Greer understands the demands on her patients’ time and energy.

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Dr. Greer is Board Certified by the American Board of Plastic Surgery.

She practices in the Lake Health Hospital System. She currently serves as the chair of the Ethics Committee for the Lake Hospital System.

Board Certification – Plastic and Reconstructive surgery

Education

- University of Chicago, BA Bio-



Dr. Jenn Greer

logical Sciences

- Case Western Reserve University, Master’s Degree in Bioethics

- Case Western Reserve University, Medical Degree

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Balance

FROM PAGE 11

- Employ technology where possible. Some working parents may feel as though technology has made it harder than ever to leave work at the office.

But while smartphones, tablets and other devices may mean you’re never too far away from work, technology also can be used to create more time with loved ones. Employ an app such as FaceTime to eat lunch with your spouse or chat with your children each day. Such interactions may not be as enjoyable as face-to-face interactions, but building them into your day can help you stay in touch with family and provide a welcome respite from busy workdays.

- Use your vacation days. A recent study from Project: Time Off, a national movement aimed at highlighting the important role that time off from work can play in the lives of professionals, 55 percent of Americans did not use their full allotment of vacation days in 2015. That translated



METRO CREATIVE CONNECTION

to 658 million unused vacation days, 222 million of which could not be carried over into 2016.

Professionals who want to create a better work-life balance can examine their vacation day usage and resolve to use them all if they are not already.



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