

Gratitude

There are many challenges in operating a small business. It seems there is never a lack of stress or obstacles to overcome and yet always a shortage of time in which to deal with all the various challenges. That said, there are those little moments when with an optimistic and grateful attitude you realize you love what you do. It is in these little moments of clarity that you realize, this is what makes it all worth it.

For us it is the people. Our crews, our clients and our community. This is our core focus, the reason why we exist. To serve. To serve people specifically, not trees. Tree care is the byproduct, however. Our core focus or mission statement says. To serve people (our crews, clients and community by providing ethical and proper Arboriculture service.

One of my favorite all time quotes is from Scott Stratten, co-owner of Unmarketing. He said, "If you believe business is built on relationships, make building them your business." Just writing that quote out invigorates and excites me because I have found it so true!

I realize this weekly article is typically space reserved for facts and tips on proper tree care but this week I wanted to take the space to thank you all who took the time to vote for us in the "Best Of" contest in the Tree Service category. Thank you for your patronage over the years. Thank you for allowing us into your yards, your lives and even your hearts. Our customers are our family! Thank you to our entire staff who collectively make it happen each day and who without, we could not exist. Thank you to the entire community that makes Coeur d Alene such a special place to live and be a part of. A special thanks to our business coach Tim Ward at Effective Life Management and the EOS program. Your patience with us and never-failing belief in us, has been priceless.

As always, for questions, quotes and consultations, give us a call today!