



Joe Grushkin was very well received at the recent Yarn Market News Smart Business conference in Seattle. Positive, energizing and motivating, he really connected with the audience – a room full of entrepreneurs and business owners (yarn shop proprietors and yarn company executives, to be precise) and scored high on our post-conference survey. His topic, at our request, was “Get a Life: Finding a Better Work/Life Balance.” I was certain that this is a topic that would apply to just about everyone attending the conference, and was pleased with the warm reception and affirmative feedback he got, which are indicated by some of the responses from folks in the audience:

“Gave me suggestions that helped me get back on track.”

“I’ve been exhausted and frustrated lately and ready to give up owning a shop. Joe gave me hope that I can change that.”

“I realize that I need to step away and do things outside of the shop to energize myself.”

“I am at a sink and swim point with my business and Joe gave me the inspiration to take the other speakers’ ideas home for implementation.”

Indeed, the word that came up most often in describing Joe Grushkin was “inspirational.” He spent what seemed like five minutes (because it went by so fast), but was actually over an hour, addressing the topic of attaining more balance with practicality and passion, providing both concrete resources and a refreshing point of view. As another respondent commented, “He enticed his audience, caught our attention and kept us interested.” I would have to agree – I’m still applying suggestions Joe made in his talk to my own life -- and would recommend him wholeheartedly as a keynote speaker.

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