

# FLEX FLEX Your Ideas

## FYI

brought to you by the **future leaders & entrepreneurs exchange**

As many of you know, each year FLEX honors area young professionals that are out making a difference through their FLEX Presents Awards Ceremony. This year is no different. We are still taking nominations and looking for area young professionals that should be recognized for their diligent work both at work and in the community.

In 2013 I was among those to be recognized at FLEX Presents. It was an honor to be involved with the event and I was truly amazed at the recognition and support the area gives to its young professionals. In talking with others that have been a part of the event, they also share the same sentiment.

FLEX is taking nominations through February 13th with the FLEX Presents happening on March 27th. So take some time and think of a young professional you know that is a mover and shaker, a go getter, someone out making a difference; and nominate them for the award of Young Professional of the Year!

Kurtis Bell, 2013 FLEX Presents Nominee



2011



2012



2013



2014

## <sup>2</sup> Is it Time for the Introverted Leader? [By Jon Rennie via LinkedIn](#)

What type of individual makes a great leader? The answer to that question is likely to cause a debate in any social circle. The truth is, leaders are people and people come in all shapes and sizes. Most people think of the stereotypical leader as someone who is confident, charismatic, outgoing, and larger-than-life; but what about the introvert? Can introverts make great leaders?

Jessica Stillman tackles this question in a great article in Inc.com called 7 Reasons Introverts Make Great Leaders. In the article she warns about being seduced by charisma and overlooking more quiet individuals. She explains that, "introverted personality types come equipped with significant leadership advantages."

**Her seven reasons make a lot of sense:**

- They're better listeners
- They're better prepared
- They go deep
- They don't mind solitude
- They keep their cool
- They don't settle
- They write more

In fact, this is exactly what Jim Collins found when researching his landmark business book, Good to Great: Why Some Companies Make the Leap...And Others Don't. In that book, Jim and his team researched 1,500 companies and identified 11 that made the leap from being good companies to ones that outpaced the market for a significant period of time. In working to determine all the factors that led to these remarkable transformations, he discovered something unique in the leadership traits of their CEOs. They were not the charismatic, outgoing types but had quiet, almost shy, personalities.

**ServiceMASTER Clean** ServiceMaster by Bell, Inc.  
Professional Cleaning &  
Restoration Services for  
Your Home and Business

"How can we help you today?"  
814-764-3232 smbybell@gmail.com

**Bridge Builders** Community Foundations  
[www.bridgebuilderscommunityfoundations.com](http://www.bridgebuilderscommunityfoundations.com)  
206 Seneca Street  
Oil City, PA 16301  
P: 814.677.8687  
F: 814.677.3404

Connecting Donors to Philanthropy Since 1975

**CAN'T MISS DEALS**

\$25 OFF Any Android™ Device

Expires December 31, 2015  
Find your nearest location @ [awireless.net](http://awireless.net)

Offer valid at participating AT&T and T-Mobile locations. Not valid at AT&T and T-Mobile stores. Excludes devices with a suggested retail price of \$300 or more. Taxes and shipping not included. Limit one offer per customer. ©2015 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property. All other marks contained herein are the property of their respective owners.

Samsung Galaxy Note®4

**verizon** AT&T | T-Mobile | Sprint | Verizon Wireless Provider

This "paradoxical combination of personal humility and professional will," which he called Level 5 Leadership, was always present in the CEOs of companies that made the leap to a great company. As I wrote in a previous article, What Level is your Leadership?, there is extensive evidence that charismatic, extroverted CEOs have the ability to improve their companies in the short-term, but long-term transformation only occurs with a Level 5 Leader at the helm.

Jim explained Level 5 Leadership in greater detail in an HBR article called Level 5 Leadership: The Triumph of Humility and Fierce Resolve. The leadership qualities of personal humility and professional will he called the "yin and yang" of Level 5 Leadership.

### **Level 5 leaders demonstrate personal humility:**

- They are modest, shunning public adulation; never boastful.
- They act with quiet, calm determination; relying principally on inspired standards, not inspiring charisma, to motivate.
- They channel their ambition into the company, not themselves; they set up successors for even more greatness in the next generation.
- They look in the mirror, not out the window, to apportion responsibility for poor results, never blaming other people, external factors, or bad luck.



Some of you may know **Kate Heeter** as she is a Venango County native as well as one of the newest additions to the talented staff at Lynne Marshall's Head-Line Hair. She is Head-Line Hair's esthetician and cosmetologist. Kate is a graduate of Cranberry High School.

After high school, Kate realized the traditional four year college path was not the route she wished to pursue. A family member got Kate interested in esthetics after a visit to his plastic surgery practice. With her new found excitement for esthetics, she moved to Illinois where she completed The Tricoci University Esthetics program. Kate is also a graduate of the Bella Capelli Academy's cosmetology program. Furthering and diversifying her education allowed Kate to land at her current position as the esthetician and cosmetologist at Head-Line Hair.

When not at work, Kate keeps busy spending time with friends and enjoying what the region has to offer outdoors whether it be camping, kayaking, fishing, target shooting, or riding the trails on ATV's. Kate also enjoys traveling to her boyfriend's hometown of Ludington, Michigan, a small town nestled right on the shores of Lake Michigan.

Looking to the future, Kate aspires to continue to develop herself in her profession. She looks forward to continually growing her clientele and educating the area on the benefits of professional skin care.

In addition to her responsibilities at Head-Line Hair, Kate is also a second generation owner/operator of an area small business. She and her sister take pride in continuing the business their father started 30 years ago.

---

*Continued from previous page*

#### **Level 5 leaders demonstrate professional will:**

- They demonstrate an unwavering resolve to do whatever must be done to produce the best long-term results, no matter how difficult.
- They create superb results and are the clear catalyst in the transition from good to great.
- They set the standard of building an enduring great company; they will settle for nothing less.
- They look out the window, not in the mirror, to apportion credit for the success of the company—to other people, external factors, and even good luck.

While I still believe leaders come in all shapes and sizes, there is an argument to be made for the introverted leader. Introverted leaders come equipped with significant leadership advantages and, if combined with a deep relentless will to succeed, they can lead companies to remarkable transformations. So, what do you think? Is the stereotypical model of the charismatic leader wrong? Are we ignoring more introverted employees as potential leaders? Are there times when organizations need an extroverted leader and times when an introverted leader is needed?

**"Special of the Month"**



**FREE V-GROOVE**  
(with the purchase of a custom frame)

Ends Feb. 28th  
Franklin, PA 814-437-9509



**Dr. Kate Eckert**  
[drkeckert@gmail.com](mailto:drkeckert@gmail.com)  
[www.chirodrkate.com](http://www.chirodrkate.com)

1047 Allegheny Avenue  
Oil City, PA 16301  
P: 814.657.1854  
F: 814.676.6200

**The Best of Both Worlds**



**URBAN**  
Insurance Agency  
[www.urban-ins.com](http://www.urban-ins.com)

814-677-4095



**SENECA**  
INSURANCE SERVICES  
[www.senecainsuranceandnotary.com](http://www.senecainsuranceandnotary.com)

814-677-6071

**Proud Partner of Team Rossbacher**

7137 US 322 • Cranberry, PA

## For your information, there is so much to do in Venango County!

### Volunteer:

Oil City's **8th Annual Oil Country Bluegrass Festival**. This annual event will be held on February 20, 21 and 22, 2015 at the Days Inn located at 1 Seneca Street in Oil City, PA. The CASA of Venango County, Inc. and Oil City Arts will benefit from monies raised from half & half drawings, a guitar raffle, a mandolin raffle, basket raffles, t-shirt sales and donations. Many energetic CASA, Arts Council, and community volunteers are needed to help out with the 3-day festival. To volunteer, please contact Gina at CASA at 814-670-0550. ext 3.

### Social/Recreational:

February 28 at 7:30 PM Earl David Reed's the Secret of My Unsuccess Comedy Tour is a rollercoaster ride of improv and comedy. Performed live at the Barrow-Civic Theatre in downtown Franklin, PA. For information call 1-800-537-7769. Tickets available 24/7 at [www.barrowtheatre.com](http://www.barrowtheatre.com)

### Workforce:

How to Grow Your Business by Engaging Employees

You can't grow your business without productive and dependable employees. The ultimate success of your business depends on how effectively you manage your employees to meet your goals. Team leadership and delegation are skills that new entrepreneurs often lack - and you cannot succeed without them.

This workshop is focused on new entrepreneurs who want to take their business to the next level, and for established companies struggling to build an effective team. Success depends on YOUR ability to lead a team of employees in the direction you wish to go. Interactive and fast-paced, participants will:

- \* Define leadership characteristics that will empower their workforce
- \* Identify their own leadership strengths and weaknesses
- \* Improve their skills for hiring, managing, and motivating employees
- \* Develop an understanding of how to manage workplace conflict

Call the Clarion University SBDC at (814) 393-2060 or Toll free at 1 (877) 292-1843 or Email: [sbdc@clarion.edu](mailto:sbdc@clarion.edu)

**Speaker:** Dale E. Fox: Staff Consultant, Fortune 10 Business Consultant & Entrepreneur

**Date:** Tuesday, March 3, 2015, 9:00 am to 12:00 noon (8:30 am registration)

**Where:** Clarion University Small Business Development Center

330 North Point Drive Suite 100 (Barnes Center), Clarion PA 16214-3873

**Cost:** Free

### OUR MISSION

FLEX represents the needs and interests of Young Professionals by positioning ourselves as leaders, entrepreneurs and advocates for the sustainability of the Venango Area through civic engagement, leadership development and networking.

### Where you'll find FLEX in November:

FLEX First Friday Lunch - February 6 @ noon Pretzels Plus at Cranberry Mall

Monthly FLEX Meeting - February 11 @ 5:30 pm, Venango Chamber Conf. Room

**Chamber events** - Check out the Chamber's Calendar of Events at  
[www.venangochamber.org](http://www.venangochamber.org)



VenangoFLEX

**Text FLEX to 42828 to be added to our email list**

**email: [flex@venangochamber.org](mailto:flex@venangochamber.org)**

**FLEX • (814) 676-8521 • [www.venangochamber.org/chamber/flex](http://www.venangochamber.org/chamber/flex)**