

From: Main Street Monday - U.S. Chamber of Commerce <mainstreetmonday@uschamber.com>
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Subject: Finding Purpose, Staffing, Side Hustles and more...

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"The American Dream means giving it your all, trying your hardest, accomplishing something. And then I'd add to that, giving something back. No definition of a successful life can do anything but include serving others."

That was President George H. W. Bush [on the American Dream](#). Our nation's 41st president passed away Friday, leaving a legacy that can inspire America's innovators and entrepreneurs.

In an age of increasing automation, many employers are working hard [to upskill employees and prepare their companies for the rise of the machines](#). Here's why that's important.

1. Staffing woes persist: Although the [Q4 MetLife & U.S. Chamber of Commerce Small Business Index](#) shows small business owners' confidence in the economy continues to grow, the latest report also [shows among the businesses searching for talent in 2018, 81 percent report difficulty finding candidates with the skills they need](#). Eighty-one percent of those small business owners report having to work longer hours or take on additional roles in the workplace.

2. Small Business Saturday review: Shoppers spent \$17.8 billion on Small Business Saturday at independently owned restaurants and retailers across the country — [a record for the retail holiday that was launched in 2010 by American Express](#).

3. When you feel like an impostor: Impostor syndrome is common, and very few like to admit it. But they should. Here's why [it's important to not feel ashamed and a few essential things to remember to get beyond that feeling](#).

4. Why it pays to look beyond the dollars and cents: Here why [employers should look beyond the bottom line to determine their purpose](#).

5. Monday motivation: Need inspiration? [Check out the 100 greatest innovations of 2018](#).

6. Wildfires: In the aftermath of wildfires in California, the business community is mobilizing its expertise, capabilities, and community resources to assist with the relief and recovery efforts. If you or a business you know need help, [please check out these resources for California wildfire relief and recovery efforts](#).

Bonus: America's Dream Job? Most want to be business owners who work 38-hour weeks, have 52 days off per year, a one-hour lunch, and the ability to work remotely 1 day a month. Is that too much to ask?

3 Q's with **Cory Johnson**, owner of [the Growing Garden Family Childcare](#) in Laurel, MD

Q: What gets you up in the morning?

A: Knowing that I have another opportunity to traverse the puzzle of life. I love games, strategy and I see life as strategy. I like to think, how can I maximize my potential today and help someone else along the way.

Q: What words of advice do you have for the small business community?

A: If you're the smartest person in the room, you're in the wrong room. Surround yourself with people that will challenge you, and that will help you to keep learning.

Q: What song gets you pumped up?

A: I have many songs that get me going, but to be honest, currently I love anything on the radio by [Cardi B](#). I find her energy to be infectious both on and off the stage. Whenever her songs come on I'm always motivated to get back out there to find opportunities.

You can find The Growing Garden Family Childcare [on Instagram](#) and [on Facebook](#).

P.S. We'd love to feature your small business too! Hit us up at [MainStreetMonday@uschamber](mailto:MainStreetMonday@uschamber.com)

1. Email is still king: Email marketing is often taken for granted, but it shouldn't be. More than 2.9 billion people will be using email by the end of 2019, with more than 255 million of that in the U.S. alone. [Here's a handy guide on how to update your email marketing strategy.](#)

2. Small business finance: Don't let your budget limit your dreams—with so many financing options out there, you can fund almost any venture. [Learn about the 16 creative ways to raise capital for your project to succeed.](#)

3. Limit multitasking: You probably think you're good at multitasking, but chances are you are just doing two things poorly. [This chart will show you which tasks you can pair and which should get your sole focus.](#)

4. But when things get crazy: You've never been busier—and the demands on your time have never been greater. [Here's how some of 2018's most driven people get the most out of every day.](#)

5. Side hustles rising: Nearly 40 percent of all Americans now have a side hustle. [Here's how to get it done.](#)

Bonus: For when you are in a rut [and are out of ideas...](#)

Our nation's capital and millions around the country will this week celebrate the life and legacy of President George H.W. Bush, who as U.S. Chamber President and CEO Thomas J. Donohue put it, "[was amongst the greatest of the Greatest Generation.](#)" Donohue added: "His indelible contributions to his beloved country will be forever appreciated and never forgotten."

Meanwhile, there are also a number of regulations that impact small businesses under consideration right now, and the public comment period close in the next few weeks. It includes regulations about [conversation standards](#), [Medicare claims](#), and [Crayfish fish](#)

Want to get more involved in additional efforts to support and defend America's small business community? Consider joining the Chamber's Main Street Leaders program.

Visit <https://www.uschamber.com/main-street-leaders> for more information.

What did we miss? Don't be shy. Let us know at MainStreetMonday@uschamber.com

Did you know that small businesses lose **\$100 billion** every year to unnecessary lawsuits? Can you imagine that one in three small business owners report that they have been sued or threatened with a lawsuit?

The U.S. Chamber of Commerce's Institute for Legal Reform stands up against plaintiff attorneys who target mom-and-pop businesses. They need your help to fight against frivolous lawsuits. Even just a \$1 dollar donation will help expose laws abuse and curb this dangerous trend.

Click [here](#) to support ILR's efforts. And for examples of how voluntary donations assist the Institute for Legal Reform's campaign to protect America's small businesses, click [here](#).

Have your own hot tips, stories or thoughts to share? Reaching out is super easy! We're at MainStreetMonday@uschamber.com. We can't wait to hear from you.

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