



@7000_{ft}

By The Greater Flagstaff Chamber of Commerce

BECAUSE A
**HEALTHY
BUSINESS
CLIMATE**
AND A
**THRIVING
COMMUNITY**
ARE INSEPARABLE.

JULIE LANCASTER

President, Leadership
Coach, Trainer & Consultant
of Lancaster Consulting

NAMP NOTES

October is National
Manufacturing Month

THE HEART OF FLAGSTAFF

Snowbowl

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WHERE WE STAND

The Greater Flag Chamber ranks **YES ON 418** as our #1 Priority in November.

Additional Positions Taken by the Greater Flagstaff Chamber Board of Directors include:

STATE

Governor Doug Ducey - **ENDORSED FOR RE-ELECTION**

PROPOSITION 127 - Absolutely **NO**

LOCAL

PROP 417: Coconino Community College (CCC) Override Renewal - **SUPPORT**

PROP 418: Sustainable Wages Act - **SUPPORT A YES VOTE**

PROP 419: Continuation of Sales Taxes for Roadway, Pedestrian, Bicycle, and Safety Improvements - **SUPPORT**

The Chamber's support for this item is contingent on City Council's prioritization of promised road improvements, including the improvement of JW Powell Blvd. be funded first, before more bike or FUTS trails.

PROP 422: Secondary Property Tax - General Obligation Bonds, Improving Housing Affordability - **OPPOSE**

Workforce housing is a Chamber top priority. Unfortunately, we agreed giving the City Council a \$25M blank check is not the answer. We remain committed to new and better solutions.

PROP 424: Flagstaff Unified School District (FUSD) Override Continuation - **SUPPORT**



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LEADERSHIP @7000ft

*Advancing
a Strong
Community*

Enjoy reading in this issue of @7000ft about Julie Lancaster who is the owner of Lancaster Consulting, a leadership and professional growth company she has led for more than 24 years. Her background is very diverse and her zest for her profession comes out in her Q&A quite well. Congratulations to Julie Lancaster on her business success.



JULIE LANCASTER

PRESIDENT, LEADERSHIP COACH,
OF LANCASTER CONSULTING

LancasterLeadership.com
StrongWomenLeaders.com

WHY ARE YOU IN YOUR BUSINESS OR PROFESSION?

Because leaders are often under-supported in the realm of motivating a team, getting buy-in on change efforts, creating culture, holding people accountable, strategically visioning the future and more. I get to help people to be more cohesive, united on the right results, competent in their soft skills, and bring their best selves to work. Witnessing real change happen is tremendous.

HOW LONG HAS YOUR COMPANY BEEN IN BUSINESS OR HOW LONG HAVE YOU BEEN IN THIS PROFESSION?

Growth and development is my industry, so 24 years. I started as a rock climbing instructor helping people to overcome fears and believe in themselves. Lancaster Consulting has been growing by leaps and bounds since its inception in 2012. I also have another business that is about growth, but growing plants! I sell Flagstaff and Tucson Planting Guides throughout Arizona.

FROM WHOM DO YOU SEEK BUSINESS ADVICE?

My Sisters of Business group: a mastermind group of women business owners who believe in real talk and getting exceptional results. Books, conferences and YouTube videos featuring Marie Forleo, Tony Robbins, Tim Ferris and Brene Brown to start. My accountant, bookkeeper, cameraman, marketing guru, financial planner, the small business development center, speech writing expert, other consultants...I'm constantly learning.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING OUT IN YOUR PROFESSION?

Starting out as an entrepreneur: get clients or sales before you quit your day job.

Starting out as a corporate trainer: get life experience that makes you credible first. Starting out as a coach: get a mentor who will give honest feedback. Mine was Jo Ann Panke and I got tons of it. For all, read copious books within your industry and take notes.

HOW WOULD YOU DESCRIBE YOUR PERSONAL BRAND? PLEASE EXPLAIN HOW YOU DRIVE YOUR BRAND IN DAILY BUSINESS.

It's "for people who are up for the adventure of leadership." Together, we are adventurous: I push people out of their comfort zones, I ask hard questions, and we have fun. Bystanders are not allowed; anyone who has tried will tell you! I consistently attest that leadership is a mindset, not a position. I attest that we all are leaders of our own lives.

WHAT DO YOU DO FOR FUN?

Joyful activities for me are gardening, hiking, yoga, writing, connecting with friends/family, and travel. In the last 2 years I've been to Vietnam, South Africa, Lesotho, France, England, Mexico, NY, PA, and the Grand Canyon backpacking and rafting. I love exploring.

WHAT INSPIRES YOU?

I am always looking for the next story that inspires me and I can share in a training to multiply the impact. Stories about everyday bravery, heart, creating intention, going big, and overcoming the "nay-sayers" are some of my favorites. My parents live the example of being life-long learners. I aim to be perpetually curious and learning from people and my experiences.

WHY DID YOU CHOOSE TO LIVE AND STAY IN FLAGSTAFF?

As my husband and I meticulously planned

our future before having kids 14 years ago, we chose Flagstaff. Mostly for the mountains and the mindset. We stay for the mountains, the mindset, and the connections.

TO WHAT DO YOU ATTRIBUTE YOUR PROFESSIONAL SUCCESS?

Individuals. Individuals who are connectors. Whose heart and energy have connected me with others in their network because they believe in my work. Without a doubt, that's what's grown my business. People like Kayci Cook, Kym Wilkens, Cassie Petit, Cynthia Seelhammer, Ali Bateman, Jeff Meilbeck, Coral Evans, Erika Philpot, and the list goes on. I am grateful.

WHAT IS WORSE THAN FAILURE? PLEASE EXPLAIN.

The anticipation of failure. Priming a negative outcome.

WHAT IS MORE IMPORTANT TO YOU TODAY THAN IT WAS 10 YEARS AGO?

To be really honest, financial success. I started my journey in the Peace Corps and volunteering with Willing Workers on Organic Farms. Now I care more about providing for my kids and saving for retirement. And doing work that lets me utilize my strengths, live my values, and "make bank" is bliss!

WHERE DO YOU HOPE TO BE IN 10 YEARS?

Thinking back, 10 years ago I was the Dean of Education at a small college. Last month I launched a digital Women's Leadership Academy that has gone global; I never dreamed of that. 10 years from now I want: continued courage to dream big, to maintain deep relationships, to keep my drive to find creative solutions, and laughter. I keep figuring out "the how" along the way. 🌱