

Marketing Munchies Podcast Transcript

Episode #46

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Announcer: Welcome to the Marketing Munchies Podcast series hosted by Dr. Bridget Behe. Each week Bridget and her guests will share information, insights, research-based findings, and her 30 years of experience to help your horticultural business connect better with current and future customers. Now, let's join our host, Dr. Bridget Behe.

Dr. Bridget Behe: Hi, and welcome back to the Marketing Munchies Podcast. I'm your host, Dr. Bridget Behe. Today is Christmas Day, and I want to wish all my friends who are listening and my regular listeners and my new listeners a very joyous and merry Christmas. I decided to dedicate this episode to *gratitude*. There are a lot of authorities who tell us there are many benefits to practicing gratitude. That really helps us take time to notice things that we are thankful for, appreciate the things that we have, and express that appreciation. That is exactly what I want to do today.

Once of the first things that I am most grateful for is my health. I discovered running about ten years ago, and I really truly enjoyed being able to get out and run when I want. When I travel, I enjoy running and seeing new sights and exploring new cities. I am just constantly amazed that the number of places that I can safely get out and enjoy a run. Many of them are along lakesides and boardwalks, and I really appreciate my health which enables me to enjoy running. It also gives me the strength and the stamina to do my job.

The second thing I am most grateful for this Christmas Day is my family. I had a great mom who passed away three years ago, and my dad is still alive in central Pennsylvania. I really had a great upbringing as a child and am so grateful to my mom and dad for all that they provided for my brother, and my sister, and I. I am also grateful for the family that I now have: my husband, Jim, and my wonderful son, Ken—who are both happy and healthy and just the joys, truly the joys, of my life.

Another thing that I am grateful for this Christmas Day is friendship. Friends are the family that we choose. I have so many friends and colleagues who help me do my job every day. It really is a joy to work with them. I also have some running friends who mean the world to me. They help motivate me when I am not as eager to get out and run, and they are always there to cheer me when I cross that finish line. I am also grateful to the new friends that have discovered the podcast. My listeners I think of as friends, and I really appreciate the fact that—although my goal was to have 1200 unique downloads in this year—I am going to be nearly 2000 unique downloads which is far surpassing the goal that I had set. It would not have been possible if it were not for listeners like you who get in, look at the topic of the week, and download and listen.

I am also very grateful for the career that I have. A lot of people think that being a college professor is easy, and while it is very fun and very rewarding, and I do get to travel to a lot of places, it has been a very long road of study, of applying for grants, and doing the research. It is

nice at this point in my career, where many of those things are easier, and I still really enjoy doing the research, teaching classes, and talking to groups. And this year, especially, doing the podcasts.

I am especially grateful for all the students that I have had the opportunity and the privilege and the joy of teaching and sharing some information. I really burst with pride and joy when I see them at industry events. The two things that I am most grateful for is that they are happy and that they are employed in the industry. If you are a former student of mine, and I taught you some little thing that is helping you to earn a living or enjoy your career, just send me a note and let me know what that was. I would appreciate hearing from you.

I love spending time with the graduates—with some of the students that I have taught in the past. I am very very fortunate to have seen them raise their children, and some of them I have been able to spend time with their children. It really is a wonderful thing for me. I am not a grandparent yet—I hope to be some day—but I really enjoy spending time with my former students and seeing how horticulture, in particular how the marketing and management information that I was able to share with them, helped them achieve some of their goals.

Lastly, I want to thank God who blessed me with eternal life through the birth, death, and resurrection of His Son whose birth we celebrate today. I would not have all of these things to be grateful for if the LORD had not blessed me with all of them.

So, to each of you, I wish you a merry Christmas, a happy holiday season, and a joyous New Year! I hope you will be back as a listener in 2019!

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Announcer: Thank you for joining us on this week's Marketing Munchies Podcast. For more information or to download the transcript of this podcast, please visit, connect-2-consumer.org. That's C-O-N-N-E-C-T, dash, the number two, dash, C-O-N-S-U-M-E-R, dot, C-O-M.

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