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January 2020 | Issue 0174
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GIVING RECKLESSLY

Business, nonprofit work or family, entrepreneur Kristin Flora is all in

By Melissa Gibson

Kristin Flora is no stranger to hard work.

She grew up on a farm, completing her home-school work by 6:30 a.m. so she could work with her dad all day. She graduated from Purdue with three majors: Agri-business Management, Communications and Organizational Leadership and Supervision and worked three jobs throughout in order to graduate debt free.

She's the mother of four children six-years-old and younger, vice president of the Lebanon Rotary Club and president of the Westside Professional Women's Group in Hendricks County among other volunteer positions, while working a full-time job as an insurance agent and as of the fall of 2019, Flora adds another title to her already impressive résumé, business owner.

Flora bought Plainfield's Premier Pest Control, servicing Hendricks and surrounding counties with all their pest control needs and is quickly growing the thriving company from the "one-man-show" of Dennis Felix to adding employees and creating a modern work culture for both employees and customers to enjoy.

"I always knew I wanted to be in the service industry," Flora said. "I come from a family that's ingrained in entrepreneurship so I think that's where my excitement for business comes from. I knew I'd be in business ownership in some capacity, someday."

Flora and her husband were long-time friends of Felix's, so when Felix could see the business was flourishing but didn't necessarily have the desire to continue in his capacity, Flora jumped on the opportunity.

He still works for the company, but appreciates what Flora has brought to the table.

"Kristin has a strong passion for helping people and the service industry. She's young and she can carry on the legacy of a good company and good name," Felix said. "She brings all the networking and technology and social media – things I wasn't doing

30 years ago and she can really take the company to the next level."

Flora said she operates better at full-speed than half-speed and though her plate is full, she is careful to only commit to those things she can do with excellence and her love for the community is evident.

"I want to be the go-to pest control company for the west-side of Indy. I want to achieve that by having both employees and customers that care about Hendricks County. I've chosen not to take a paycheck from the pest control business, so we can use those profits to go back to the community," Flora said.

She calls it "giving recklessly."

"We tithe to our church (Kingsway Christian Church in Avon) and the rest goes back into what I call, "I see you moments" – showing up for people and providing a need in an unrecognized way. It's the things you do behind the scenes. I think it's important for my employees and clients to see that their money is going to love the community and to be seen in a world that is so passive today, I want to bring that back and love people," Flora said.

It's a tricky balance; wanting to remain anonymous but to also inspire others. Flora said she often buys gift cards to deliver to someone in need or purchases groceries for a



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member in the community and leaves it on their doorstep.

"It's a legacy we're leaving for our kids, to show them that those around us should be loved and seen," Flora said. "We just had our office Christmas party and I told the staff that they are in the position to bless those around them just by being at the job each day. I ask God to lay those people on my heart so I know what direction I need to go. That's been really fun for me, because it's all about people."

With that mindset, Flora will go far in the new role.

"You have to put the customer first, they are our primary focus," Felix said. "When people have a pest issue, they don't want to wait a week or two, they need it taken care of now. When people ask me what I do, I like to say, 'I'm in the people business,' and Kristin has the ability to empower the people she works with, she's trusting and gets so much done. I'm amazed at how she does all this. She's a great fit for the service industry."

Flora hopes the new year brings further expansion to the business and an updated website. Though her plate has never been fuller, she's never been more excited about what's to come.

"It's been really fun from my perspective. I have a desire to create the work culture that people want to work in and to have ownership of that and what it looks like is the most fun for me. I want to get the right people on board to continue Dennis' legacy. I've never experienced the love and acceptance Hendricks County has given to us and that's part of my motivation as well. They have been so accepting and so supportive of our businesses, we want to give that love back," Flora said.

For more information, visit premierpestindy.com.



Whether business, nonprofits or family, Kristin is all in. (Submitted photos)

ON THE RECORD WITH KRISTIN FLORA

How do you juggle four children with your other responsibilities?

"It's about being intentional. Spending time with them each day and give them 100 percent of me at that moment."

What is your favorite Bible verse?

"Psalm 46:10. Be still. It's the only way I hear and feel the direction I should be going."

When was the last time you slept for 8 hours?

"Probably six months ago but probably more than most moms can say. I'm usually around six to seven hours because if I'm going to demand all this from my body, I have to give it time to rest, too."

How do you stay organized?

"My brain just does that. I have six different inboxes and six to-do lists for each of those. I just do them in order of priority."

What do you wish others knew that you've discovered?

"I wish people knew how good it feels to feel good. Our family is into being healthy; we exercise and garden and try to see the best in the world."

What's the last movie you saw in the theater?

"The Greatest Showman! We're not movie watchers but my mom had seen it and really enjoyed it so she came over and watched the kids and my husband and I went to dinner and to the movie."