



Column



Rosa Eskelund

Rosa Eskelund is the owner of RosesForever ApS, a rose grower and breeder in Denmark.

New Year New Ideas

Many books have been written about the subject 'Simple living' that encourage people to clean up their lives and focus on 'less-is-more'. This year I decided to start living a more simple life. I want to become better at focusing and concentrate on the important issues in my job as a rose breeder, and the 'Simple living' philosophy inspires me in many ways. Many people tend to carry out the small tasks before the more demanding. But to avoid the unfinished jobs keeping you stressed, it is essential to prioritize the importance of each task, and let this decide the order in which to get the job done.

Get organized and tidy up your mess at the desk. This is important also as a rose breeder. In the first two weeks of 2014 I went through all my old files – and I threw out a lot of paper piles. This process gave me so much new energy and room for new thoughts and ideas, and a good overview of what I need to focus on this year.

Saving time and become more effective each day at the office is one of my focus areas this year. When working at home I save a lot of transportation time each week, and I made the arrangement to work 2 days at home, 2 days at the nursery and 1 day each week for meetings with customers, suppliers and the staff.

The most important thing for me is the days at the nursery where I select new rose varieties for the future development and international production of my roses: Roses Forever and Infinity mini roses, Viking cut roses and Plant'n'Relax garden roses. With two dedicated days for this important work I can now focus and concentrate without being disturbed by meetings, since these are scheduled for other days in the week.

When having organized my calendar and cleaned up my desk, the computer and smartphone helps me keeping organized and not become stressed. I find it very helpful having the camera, calendar and emails with me all the time. It saves me a lot of time also when being on the road, attending international fairs and visiting customers. And it even gives me the possibility of listening to music when working.

This way of 'Simple living' gives me inspiration and creativity and let me think of new ideas, also when relaxing at home. The new concept in garden roses 'Sweet Home Roses' just presented at the IPM fair in Essen, Germany, is a result of this effort, and a lot of customers have shown great interest in these romantic roses.