



LISTEN
LEARN
NETWORK
GROW



Jodi Roelands

Co-founder and Owner,
Roelands Plant Farms Inc.
Lambton Shores, Ontario

Q. What's the first thing you do after getting out of bed?

A. I wish I could say that I serenely practice yoga, or drink tea while contemplating the day ahead, but in reality, I usually wake up nose to nose with whichever child wanders into my room first, and then while still half asleep, I make every reasonable attempt to get my kids to school on time.

Q. What is the one thing you always make time for each day?

A. Talking to husband, who is also my business partner. Communication is the fundamental component to making our business and family operate. If communication breaks down, so does everything else.

Q. Who had the biggest impact on the person you have become?

A. I don't think I can narrow that down to just one person. For me, family has always been a major source of guidance. Everyone from my wise and super-pragmatic grandmother, to my farmer-turned-lawyer mother, down to my sweet and clever-beyond-her-age toddler has influence in my life.

Q. If you could call up anyone in the world and have a one hour conversation, who would you call?

A. Elon Musk. I want to know how that man gets so much accomplished.

Q. List one thing on your "bucket list" that you still need to do.

A. I don't really keep a bucket list. If there's something I want to do badly enough, I make it a priority and do it sooner than later. Patience has never been one of my virtues.

Q. What's the last great book you read or are currently reading?

A. After hearing him speak at a conference, I picked up a copy of *Rejection Proof* by Jia Jiang. It's a humorous and insightful account of how he overcame his fear of rejection by challenging himself to 100 days of facing rejection on purpose, while documenting it all on YouTube. A fun read that will make you a braver person.