



Work/Life Balance

Interview with Holly Fraccaro, EO
HBA of Durham, Orange & Chatham Counties (Durham, N.C.)

How do you balance being an executive officer and having a personal life?

I am very intentional about scheduling time for self-care, especially during the big events that has me and my team working intense hours to deliver an excellent event. For me self-care includes meditation, yoga, working out, and massage. I also insist my team does the same for themselves!

Are there any tools you use to help you achieve this balance?

I put it on the calendar! And encourage my team to do the same. Another tool I use (and encourage my team to use) is self-awareness. I suffer from migraines, so being aware of my mental state/energy level, etc is key to heading off the physical manifestation of my work stress. I "preach" self-care to my board of directors and my team, so there is an acceptance of self-care as a necessary tool to the success of our association.

How do you balance being involved in the EOC with your personal life and day-to-day responsibilities at your association?

My involvement with the EOC has helped me flourish in my role as EO of the HBADOC. AND a huge added bonus is that many of my colleagues have become my friends. So when traveling to State and National meetings I get to fill my love tank by connecting to my EO family and I also fill my career/work tank by learning from these amazing peers!

Delegating tasks is an important part of being a leader. How do you do this successfully in your role?

This is one of the tools that I have been slowest to learn/implement, but luckily my team and my board are quick to remind me that we have excellent resources and to use them in the best interest of our association and industry.

How do you avoid burnout?

Meditation, working out, yoga, journaling, therapy, SLEEP (this one is probably the best tool! I go to bed at 9pm and wake up at 5am! Which is why y'all never see me out very late 😊)