The Land of Opportunity….

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On July 4th, 2021, our country will celebrate its 245th Birthday. I suspect this July 4th will pack more of a celebratory punch, due to the lack of festivities in 2020 caused by COVID-19. The changes for this year compared to last year will probably involve more cookouts, firework shows, parades, and most importantly, having the **opportunity** to gather with friends and family to commemorate our great nations birthday.

The United States of America has endured a tremendous amount of change in the past 245 years. One massive transformation America has endured is its growth in population. The population has gone from 2.5 million people living in the newly independent United States in 1776, compared with a population of over 331 million today. The growth of our country began with immigrants from around the world seeking better opportunities for themselves and their families. Achieving economic stability/job security was one of the **opportunities** to flee to America.

Fast forward 245 years…. recent data put U.S. job openings in April 2021 at a record 9.3 million. The labor shortage has forced companies and organizations to raise wages and offer more attractive bonuses and prompted some state officials to declare an early end to enhanced unemployment benefits. Our industry (construction/supply) is no stranger to this shortage…. framers, electricians, carpenters, drywallers, roofers, plumbers, Sales folks, truck drivers, etc. It is very difficult and challenging to fill these roles…And even harder to find someone that is really qualified.

So where am I going with this? With so many job **opportunities** out there for prospective employees, it is imperative that we (The Employer) focus on what **opportunities** we can offer and most importantly, have to offer. Of course, pay and benefits are an important piece to attracting new talent to the organization, but I would argue that Company Culture ranks right up there as a vital attribute.

It starts by taking the **opportunity** to recognize and appreciate our number one resource…. our people. The legendary Ohio State Football Coach Woody Hayes would always say…” you win with people.” He understood the importance of TEAM, surrounding yourself with key people, and creating a winning culture. When we take the time on building and maintaining a strong workplace culture and focus on our #1 resource (our people) it will present the **opportunity** to attract, develop, engage, and retain a highly talented and diverse team.

In this land of **opportunity**……be sure to create the best **opportunity** for those searching for the right **opportunity.**

Respectfully,

Clark Willis

Regional Sales Manager