



TRICK OR TREAT?

October is upon us, and we all know what that means.... the changing of the leaves, cooler weather, fire pits, etc. Who am I kidding, we live and work in Southwest Florida! I have been living here for 15 years, and I can tell you that I have not once experienced a Halloween where I did not profusely sweat through my shirt passing out candy to the trick or treaters. Oh, and don't get me started on the mosquitos...UGHH!! This part of fall is what I would label as the "Trick" part.

Now, when it comes to the "Treat" part, it is always special seeing all the kids dressed up in their costumes and having so much fun. Collecting candy door to door is what kids look forward to all month....and every dentist.

So, what does this have to do with building material supplies? These past two years have been what I would frame as the "Trick." COVID-19, labor constraints, supply delays, extended lead times, and production issues have all played a big part in shaping a business environment of an unprecedented magnitude. The frustrating thing about these last 20+ months, is that we had (and still have) limited control over several of these difficulties.

What we can control is the "Treat" part. We absolutely can control how we treat others. By others I mean our customers, our suppliers, our vendors, and our employees. Let's face it, we are living in a time where our difference in opinions and views is at an all-time high. Many people are living and working in an extremely stressful time, causing many to act uncharacteristically, but our focus and stance on how we treat people should never vary. Treating people with respect, professionalism, and dignity is a core fundamental deed. Let's not forget this.

So, when the kids come knocking on your door this Halloween and they yell out Trick or Treat...Remember, the "Trick" to all of this is how we should "Treat."

P.S. Don't be the house that gives out toothbrushes for Halloween...

Sincerely, Clark Willis