

THE IDEAL ALMANAC

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August Edition



Hello and welcome to the August Edition of the Ideal Almanac.

It has become obvious over the last two months that with the current wave of COVID-19 and the potential for additional waves of reinfection that unless there is a highly effective vaccine developed, some areas of my life will permanently change.

Traveling for business has been a big part of my schedule. Now, it may be highly reduced. Even when I am comfortable going back on airplanes for domestic and international travel, our customers may not like the idea of seeing me after I have made multiple stops through various airports, hotels, and countries. The potential for being quarantined for two weeks at a time along multiple routes, let alone getting sick away from home, makes the idea of "going on the road" a lot less attractive.

Being off the road means that we have had to shift our advertising and marketing to keep in contact with our customers so we can continue going after new business. Many customers seem to enjoy my books, calendars, our new coloring book, this newsletter, and blogging. We will keep up those areas and try and figure out more ways to reach people, especially when many are continuing to work from home.

It is a new world and there are more changes coming, not only generally, but in our own industry. We believe there will be a contraction in the number of players and we are already going after our competitors to try and expand our footprint. Someone has to improve during this time of extreme change and we want it to be us.

There has been some good results from this plague which includes me not being away from our plant here in New Jersey. We have been busy, God has been shining down on us, sales have been good and it has given us time to review our processes and make some positive production changes. We have also been working on some new COVID-19 related products which we hope to release later this year. They have the potential to not only help those who utilize them but also be a good new source of additional business. If nothing else, they are allowing us to attack the problem to try and give ourselves some control over our environment and our future.

I never liked the idea of being given a bad set of circumstances and not trying to handle them well. Also as previously mentioned, we now have two bee hives here at our Maplewood plant. They have provided an unexpected high level of joy. We usually take ten minutes every work day and go up on the roof and simply watch them buzz around their homes. It is fascinating watching them and it is a quick mental holiday.

We have done our best to make our plant here in New Jersey a haven away from the rest of the world. We try to keep things as normal as possible with high energy, positive thought and having as much fun as possible. Our employees have the chance to advance faster and further when times are difficult so this is a good time for them.

This different life may be difficult but also offers us the chance to soar in ways not possible before. We love the challenge and will continue to go forward to whenever new level is before us.

Regards,
Andrew



See our CEO's blogs at:

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