

On certain occasions during our lives, we are faced with challenges that are bigger and more complex than we ever thought we'd have to face. It pushes our priorities in ways we never expected or would have recognized otherwise. It is during these moments that we truly see who we are and what we want to be. Employees that feel they are sometimes taken for granted; employers that are underestimated; friends that are missed or forgotten; family members that you really wished there was more time to spend with them. We are directly facing one of those moments now. This will be the time that you will never forget what you were doing when the chips were really down. Instead of living moment to moment in fear and indecision, we have the opportunity to recognize our lives for what they really are; to see how our relationships are really the most important part of our lives; to see friends, coworkers, and family as we've never seen them before; to be the people we always hoped we'd grow up to be. Every moment now is important. Everything we say and do will reflect into the future in ways we have no comprehension of expecting. This is the moment. Let's not waste it on trivial things. Treat each other as if it's our last chance to do it right.

There are actions we can take now that have the potential to reduce the long term impact of this horrible pandemic. Not everyone will come through unscathed or changed in some manner. We're likely to lose friends or loved ones. Some of us already have. This is serious but we can get through it by supporting each other in this time of need for everyone. There are only a few moments in our lifetime that we get the opportunity for clarity and perspective. Let's use this moment to view a future that is better than what we have now. This pandemic will pass at some point. Because we don't know when we will be looking back at it, there is great anxiety. We can work through that by focusing on the best ways to help each other get through it.

We are providing some documents that some might find helpful in considering important elements of Continuity Planning for businesses. I worked to develop these during the H1N1 scare several years ago and used them as a basis for a Community College class in my hometown. They are available to you if you need them. If you have questions, please ask and I will do my best to assist in any way I can. Hopefully they will show a pathway that helps sort priorities in a manner that will make your businesses weather this storm. We need to look at this like it's a storm. It will pass. Circle the wagons; do what has to be done, but look at this as a moment, not as a permanent condition. We can do this. We can do this even better by working and supporting each other together.

Your team at the Wallcovering Association is here to provide whatever assistance it can to get us through the storm. As our Annual Meetings have shown over the past decades, we are a family too. Each of you is important to us as a friend, colleague, partner, and companion. It has been my greatest pleasure to have worked with you over these years and it is my hope we have many more in front of us.

Please take care, be safe, follow the science, and be positive that we will see this through.

My best to each of you.

Jeff Rezin