

Refreshment Services 03.27.20

Conference Call

Good morning,

Today is day #87 of the year, 2020. Still, a new year, and a new decade.

With several new accounts, additional sites scheduled for installation, and finally, all (well, maybe most) of the trucks working and a full staff - we were on track for the greatest year in the history of our company.

Then COVID-19 hit.

Personally and corporately, the Coronavirus is attacking and frustrating things around the world, the country, the region and even here within our own company.

And yet, I think that sometimes, we need to step back in order to move forward. It's important, as we prepare to re-launch our best year ever, to learn from the set-backs.

Let me encourage each of us to please, take some time to evaluate ourselves during this time. Evaluate yourself, your position within the company, and work to find ways that you (and all of us) can do better. Each of us can do better. Each of us can add more value. Each of us can adjust an attitude that sometimes leaks out.

The bottom line, as we prepare to come out of the gate in this new year and decade (again), must gather something from the time that we are spending during this slowdown.

Learn something.

Find something.

Dig deep.

Make corrections.

Find areas of improvement.

Then make the adjustments and prepare to re-launch into the new year, the new decade, with renewed vision.

While I can help with the vision, only you (each of us) can find the areas that we need to make improvements.

Let's agree to do so, so that both individually and corporately, we can get back to having our best year ever!

With respect to COVID-19, I think the next few days will provide the much needed direction that we need - to begin the steps of getting back to normal. It will be a new normal, but I think that by early next week we'll have the much needed time frame so that our minds and hearts can refocus and reset.

Personally, I think we're near the peak and (at least here in Indiana) we're very close to moving forward. I don't want to give a date, but I'm thinking we're within a couple of weeks or so.

So, let's take the weekend to do a final review (personally and corporately) and let's figure out what we need to do to prepare for our re-launch.

What changes and adjustments do we need to make, personally?

What changes do we need to make as a company?

What goals do we need to revisit?

How do our plans or schedules need to be readjusted?

What tools or equipment are needed as we prepare to move ahead?

Can we still have our best year ever (and I mean personally and corporately)?

Be thinking....

Am I all that I should be?

Have I been cutting corners?

Do my customers know that I care about them?

What can I do to make some improvements on myself?

What can I do to help make improvements with the company?

What ideas do I have that I should share?

How can I better help Luis as he leads our team?

Earlier this year, I challenged everyone to read a book on personal development and/or business. Q: Have you started one? Q: Do you need some help or recommendations in choosing one?

Q: How much time have you spent reading and/or studying the book and workbook that I gave you by Stephen Covey?

I'm not trying to beat you up. I'm trying to say that if we are going to be different, then we have to be different. If we want to be average, then don't do anything different. Don't push yourself. Be like everyone else.

But if you want to be extraordinary, then you have to do extraordinary things. Things like....

- Be on time for work (or early)
- Be well presented when you show up for work (clean, shaven and ready for the day)
- Show up with a great attitude
- Be kind, caring and considerate of others
- Keep your truck, inside & out, neat, clean and in good order
- Take good care of your accounts by greeting customers with a warm and friendly smile, cleaning & filling machines & markets so that the presentation is spectacular and inviting
- returning at the end of the day with some light prep work to make sure everything is set for the next door
- Be a team player

There's a ton more that we could talk about with respect to this, but the bottom line is that I don't want to be like CL Vending or Diamond Vending or Canteen. I want to be different, I want to be extraordinary.

I've hired extraordinary people. You're here on purpose.

Let's take these remaining days during the COVID-19 Pandemic and re-evaluate ourselves. Do a personal reset.

And let's prepare to hit the road running.

2020 is still before us.

The opportunities are still out there.

So let's begin to light a little fire deep down inside of each of us.

And prepare for lies ahead.

I have every confidence that this can still be our best year ever!

We're nearing the end of a great difficulty. But successful people see the opportunities in every difficulty rather than the difficulty in every opportunity.

See the opportunity.

Seize the opportunity.

Hit the reset button personally, then let's work at coming back with a sense of purpose and a vengeance never seen before with respect to doing the right thing (individually and corporately) and putting our refreshment services program back on track with that 2020 vision that we started with 87 days ago.

You're my team.

You have been chosen.

You have been trained.

You can do it!

Now let's go.

Have a great day!

Sincerely, Jack