

*MERRY CHRISTMAS
NAIFEDA DECEMBER 2014*

San Antonio Riverwalk at Christmas



**NAIFEDA
WINTER
MEETING
2015**

**Embassy
Suites
Riverwalk
San Antonio**

**Don't miss out
on this NEW
Winter Meeting
location!!**

January 23 - 26th

CALL Heidi @ Avon Travel

508-238-0727!!

As our Winter Meeting approaches and 2014 comes to an end, it is a good time to reflect on the year that is about to close.



This year has had some interesting twists and turns. Looking back on how our company started in 1963 with one product line, business was good and profitable. Thru the years we added product lines, diversified and added supply items to strengthen our business. Most all of these offerings came from our affiliation with vendors introduced to us thru our association with NAIFEDA. I am grateful that we had the opportunity to increase our business with new products to sell, and remain competitive in our industry.

We have invited several new vendors to participate in the Winter Meeting to entice us with some new ideas. Also, after our last presentation on Saturday, we have a bus trip for members to Alamo Food Equipment for a tour of their facility and some new equipment on display. Following lunch at Alamo Food Equipment, the bus trip will continue to an area close by for shopping, a winery and micro-brewery.

Start the New Year right and join us in San Antonio!!

Merry Christmas

Steve McKay

DON'T FORGET!!!

Saturday Evening Cocktails @ 6:30 Dinner @ 7:30

A MEMBERS bus trip is planned for Saturday immediately following our meeting to Alamo Food Equipment for a tour and lunch. We will continue with shopping and a visit to a Winery and Micro-Brewery.

*****Sponsored by JVR-Promarks and Enviro-Pak*****

NBA Basketball

If you are interested

Friday Jan 23 7:30 pm

San Antonio Spurs vs. LA Lakers

Sunday Jan 25 6:00 pm - San Antonio Spurs vs Milwaukee Bucks



A Christmas Message From the President (Soon to be Past)

With Christmas less than a week away and the New Year right behind, I always look at this time of year for a little down time and a chance to reflect. As NAIFEDA members, we are all by definition, small businessmen. As small businessmen we all know there are no shortages of daily challenges. I recently spent some time with an old friend that made me reflect on the fact that there are very different kinds of challenges and I thought I would share this story.

I met Mark in the fall of 1974 as college freshmen at Villanova University outside of Philadelphia. A few years after graduation (his, I took a little longer!) he relocated to Southern California. In the early 80's boom years in California he got a job in the design industry, met a nice woman and settled down to the business of making a good life. About ten years he had a stroke behind his right eye that restricted the blood flow and left him blind in that eye. They immediately had a battery of tests at USC and UCLA but were unable to determine the cause. The consensus was that it was a freak thing and the chances of it happening again were practically zero. Mark kept his usual positive attitude, adjusted to the new reality and moved on. One year later, almost to the day, it happened again in his left eye and left him totally blind. Once again he faced the challenges, kept a positive attitude and moved on. Through it all I never once heard a negative word come out of his mouth. I am not too sure I would have reacted the same way.

So, about those challenges...about two months ago I spent three days with Mark in Southern California. He is now single and living in an apartment outside of San Diego. Those three days showed me that the most critical thing in any challenge is the attitude you take in responding. I never thought about the challenge of having matching shoes when I leave the house, or about not knowing that the paper towel or bottle cap missed the trashcan. I never thought about grocery shopping and knowing exactly what kind of cracker is in the box you are holding, or if the hamburger you are cooking is actually done. A thousand little things we do every day without thinking are challenges for someone with Mark's handicap. The way he deals with his blindness and his attitude of approaching life with hope every day are an inspiration. To me, that is the message of Christmas, renewal and hope for the future. May all of us deal with our own daily challenges with the same grace and hope.

Merry Christmas and Happy New Year to my fellow NAIFEDA members and I look forward to seeing everyone in San Antonio. Best of luck to our incoming President, Rob Stiles.

Best regards,

Mike