

ROOTNOTES

News, Commentary, Insight from

Mike & Jay Root

FSMA Celebrates 60 Years As the Foremost Authority On Innovative Marketing For The Home Furnishings Industry

Issue 314 ... November, 2023 Subscription price \$49.00



Award Winning Salesmen, Marketers & Entrepreneurs

Mike's Moment: Gratitude Thoughts and Reflections

On Thanksgiving this year we will celebrate Emmet's 90th birthday. Of course the past 14 months have been a little rugged at times for members of the family as anyone who has lost a loved one can attest. We adapt and live with the new normal. There have been many times over the past year where I wanted to call Emmet and tell him about a meeting I had, my mom wanted to share a story, or my brothers missed sharing a laugh or a red wine with him.

Thanksgiving is a time to reflect on all that we have and thank our Lord for the blessings that have been bestowed. My number one most important thing to be thankful for is FAMILY. Personally I have been so blest to have my mother and father as inspirations in life as well as business. They encouraged the four brothers to work hard, be honest, get along, and most of all enjoy each other's company and have fun. We have all stayed close, and I am thankful for my parent's wonderful example of living a purposeful life.

Closely related, I am grateful for Nancy, my wife of almost 38 years. Hard to believe she has put up with me for so many years with nary a complaint (my hearing isn't what it used to be)! Dad always attributed my mom's happiness to all the his traveling so maybe that's it. However it has happened I'm a lucky guy.

We are blessed with three great kids Jay, Kara and son in law Vince. We also have five and 3/4 grandkids — Tatum, Jack, Beckett, Mary Terese, Keegan and one future draft pick due in January. Thankfully, like with my brothers, everyone is close. We work very hard to enjoy each other's company. The blessings of a

close family never disappoint.

With all the challenges in the world and our country these days, I am particularly grateful for what Warren Buffett refers to as winning the "ovarian lottery". I was born into the greatest nation in the world despite all the warts that the news media likes to regularly point out. We are so fortunate in this country for the blessings of "Life, Liberty, and Pursuit of Happiness." Thanksgiving is a perfect holiday to acknowledge all the people who came before us who fought to make our country what Ronald Reagan referred to as the "Shining City on the Hill".

At this time of year I would be remiss if I didn't give Thanks for ending up in the furniture business where I have made so many friends from retailers, to reps, to factory personnel. Even with business being soft, the richness of personalities, creativity, and excitement is evident throughout the industry. I have had much help in this career from Emmet's founding the firm and mentoring me, to Jay joining and taking on more and more responsibility. But we also work with some great associates, particularly Cristie and Lisa in the office. Chuck, Lynn, & Tim in the field have all helped us grow our dealer base. Thank you all.

In closing I encourage you to take time to count your blessings this holiday season. Whether business is good or bad over Black Friday, we live in the most interesting of times. Lots of challenges, but somewhere there are lots of opportunities as well. Enjoy your time with friends and family knowing you are free to congregate as you like. This is the true Blessing we celebrate on Thanksgiving in America. Enjoy.



"There is one day that is ours. Thanksgiving Day is the one day that is purely American."

—O. Henry

Bits and Pieces From Around the Industry

.Target CEO Brian Cornell spoke to CNBC's Becky Quick on "Squawk Box" about the retailer's challenges.

The exec said about the consumer: "They're managing that budget really carefully, and it certainly is pressuring discretionary spending. They're purchasing fewer items, even within the food and beverage sector. When we examine overall retail spending and observe the top line, it appears there's a really healthy consumer out there spending money. But, even in the food and beverage categories, over the last few quarters, we've seen a decline in the units, the number of items they're buying. "So, they're even tightening up their spending in those categories. In discretionary goods, we have seen seven consecutive quarters of decline in both dollars and units. This means consumers are buying less apparel, fewer items for their home, and fewer toys," he said.

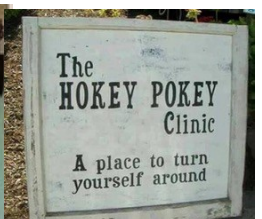
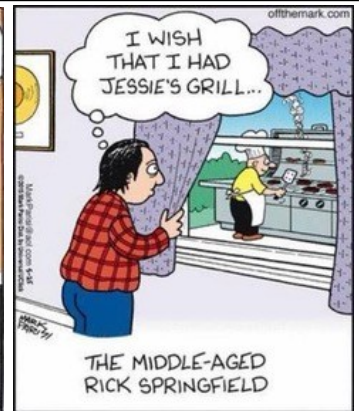
When Quick asked: "We see areas in our economy where things look great. The GDP rebounded by 4.9% for the third quarter. But what you're describing sounds like a recession in certain areas of the economy."

Cornell responded: "I think that's a really fair assessment. It underscores why it's so crucial not to just look at the top line but to delve deeper and examine what's happening in different categories. We need to consider the impact of the last three or four years of rising costs on how Americans are budgeting each week and understand what they are trading off. "For seven quarters, they've been purchasing fewer discretionary items, and they're not buying the goods they were during the pandemic."

Funnies off the Internet . . .



I just replaced my litter box with a FedX box, now when it's full I just tape it shut and put it on my porch for someone to steal.



I was just wondering if we could have Black Friday on Groceries this year, instead of TV's ??? 🧑

Thoughts From Around On Thanksgiving: A Truly American Holiday

Reflect upon your present blessings — of which every man has many — not on your past misfortunes, of which all men have some.

CHARLES DICKENS

I am grateful for what I am and have. My thanksgiving is perpetual.”

Henry David Thoreau

Do not spoil what you have by desiring what you have not. Remember that what you now have was once among the things you only hoped for.

EPICURUS

“Thanksgiving Day is a good day to recommit our energies to giving thanks and just giving.”

—Amy Grant

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.”

—JOHN F. KENNEDY

“I awoke this morning with devout thanksgiving for my friends, the old and the new.”

—Ralph Waldo Emerson

“We should just be thankful for being together. I think that’s what they mean by Thanksgiving, Charlie Brown.”

—Marcie, A Charlie Brown Thanksgiving

Develop an attitude of gratitude, and give thanks for everything that happens to you, knowing that every step forward is a step toward achieving something bigger and better than your current situation.

BRIAN TRACY

Be thankful for what you have; you’ll end up having more. If you concentrate on what you don’t have, you will never, ever have enough.

OPRAH WINFREY

“Stand up, on this Thanksgiving Day, stand upon your feet. Believe in man. Soberly and with clear eyes, believe in your own time and place. There is not, and there never has been, a better time or a better place to live in.”

—Phillips Brooks

“There are only two ways to live your life. One is as though nothing is a miracle. The other as is though everything is a miracle.”

—ALBERT EINSTEIN

“When I started counting my blessings, my whole life turned around.”

—Willie Nelson

“Let us remember that, as much has been given us, much will be expected from us, and that true homage comes from the heart as well as from the lips, and shows itself in deeds.”

—THEODORE ROOSEVELT

We must find the time to stop and thank the people who make a difference in our lives.

JOHN F. KENNEDY

Now is no time to think of what you do not have. Think of what you can do with what there is.

ERNEST HEMINGWAY

“I have a lot to be thankful for. I am healthy, happy, and I am loved.”

—Reba McEntire

“Thanksgiving isn’t just a day. It’s a way we can live our lives every day.”

—KATRINA MAYER

Jay's Jots: What I Am Most Grateful For...



"One constant in life is change." A famed Greek philosopher, Heraclitus, said that. Fascinating how true that reigns today.

As time continues to march on, every year the Holidays give us an opportunity to take a breath and reflect on the past 12 months. What changes we have experienced personally and professionally? Where have we grown? Where can we grow in the next 90 days? What am I most grateful for?

Personally I am very grateful for my two little ones, who constantly challenge me and require a new version of me as they grow.

I'm very grateful for family and friends. Out of the many lessons I learned from Emmet, one of the more impactful lessons was the significance of real relationships. Specifically relationships with your family and friends. Genuine relationships are far more valuable than any currency.

Speaking of Emmet, I'm supremely grateful for the life and work lessons taught to me by my super senior supervisor. Treat people with kindness and the world has a way of

working out for you—easily the most insightful lesson one could ever give to someone. I'm very grateful that everyday Grandpa is watching down on us, inspiring us, hopefully inspiring some buyers in the process, and continuing to bless us with his presence.

In talking with Dad, he stated that in all his and Grandpa's years working together, he does not know if they have ever worked with the quality of product and people on the vendor side than we are currently working with. Having great product is ideal; having great product and working with great people who are friends is an unbeatable formula.

To our retail partners. We sincerely appreciate your business and your trust in us that we will advise you as best see fit with industry-consumer trends and how certain products best fit (or not) in your assortment.

I would be remiss if I did not include Lisa and Cristie from our office. They do a phenomenal job of keeping us organized and constantly moving forward.

I've heard this before from several people, this industry is like a family. From our family to yours, have a wonderful Thanksgiving holiday.

YOUR NEWSLETTER IS ENCLOSED



7305 Farnam Street Suite 2
Omaha, NE 68114
Phone: 402-391-2166



Murphy on his way
to work.
Another day,
another dollar.
(another truckload
of furniture sold)

Visit us at www.FurnitureSales.net