

# If There's A Will, There's A Way

2 **T**he holidays are behind us, we've welcomed 2006 and The Hosiery Association has celebrated 100 years of serving the industry. You might be thinking to yourself, "Okay, so now what?" I guess it might be fair for me to pose the same question to you...would it not? While it's true to say that we are a mature industry and embrace traditional philosophies, I always challenge those who categorize us as old. In my opinion, old is a state of mind rather than a state of being. Marshal Cohen references the hosiery industry in his newly released book, ***Why Consumers Do What They Do***, highlighting the fact that we allow other product segments to encroach upon and at times kidnap portions of ours. You know what...he's right. There's no denying the fact that there are lifestyle and economic factors which impact the legwear business, but these factors affect other industries too. The only difference is in the path that these industries subsequently choose to take. Sure, The Dairy Association has a hefty public relations budget to successfully launch and maintain its "Got Milk?" campaign. No, it did not necessarily increase milk sales, but it certainly made a formidable impact on keeping other beverage segments from absorbing its market share. Have you ever wondered what the initial discussions were like inside the Starbucks Coffee or Caribou Coffee camps? I can only imagine... "You're going to do what...

charge \$3.95 for a cup of flavored coffee?!" How about the bottled water business? Okay, I think I have driven my point outside the ballpark, but lack of financial resources should in no way be used as a crutch to support the larger and more realistic issue staring us in the face...change.

**"Recently I heard a speaker chant the following words, and they have been engraved in my mind... change is inevitable; however, growth is optional."**

If we ignore change, we become stagnant and ultimately wither towards extinction. If we respond and react to it somewhat, we might survive, but if we truly embrace change, we will succeed both personally and professionally. What do you do to raise the bar?



***You've heard me say this before and I will say it again... there are over 6 billion people on this earth and we should constantly be asking ourselves how many of them wear our products, and if not, why? Think about it...our business supports the world's foundation...literally.***

*Sally Kay*