

2023

Ah! The new year. Happy New Year, and all that jazz. Glad to get that out of the way. I always wonder what is the latest date that it is still appropriate to wish someone a Happy New Year? Of course I also wonder when do your current shoes become your old shoes? Because, when you buy new shoes, your current shoes have just 'shoes' status for a length of time, but eventually they become your old shoes... Seems usually around the time you get them really dirty; but I digress. I want to look at January as a time for a fresh start for all things. I want January 2023 to be the impetus for us to be innovative, inventive, and not accept the status quo of wash, rinse and repeat. What is the mortal enemy of great? Yep, you are right, it is 'good enough' - I want and we want to be great! To do so, we need to make the committed choice to be just that. So many companies don't do that and they do not innovate. I have shared with you in the past, that of the US Fortune 500 companies, ranked just only 50 years ago, only 65 of those companies are still in business today! That means that 435 of those companies are kaput! Big companies, it is the Fortune 500 for crying out loud - what happened? They did not evolve and they did not innovate. They just kept doing business the way they always had, and they got passed, forgotten, and withered away. We are nearly 31 years old and still growing, still expanding. How will we survive?

I am a fan of Darwin and his theory of survival of the fittest. Notice that it is not the survival of the biggest, strongest, richest, or smartest but is in essence the survival of the most adaptable. Those who can flex their plans and approach to adapt to the elements at hand. Same is true in business as it is in nature - those that adapt and change will move on. Those who arrogantly and lazily trot out the same product time and time again, get eaten by the competition. It is for sure eat or be eaten.

Smaller companies are often thought of as more nimble. I simply don't believe it has to do with size, I believe it is a mindset. It is a choice, and a committed choice at that. Size does not dictate that choice, leadership does. Spectrum is not a small company by any stretch of the imagination. However, it is and has always been our free will to adapt and change. To lead and hold to all the fundamentals and culture that made us big. Just because we got big, doesn't mean that we are any less intelligent, any less capable of innovating. We lead!

To wrap this up, as we adapt and evolve our business we must focus on the main thing, and that would be the customer. While I do NOT believe the customer is always right, I do know that when critiquing customer satisfaction there is only one vote that counts, the vote of the customer. We need to love our customers and we need to love them more than we do our product. Provide the product that pleases your customer, not the product that pleases you. Love your product, love your customers more and ALWAYS save plenty of love for your BRAND.

Make 2023 the year of thoughtful and purposeful change. Innovate and create, and watch the rest of the world eat your dust. It feels good to be the best, let's keep this train on that track!

With Cheers to all for the New Year! May you and yours find happiness and challenges every day. The good graces showered upon us cannot go unappreciated. How lucky are we?

Peace and Grace,
Dave



**FROM THE DESK OF
DAVE SMALLEY**

FROM THE DESK OF MEL SMALLEY



LEVEL UP! Let's move the needle in 2023 – together.

Are you familiar with our Spectrum mission statement?

To exceed our client's expectations by providing the highest quality, value-based hospitality, delivered on time in an interesting presentation by friendly, knowledgeable hospitality professionals with pampered customer care as their primary focus.

I challenge you to read and re-read our mission statement and ask yourself how you can LEVEL UP by going the extra mile for our customers, for each other, for our families. How can you / we LEVEL UP not only to fulfill our roles and responsibilities but to advance one more gear, increase our force, increase our message?

I believe the first step is to identify where/how can one be most impactful, what motivates you to LEVEL UP? Next, we must take action! Even if the action starts as mere baby steps, you build momentum! Momentum makes the next action step easier.

Maybe in addition to LEVEL UP, we can add SHOW UP. Be present (not just physically), be a problem solver, be an idea factory, be a coach, share your story. We've got to SHOW UP to succeed.

Are you / we delivering on our mission statement? How can we make sure that our clients know and feel they are our primary focus? How can we exceed expectations while delivering our brand of hospitality seamlessly?

It is our collective responsibility to knock down the obstacles and outside factors that may limit the success of our mission statement. Let's work together by LEVELING UP and SHOWING UP, give 2023 a run for its money. I know we can be GREAT by...

- Providing high quality;
- Providing value;
- Providing interesting presentation;
- Providing friendly, knowledgeable customer care.

In Heart, Service, Leadership, Integrity, Innovation.
Love,
Mel

*Hangout with
people who
force you to
level up.*

LET'S NOT SAY GOODBYE BUT SEE YOU AGAIN!



Well, the time has finally arrived that Julie and I will be officially retiring from the company—(I think—LOL). As the commercial says “we’ll see about that.” We do know we will be relocating to Overland Park, Kansas where we purchased a home last year in preparation for this moment. Julie was raised there and where she has family, as well as friends from grade school and has been wanting to get back there for most of our 32 year marriage, so I figured it’s time. It’s a beautiful community—one we are both so excited to be heading to!

It’s hard to believe it’s been 20 years to the month that I came down to Houston to live with Dave for a few months while we figured out a place for me in the company. The next 17 years has truly gone fast and now Julie and I both feel so very fortunate, lucky, blessed and appreciative to have spent this last 30 months here in Florida running our little business. We are now ready to begin this next chapter in our lives.

I hope that I have NOT worked my last golf tournament, concert, function or special event for the company! My wish is to participate in a handful of events annually moving forward, as long as folks will take me. So, with luck I’ll still be seeing some of you sometime during the upcoming year(s).

I have been fortunate to have what I consider a very rich career with only four jobs since graduating from college 42 years ago. Spectrum represents 20 of those years and the ones I have most sincerely enjoyed, worked the hardest and had the most fun. I have always been proud of my time and tenure with the company but, am even more proud to have been associated with Dave both professionally and personally for almost 10 years prior to actually joining the company. It made finally joining Spectrum even that much more special back then.

Dave, it’s been one hell of a ride my friend! Julie and I are most appreciative for all that Spectrum has afforded us as individuals, spouses, employees and friends. Cheers to the next chapter of what lies ahead for the company.

So, to wrap this up folks, thanks to everyone I have had the pleasure, privilege and honor to have spent this significant part of my life with. I know my life is better for having worked side by side with each of you. More than anything, I am blessed and grateful to have had such a wonderful career and wish the most for everyone and their families. Thanks to all for all you have done for me throughout the years and know everyone will have a special place in my heart.

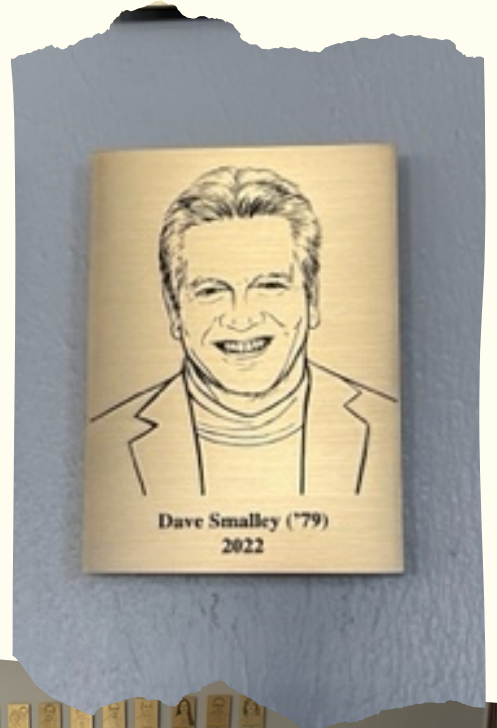
Love you guys,
Jay



CONGRATULATIONS ESLI MARTINEZ!

Esliyered “Esli” Martinez graduated from Sam Houston State University with a Criminal Justice Degree last Friday! Please help us in congratulating her for this major accomplishment in her life . Many of you will know her name for working with the many load lists that go out of the warehouse. Congratulations Esli!

~Ruben G.



WHISK



FROM THE WAREHOUSE

HOLIDAYS AROUND SPECTRUM!





IT'S A BOY!!

CONGRATULATIONS, ANA!!



GIVE BLOOD.ORG

Spectrum - Conroe

Wednesday, January 11

1:00 PM - 4:30 PM

Donor Coach

****FREE HOODIE FOR DONORS****

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Eva, blood recipient



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Blood Center

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@commitforlife | #commitforlife

JANUARY

2023

Birthdays

Dianne Ramirez	January 1
Jesse Grier	January 3
Dave Smalley	January 7
Denzil Pitts	January 11
Eduardo Ventura	January 12
Rebecca Lamey	January 13
Corniche Jones	January 13
Jason Nelson	January 15
Nathaniel Green	January 20
Juan Tony Ayala	January 21
Elizabeth Henson	January 26
Doris Ventura	January 26
Jackie Williams	January 29
Martin Moreno	January 30
Brent Culp	January 30

Milestones

Denzil Pitts	1/1/2013
Jeremy Price	1/3/2022
Jamilla Dorsey	1/8/2009
Melanie Smalley	1/12/1998
Jeannelle Rossano	1/14/2019
Gary Ormsby	1/15/2019
Walter Ventura	1/15/1999
Michael McCurry	1/22/2013
Rocio Abundo	1/23/2021
David Kergo	1/26/2022
Adrian Gomez	1/27/2022
Guadalupe Villarreal	1/27/2017
Silvia Solorzano	1/29/2020
Eddie Nguyen	1/31/2017

HAPPY
NEW YEAR



2023 EVENTS

EVENT	LOCATION	DATE
Super Bowl Live	Phoenix, AZ	February 9 – 12
Genesis Invitational	Pacific Palisades, CA	February 13 – 19
The Honda Classic	West Palm Beach, FL	February 20 – 26
Arnold Palmer Invitational	Orlando, FL	February 27 - March 5
Hoag Classic	Newport Beach, CA	March 13 – 19
Innings Festival	Tampa, FL	March 18 – 19
Valero Texas Open	San Antonio, TX	March 27 – April 2
March Madness Music Festival	New Orleans, LA	March 31 – April 2
Sugarland Arts Festival	Sugarland, TX	April 1 – 2
Dreamville Music Festival	Charlotte, NC	April 1 – 2
Veritex Bank Championship	Arlington, TX	April 10 – 16
Tortuga Music Festival	Fort Lauderdale, FL	April 14 – 16
Waterway Arts Festival	The Woodlands, TX	April 14 – 16
Invited Celebrity Classic	Irving, TX	April 17 – 23
High Water Music Festival	Charleston, NC	April 22 – 23
Insperty Invitational	The Woodlands, TX	April 24 – 30
Shaky Knees Music Festival	Atlanta, GA	May 5 – 7
FTX Grand Prix Festival	Miami, FL	May 5 – 7
PGA Championship	Rochester, NY	May 15 – 21
KitchenAid Senior PGA Championship	Frisco, TX	May 22 – 28
Charles Schwab Challenge	Fort Worth, TX	May 22 – 28
Railbird Music Festival	Lexington, KY	June 3 – 4
American Family Insurance Championship	Madison, WI	June 5 – 11
Governor's Ball Music Festival	New York, NY	June 9 – 11
Bonnaroo Music Festival	Manchester, TN	June 15 – 18
KPMG Women's PGA	Springfield, NJ	June 19 – 25
Country Jam	Grand Junction, CO	June 22 – 24
Rocket Mortgage Classic	Detroit, MI	June 26 – July 2
John Deere Classic	Moline, IL	July 3 – 9
Red Hot & Blue	The Woodlands, TX	July 4
Freedom Over Texas	Houston, TX	July 4
American Century Championship	Stateline (Tahoe), NV	July 10 – 16
Faster Horses	Detroit, MI	July 14 – 16
Float Fest	Gonzales, TX	July 22 – 24
WE Fest	Detroit Lakes, MN	August 3 – 5
Tidalwave Music Festival	Atlantic City, NJ	August 12 – 14
Shaw Charity Classic	Calgary, AB	August 14 – 20
BMW Championship	Olympia Fields, IL	August 14 – 20
All In Music Festival	Indianapolis, IN	September 3 – 4
Moon River Music Festival	Chattanooga, TN	September 9 – 10
Sea Hear Now	Asbury Park, NJ	September 16 – 17
Life is Beautiful	Las Vegas, NV	September 22 – 24
Pilgrimage Music Festival	Franklin, TN	September 23 – 24
Oceans Calling	Ocean City, MD	September 29 – October 1
Sound on Sound Music Festival	Bridgeport, CT	September 30 – October 1
Sanderson Farms	Jackson, MS	October 2 – 8
Constellation Furyk & Friends	Jacksonville, FL	TBD
Riverfront Revival	Charleston, SC	October 7 – 8
Austin City Limits	Austin, TX	October 7 – 9
Austin City Limits	Austin, TX	October 14 – 16
Alliance Air Show	Fort Worth, TX	TBD
The Houston Open	Houston, TX	TBD
Pelican Women's Championship	Belleair, FL	TBD
Lights All Night	Dallas, TX	December 29 – 30

Spectrum Connection is a publication of:



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