

PRESIDENT'S PERSPECTIVE



## Today's Hosiery Business: New Players and New Rules Is Your Head in the Game?

**“Man on, Man on!”** rumbles a voice in the distance, signaling an instant change in direction. The wind combs loosely through damp, tousled bangs...its breeze causing the beads of perspiration to evaporate somewhat on the forehead. Intricate footwork is executed with precision yet grace as the ball glides across the surface, maneuvering through hazards, determined to reach its target without interruption. Breathing becomes erratic; its pattern adjusts to the cadence of its intensity. The path is now visible, the vision clearer. **“Shoot! Shoot! Shoot!”** thunders along the sidelines. The timing is intrinsic, and the harnessed power is now unleashed. The missile is fired effortlessly into the back left corner of the net; just grazing the tips of the goalies extended reach. The referee's shrilling whistle reverberates inside the crowd's ears as he signifies goal. The players dash across the field and raise their teammate high above their heads; faces beaming with pride as the team revels in experiencing first hand the benefits of rigorous training, planning and focus. They had an objective; they had a strategy, and a process that successfully worked.

This soccer scenario I just shared with you is really no different from what our industry faces on a daily basis is it? The competition at every level of our businesses is becoming increasingly stronger. Whether it's global product excess capacity, retailer consolidation, shortened supply of raw materials or the growing emergence of private equity groups on the playing field, we must embrace a mindset similar to those of athletes. All of us must work smarter, quicker and constantly evaluate our products and our services. We must understand what our customer wants and consistently be able to accommodate his or her changing demands. We do need to proactively exercise our companies' skills and talents to their fullest potential

using a playbook that offers a diverse combination of offensive and defensive strategies. While the goal may be to win each and every time, reality keeps us grounded. The game will continue to grow in speed, and we will all compete against bigger and stronger athletes. Regardless, I encourage you to remain cognizant of the valuable services this organization offers and continue to incorporate them into your training program. You are pure champions at heart and exemplify the integrity of those who are strengthened by each defeat and humbled by each victory.

***It may be true that we can sometimes fake right or fake left; it is without doubt that we must always keep our heads in the game. Continuing to do so ensures that we will have a place on the field.***



*Sally Kay*