



## President's Message from Cathy Kuebler

### *Bridging the Gaps*

When you read the title of my President's Message is *Bridging the Gaps*, I think most of you will automatically think I'm referring to the generation gap. While that is a glaring issue in our industry, it's not the only critical gap we need to focus on. I believe we need to broaden our thinking and start tackling the numerous gaps we find ourselves in. In addition to age, we have many other "gaps" to address including gender, race, culture, and the lists goes on and on.

So, how do we *Bridge the Gaps*? I believe we start by focusing on the benefits every person has to offer. As employers, employees and contributors to our industry, we should hold ourselves accountable and ask ourselves the hard questions... Are we listening? Are we talking? Are we trying to keep an open mind? We could be opening doors to growth, outsmarting our competition, surpassing our goals, growing our business faster, or getting that next big promotion. The potential gains could be enormous.

Being part of the process can benefit us personally by labeling us as innovators and good leaders - which are traits top companies are looking for to grow their business. Businesses can benefit with the growth and advancement of ideas carrying forward to improve the bottom line and by being labeled "the place" to work. The main thing, if you want to be considered as "cutting edge," you've got to be innovative and open-minded in your actions as well as your thinking.

Throughout the coming year, I'll be working with our committees to see how we can tie my message into various programs. I'll be asking many of you to accompany me as we step outside our comfort zones. Whether you and I are the same age, the same gender, the same color, or the same religion, we have a lot to learn from each other. If we can keep a positive attitude and an open mind, we just may make some headway at *Bridging the Gaps*.