Conjure up the memories from your childhood. Cigarettes and ashtrays, no seat belts, no child car seats, no cellphone parent tracking, kids playing on every block in the street without a covey of moms in lawn chairs, bicycle riding without even a helmet or a knee pad; how did we survive such criminal levels of unsafe behaviors?

If you were given a look into the future would you have believed what you saw, or would you have been certain that you were watching a satire that took all of your worst fears and made fun of you?

If you share any of the thoughts we have about so much of our current societal state, then you are rolling your eyes or even notably angered when you see headlines such as:

“New York City’s corona-virus death toll officially passed the number of people killed during the 9/11 attacks”
   Business Insider; April 7, 2020

~ “Fauci: warns quick reopening could spark an outbreak”
   Yahoo News; May 12, 2020

~ “The flu and coronavirus will launch dual ‘assault’ on America next winter if we don’t prepare now, CDC chief warns”
   Live Science; April 28, 2020

Many hoards of people can be driven to extremes by the wielding the great ‘flaming sword’ of FEAR. Again, if you share our feelings to these tactics then you are damn mad! If you are not familiar with the mantra commonly quoted from the Alcoholics Anonymous program known as the “Serenity Prayer” I can think of no more apt piece of advice. “God, grant me the serenity to accept the things I cannot change, courage to change the things I can, and wisdom to know the difference.”

One of the core beliefs of our team is the 360 degrees of support that we provide to our installation and distribution partners. We stand with our customers from the introduction of our relationships, we commit to training and providing premium product components, but that is only a scratch on the “surface.” (no pun intended).

We grow market share proving more opportunities for them to work in more places. We commit to helping in operational efficiencies. Provide premium marketing support and services. Members of our team from the Executive team to the warehouse are knowledgeable and often travel to proposal meetings, jobsites, estimates and more.

We want you to know that we are here to support you through the uniquely challenging times to come, and a part of that support begins with providing you up to date and accurate information about all concerns that might influence your business.
Outlook for Our Economy
A look at what is in store for the U.S. economy as a result of Novel Coronavirus.
By Jonathan Wilson, MBA
Vice President, Rubcorp Distribution LLC

The recent challenges we have experienced surrounding the threat and response to COVID-19 are no secret. Regarding the economy, there are many questions and concerns about what will take place with our businesses and jobs due to the widespread shutdown. The economy today has evolved significantly since the days of The Great Depression. While the U.S. Economy is still the global lynchpin, it is much more closely tied to many other regions. This globalization has many effects, and one of those is that the true consequences of an economic event can lag.

We hope to read, explore, share, welcome your comments!

Economic, Market, and Policy Factors

• S&P 500 peak-to-trough (Time Taken)
  o “S&P 500” – the market index that measures the value of the 500 largest companies in the U.S.
  o “peak-to-trough” - Shows how much the stock market valuation fell from its highest to lowest
  o “(Time Taken)” – how many days it took the market to fall from its highest to lowest

• Gross Domestic Product (GDP) peak-to-trough
  o “GDP” – this is the total value of the U.S. economy measured using an established collection of common goods and services

• Best Performing Sectors
  o “Sectors” – areas of the economy where businesses share related goods or services

• Worst Performing Sectors

• Initial Jobless claims
  o “Initial” – the first (initial) measurement taken after a referenced economic event
  o “Jobless Claims” – the number of people filing for unemployment

• Unemployment rate peak (12 months later)
  o “Unemployment” – The percentage of workers as a part of total employable that have filed for unemployment benefits
  o “rate peak” (12 months later) – The highest percentage of unemployed workers in the 12 months after point of reference

What do these factors say will happen?

When we compare these factors to major events since the modern recording of financial and economic performance factors, the evidence places this event to be perhaps the most impactful. The sudden restriction of consumers leading to broad stifling of spending has “shocked” the measurable factors in such a way that the true impact is slightly delayed.
The additional infusion of widespread liquidity by the CARES ACT and the SBA Disaster Loan Assistance program have introduced a variable that is delaying evidence of the long-term effects.

**Bottom Line**

We are in store for a very deep recession with year over year GDP contraction of around 4% and an unemployment rate that will peak somewhere around 15%. The demographic or workers that will be hit hardest by this are the middle class with middle six figure incomes driven through discretionary household spending and real estate expansion. In addition, as in any economic volatility, lower income workers employed in low-skill positions will see troubling scarce employment availability.

**Good News for You**

Upper middle- and high-income earners experience little affect from economic turmoil, and traditionally drive consolidation of wealth and increased discretionary spending. In our industry, the targets are high-income earners and businesses which cater to the same, which means effective marketing spends and driven execution will lead to a steep increase in revenues as competition lacking this perspective will quickly falter.

**More to come!**

Come back and read my weekly installment on the larger economic movements, and how you can take advantage of opportunities in the business environment we are just beginning to enter!
promote competition for their products & services. Without question, digital marketing has never realized its current value.

Conventional wisdom typically indicates consumers would be less likely to budget for specialty goods in times of economic uncertainty. However, the latest consumer patterns have decisively proven that upper echelon consumers will utilize significant portions of their disposable-income in efforts to protect themselves against the latest unseen enemy. The consumer’s desire to upgrade their surroundings is compounded by the threat of a second-wave or mutated version of Covid-19.

Provide protection from future unknowns by delivering surface solutions designed to avoid and/or prevent physical injury while inhibiting the growth of potentially harmful bacteria & fungi. Those that are not paralyzed with fear are fixated on the upgrade projects they have been putting off, many of which are sure to include resurfacing projects. There are no other surfacing solutions capable of satisfying these lofty expectations, they simply need your introduction.

Marketing is a Must (Marketing and Selling are not the Same)
By Michelle “Chella” Quiroz
Creative Director, Rubcorp Distribution LLC
Marketing During the Outbreak of the Covid-19 Virus can seem like a complete and utter waste of time. Actually, it is the best time to start putting yourself out there for your customers. We are not talking paper flyers in the mailboxes of the next-door neighbors and around town (although if that works for you do not let us stop you).

Let us understand marketing for a second though what is it and why do it in the first place? Marketing is all about creating value for your business that is based on intangible assets. What does that mean? It means people will spend more money on your brand because they value something more than just your product. You are creating basically a rewarding experience for your customers, something enjoyable they can come back to. When you begin to add this value to your “Brand” you create loyal customers. During this time especially it is important to let your customers know you are there for them, and you are still providing the service that they enjoy.

There’s Marketing... And then there’s Selling...

Let this be known: marketing and selling yourself are not the same thing. See Marketing gets you to your customers doorstep, it helps bring brand awareness, and it lets your customers know what it is you do. That is phase one of divide and conquer, your efforts must be planned out in order to succeed, or you’ll just be left playing an endless game of ding dong ditch.
How does one sell their product then? Here are some tips:

- “Know your product”
- What makes you better than everyone else in the industry?
- Make your benefits concrete
- How much effort is required for customers to make the transition? Especially if the cost is more, most people will not even want to try it...
- Less work for them means more work for you… no one wants to spend hours of maintenance on something that is supposed to make their lives easier...
- Focus on the Right Leads
- Build Trust Through Education… the more people know about your product and the more you educate them the more they will trust your judgment and keep coming back to you…
- SHOW ENTHUSIASM FOR YOUR PRODUCT - no one wants to buy something you yourself are not excited for.

Tips on how to market for cheap, and how to make it effective

Thanks to technology and all it wonders it is no surprise that the easiest and cheapest way to market is literally at your fingertips. Here are some ways to market on a tight budget that are effective and will help your business grow!

- Building a website
  Creating a platform for yourself is a great investment. You need a place for your customers to go other than Facebook to find you. Sites like WordPress, Wix, HostGator, and many other sites offer a place to create your website and host it as well.

- Google Business
  Creating a google business account for your site if you have one or are building one. This service is free and allows you to post images as well. It also allows you customers to give you reviews which is a plus! It also helps your site stand out above other competitors’ sites and allows you to map your location so customers can have an easier time finding you.

- Newsletters
  A great way to connect with your customers is through a newsletter. Writing a newsletter lets your customers know you are there, now do not bombare them with 3 newsletters a week, it can get annoying and will lead to “unsubscriptions.” Send a newsletter twice a month on educational tips regarding your product or new releases, maybe touch on events that are happening at the moment and inform your customers how you are doing your part.
  This helps build relationships and loyalty with your customers, and creating a newsletter helps collect emails and contact info which is a win. Sites that offer newsletter builders and bulk sending are WordPress, Mailchimp, and Canva…

- Social Platforms
  It is no surprise that social media such as Instagram, Facebook, Pinterest, Twitter, etc. …are a great place to advertise and bring brand awareness. Posting on these platforms can build a following of potential leads.
  A benefit of having social platforms is it also allows you to share links so on Instagram you can share your website, blog, YouTube, and much more! This helps create engagement and organic growth for your sites.

- Networking and Connecting,
  Networking is a great way to build relationships and educate others on what you do. It is also a way to get your name out there to meet other small businesses that are not necessarily doing the same thing as you but might one day need your services. These are good ways to connect with other small businesses and bring brand awareness to yours.

Give your customer what they want, do not “sell” them what you would like them to have

While your customers know that your job is to sell, they do not really appreciate it whenever it feels like you are trying to sell them something. They stop listening as soon as you sound like another salesperson. And as much as you know about your product, all the benefits, what colors look great where etc. etc…. Do not sell what you want to your customers, let them choose and buy from you.

This goes hand in hand with marketing when you create content and do not make it based on what you think looks good. It takes trial and error to get the type of message you are trying to convey.

Ask yourself what do you look for whenever you are buying things? It is a feeling and experience, your feeding your customers. People like to explore their options and not feel pressured to make a decision they did not want in the first place.
The lives that we once knew have changed irrevocably. Our social, professional and fitness lives have adjusted to a new way of living that has become a necessity. Change is often uncomfortable, but it can also help you to challenge you like never before. Coronavirus and the lifestyle it has created and dictated will never ask more questions about your fitness life. Here we delve into different aspects of our fitness lifestyles and how the Coronavirus has changed the game.

Your Workout Hygiene

For the majority of us, basic hygiene is a prerequisite of our workout regime, but now we are living in a completely different world. The Coronavirus thrives on communal surfaces, so it has forced us to be more rigorous than ever with our hygiene routine. A cursory wipe of a bench with a towel is no longer enough; we need to be vigilant and cautious not only for ourselves but for the health and safety of other members.

If you are lucky enough to get back into the gym, have you assessed whether the cleaning procedures are ample for the number of members there? What are your personally going to do to ensure that you are leaving and approaching each workout, ensuring that the necessary hygienic processes are followed?

Gyms, like their members, have had to adapt rapidly to a new life under Coronavirus. Ensure that you speak to staff about how to maintain the best possible workout hygiene for you and other users of gym equipment.

Your Inner Drive

For anyone striving to get fitter or stronger, one of the biggest adversaries they will face is their own. There are always excuses; whether it is feeling tired due to a stressful few days at work, or the weather outside presenting challenges. Sometimes, on the good days, we succeed in shutting out the inner voice that comes up with tempting excuses, but Coronavirus has made it that bit louder.

In many cases, your regular workout routine has been totally dismantled. You are unable to see your friends from the gym, you are unable to utilize your usual equipment, and you might even miss the accountability that a social workout gives you.

The Coronavirus questions our inner drive to train in isolation in an unfamiliar environment. Are we able to push through the excuses, or which there are ample, and still work towards our long-held goals? Are we ready to achieve our fitness challenges when we don’t have friends and work out partners pushing us onwards? Do we even see a point in continuing the early morning and late-night fitness grind when our social lives have been severely curtailed?

The boxer Muhammad Ali understood the difficulties of being isolated in his sport better than most.
Locked away in grueling and brutal training camps in the mountains, he talked of the importance of training hard in isolation far from the thousands who would eventually watch him. "The fight is won or lost far away from witnesses—behind the lines, in the gym, and out there on the road, long before I dance under those lights."

Ultimately, we are left to question precisely why do we work out, is it for physical health, routine, feel-good factor, mental health or a desire to look a certain way?

By training in isolation, the answer may well have become clearer quickly, and if it hasn’t keep digging to find the answer. Once you find that answer, it may unlock the key to your inner drive.

Your Tech Savviness

Few industries are exempt from the technology boom, and for those in the fitness world, tech and fitness are symbiotic. Whether you be a trainer or a client, a regular gym-goer or yoga enthusiast, we all question how technology can enhance our goals and hold us accountable.

Overnight, Coronavirus forced formerly dated agencies to utilize a digital working environment. If companies didn’t adapt to use video technology and remote working software, they would be quickly redundant as the Coronavirus took hold.

Similarly, the fitness industry has needed to adapt and fast. You may have used a fitness watch to achieve a daily goal, but have you used your available technology to its full potential?

Coronavirus has forced us to do things we would never have previously considered digitally, whether that is sharing yoga classes remotely in front of a screen in our living rooms via Zoom, or doing personal training sessions via smartphones.

For many of us working out in isolation, we miss the accountability that our fitness tribe at the gym give us every day. Utilize apps such as Strava to push each other to the next level during this period of reduced social contact. Do not let technology dictate your life, dictate the technology to drive your fitness goals to the next level.

Ask yourself the question during this period, are you fully utilizing the technology available at your disposal to achieve your fitness goals, if not, why not?

Your Ability to Make Good Choices

We are lucky enough to live in a world where we have ample choice, but in this period how much information is too much for our brains to digest? Every day, either passively or deliberately through our smartphones, we digest work out plans, healthy meals and new hygiene procedures during Coronavirus.

This period has gifted us with more time than we have ever had before, and that has allowed us to digest more information. Can you deduce what is helpful and what isn’t?

We have never been more anxious for information during the Coronavirus, whether that is uplifting health news or a transformative workout. Are we simply digesting the information and sharing it without slowly digesting its efficacy?

Everybody has different fitness goals and ambitions, and that is perfect. Unfortunately, there is never going to be a silver bullet in fitness that can solve all of your issues and make your goals instantly achievable.

In a world where we struggle to filter fake news daily, ensure that you are rigorous in what you choose to digest on fitness.

Take a strategic approach to information on fitness during this period. Ensure that you are not aimlessly scrolling your WhatsApp groups or Instagram influencers of choice for inspiration, add rigor to your research. Information is power, but only if it used effectively.
Your Adaptability

Most people enjoy an element of routine in their lives. Routine brings structure and order in an often chaotic world. Coronavirus turned our lives and plans upside down and tore them up in shreds. We had to adapt to a new world that many of us are finding uncomfortable.

Did we spend too much time complaining about the unfairness of it, or did we adapt quickly and seek out the positives? Did we mourn missing the sanctuary of the gym, or did we enjoy the precious time that we had to work out away from the sedentary lifestyles in the office?

Did we utilize lockdown as an excuse to eat poorly and not workout due to the isolation, or instead did we adapt and thrive in our new environment? In many cases, this question is still unanswered, and there is still time to change. Can we keep striving to find positives in a challenging situation?

Many of us are spending more time than ever at home with children. Can we include our children in our daily workout plans safely and effectively? Can we adapt to utilize equipment that is readily on hand at home to ensure that we can still have an effective workout? Can you work on different body parts that you have paid enough attention to previously due to a lack of time or focus?

There has never been a better time to innovate your fitness lifestyle than now. One day this period of Coronavirus will be over, and you will look back and question how you responded to it. Did you make the most of every day and drive your body and mind to new levels? The opportunity is available, and it is up to you to take it.

The Final Word

We are living through a significant part of the world’s history, how many lessons positive and negative will we learn? The history books are still being written, and there is still ample opportunity to redefine how you can achieve your fitness goals in a different environment. Almost overnight, our world changed irrevocably and changed how we approach fitness. Will you blend back into your old routine at the gym, or will you utilize prized lessons from this period to achieve your fitness goals?

*Are you thinking about being better prepared after lockdown? Or would you like to be better prepared if you are faced with a similar lockdown again for your workout environment? Rubcorp’s Performance Line has been specifically designed to take your gym surfacing to the next level, ensuring that you can always be ready to achieve your fitness goals. We will be delighted to speak with you to ensure that you are ready for anything the world throws at you.