



Update



December, 2009



A Message From The General Manager/CEO

By Dan Laws

“Is It Christmas Already?”

It's Christmas already! It doesn't seem possible. This year has flown by and I can't really tell you where the time went. I've looked back through my calendar and the year definitely happened. You may wonder what brought about this epiphany. I was in Wal-Mart the other day and noticed that every third song was a Christmas ditty. I said to myself, "This is ridiculous; they start this stuff earlier every year". As I continued on, my mind drifted to thoughts of Thanksgiving and suddenly I realized that it is next week. I concluded that my derision of Wal-Mart was perhaps undeserved.

I bet you are just like me, in that time seems to go by quickly. We allow our lives to fill to overflowing making time seem faster than it really is. I am constantly looking ahead to the next event and preparing for it—so much so that I miss those things that are right in front of me. Things like my wife, my sons, my grandsons, and my friends—in other words, the things that matter most. When I wake up to the fact the year is coming to a close, I begin to think about all that is still undone. That line of thinking, inevitably, reminds me of all I should have done *better*.

If I had to guess, we all are pretty much the same. No doubt a big part of what makes Christmas special is tied closely to the desire to make up for missed opportunities. When buying Christmas gifts for family and friends, we are naturally drawn closer to them. We place ourselves in their shoes as we try to imagine what they would like for Christmas. By empathizing on this level, we can not help but feel closer. How much better would life be if we worked at keeping that warmth and closeness year round?

But, Christmas is much more than family and friends; it's about a baby that was born to die for the remission of sin that separates us from our creator. It seems today there are those intent on taking Christ out of Christmas. They do it by spelling Christmas with an X in place of Christ and they do it by changing the words of familiar Christmas carols and hymns. But, Christmas without Christ leaves only "mas" and in Spanish that means "more", as if to say "mas" is not enough. Personally, Christmas isn't Christmas without Christ, and he is the focus of the Laws' household Christmas celebration. This Christmas, let's draw closer to Him and to each other, let's make this Christmas the best ever, because life may never be this way again. Those we have and hold today are ours for only a season. Enjoy them!

As we count our blessings here at the Cooperative, you are very much a part of what we are thankful for. From the board of directors and all the employees, have a **Very Merry Christmas and a Happy and Prosperous New Year.**

