

QuipTips

MONTHLY INSIGHTS, HUMOR,
NEWS YOU CAN USE, AND MORE!



A Few Thoughts for Thanksgiving

Appreciation begins with the capacity for awareness. It's the ability to look up, look out, look around, and look in, then say, "this is good". To hone our skills of appreciation is to be a connoisseur of all that is right, good, noble, and beautiful. It is to notice and take note. It is to pause, to quiet the mind, and to actually see.

Gratitude takes appreciation to the next level. It recognizes the good, the beautiful, the noble, and the right, and internalizes that blessing. Gratitude says, "this didn't have to be this way and it is.

And I am privileged to see it and experience it." A food critic can appreciate a great meal. He recognizes the greatness or subtle art in it. But that is not enough. Gratitude says, "and I get to eat this marvelous meal which I've been blessed to be served."

Gratitude fills the heart to overflowing.

Thanksgiving goes still another step. Of course, it is aware of the beauty and savors it. Being thankful recognizes that it didn't have to be as it is and has a heart filled with rejoicing over the goodness. And with that fullness it feels compelled to utter honor and pay tribute to someone or something that has made things as they are. Thanksgiving in practice has the humility to say, "this is good and as a connoisseur of what is good, I know this to be good. Furthermore, I am privileged to have an opportunity to enjoy or experience this thing. And now that I am the recipient of goodness, I know that this joy and enjoyment are not complete until I have completed the circle by extending honored to the person or thing who has given me this gift. It is all but impossible to fully appreciate any good thing without first experiencing gratitude and next expressing thanks to the source of that unearned goodness."

From Our Team to You and Yours

It's a cliché as old as business and Thanksgiving. Most assuredly, it's almost as tired and abused. The email, the card in the mail, or that *ad in the trade publication* offered a throw-away line to the effect of, "We're thankful to you our valued customers!" There is literally nothing wrong or

inappropriate about that sentiment. It's one we'll express as well. However, the more jaded and

Inappropriate about that sentiment. It's one we'll express as well. The more jaded and cynical among us may have some difficulty in experiencing the *warm & fuzzys* when we read it. Could it be true. Yes of course, but a few more details would be helpful.

Since this is our "Thanksgiving Month" edition of QuipTips, it's natural that we would want to extend such sentiments and expressions of humble thanks to all of you.

But we want to take it a step further. So here goes...

"Thank you, for continuing to do business with us and trusting us to come through for you. Your trust and your on-going business let us feed our families and pay our bills. It challenges us to do better and become more. At times it reveals to us our weaknesses and teaches us to do better. Your patience allows us to learn from our mistakes rather than being destroyed by them. Your continued trust allows us to grow alongside you as we continue to expand our understanding and capability. What we are today is the thing you have helped us to become. And what we hope to be tomorrow will only be possible with your continued trust. So, from the QuipCal team to all of you reading this. A hearty and sincere Thank You...not just for your transactional business, but for the friendships established, the trust extended and the joy of doing business together. It continues to be our honor to help you to grow your businesses and help your customers. And on most days, you give us the added gift of making it fun!"

There isn't a special offer this month and we're not trying to sell you a thing. We just want to say thank you for the many ways in which you're already supported and helped us throughout the year. May you and your families experience joy and blessing this Thanksgiving.

-The QuipCal Team

Upcoming Events

Dirt World Summit

Nov 4-6, San Antonio, TX

Build Expo

Dec 11-12, Charlotte, NC

National Railroad Construction & Maintenance Association Conference

Jan 5-8, Marco Island, FL

AED Summit

Jan 15-17, Orlando, FL

National Pavement Expo

Jan 16-17, Tampa, FL

World of Concrete

Jan 20-23, Las Vegas, NV

NATE Unite

Feb 17-20, Raleigh, NC

Ritchie Bros. Auction

Feb 17-21, Orlando, FL



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