

Time for some good news...

...don't you think? It's been a long year, in more ways than one.

How are any stores staying open, you may be wondering. Remember the fifteen-dollar DVD player? We don't see many of those around anymore, and it's not because people didn't buy them, it's that the price was so suppressed that quality went out the window. Then so did the DVD players. Low price had become a value at the expense of real product values. But now that's changing, and many people are turning to how their parents used to do things: spending wisely on quality. Good design costs a bit more. But it works a LOT more. The stores and customers aware of this are benefitting from each other's mindfulness.

Spend more on less! New rules for living are afoot, and this year brings many healthy new attitudes, lifestyles, and beginnings. Spend more time with fewer people. Spend more energy on fewer tasks. Spend more money on less 'stuff'. Tried and true product values are back; low prices all the time are not sustainable economically, socially, or environmentally.

So the good news is that we're entering an era where 'the best' is now in the hands of the consumer to define. Smart corporations and smart consumers are rethinking their cash flow together, and will be better for it. We're now more than ever in control of what winds up in our homes, and what winds up going the way of the \$15 DVD player.

Back to work - there's a lot to do!

Duane Smith + Stefane Barbeau
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