

# CONNECTION

## Spectrum

### Swing Thoughts

I remember reading about a famous golf coach / teacher, who was advising PGA TOUR players and sharing some information with the average weekend golfer. He focused in on swing thoughts, you know, keep your head still, take the club on the proper plain, keep your elbow close to your body, and stuff like that. It was not the lessons he was sharing that captured my attention, it was the comment he made about the human capacity to focus. He said that most very elite players, like Tiger Woods, can focus on up to three swing thoughts in the golf swing. Most tour professionals have the capacity to only focus on two at any one time, while the average golfer has a capacity for only one! And he added that sometimes that can go wrong.

I reflected on this, and I got to thinking about that funny little exercise we did as kids, where you pat your head and rub your tummy, then switch, and then try to do it while hopping on one leg. This usually resulted in epic and hilarious failures. Even though simple, too many things to focus on. But with that being said, we still start our morning meeting with a long laundry list of what we want to focus on that day. I do not exaggerate when I say that I have seen some meetings with well over a dozen 'focuses for the day.' And true to form from our golf coach, how did it go? It fell completely flat. We tried to focus on so much that we ended up focused on nothing. We accomplished none of our goals that day because we presented more thoughts and initiatives than a human can absorb and focus on. FAIL!

With that history, we have adjusted our morning meetings and days objectives to NO MORE THAN THREE ITEMS. And once we complete and satisfy any one of those items, we can add another in its place the next day, keeping other items on our list until we have mastered them. This sort of goes with a chapter in the book Monday Morning Mentoring we are reading in our book club, and its challenge of identifying the 'MAIN THING.' The idea of identifying the MAIN THING, and then communicating the MAIN THING, is that by doing so, everyone is focusing on the MAIN THING, one thing. Notice it is not the MAIN THINGS.

This is a great example of using our focus on one thing, one common goal, and getting away from a shot gun approach. Find your main thing and communicate it. More importantly, after identifying your main thing, write it down! Keep it with you.

We learn in Monday Morning Mentoring the power of writing down our objectives. As I like to say, doing so changes a choice to a committed choice. We are taking things a step further in our morning meetings, and our leadership is writing down the three objectives for the day and handing out those objectives to the team. This furthers the teams ability to focus on what leadership deems important that day. Funny that when we recognize our human limitations, our inability to focus on multiple things at a time, it leads us right to the path of how to better focus ourselves. By narrowing our scope, writing it down as a commitment, and sharing it with the team, we have turned a weakness into a strength! How about that.

So, get out there and focus on your MAIN THING. Ask others for what their main thing might be and see if you have common ground. We are going places! And the best part of all is we know where we are going, and we have the road map to get there. Thanks for being on this journey with me.

Peace and Grace,

Dave



FROM THE DESK OF:

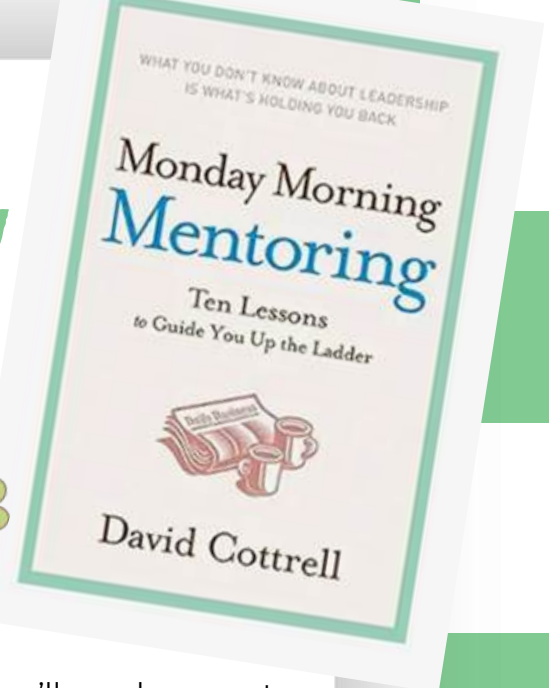
**SMALLEY**  
Dave





FROM THE DESK OF:

**SMALLEY**  
*Melanie*



**Monday Morning Mentoring  
Ten Lessons to Guide You Up the Ladder  
written by David Cottrell**

If you don't have a copy of this book, please let me know and we'll send a copy to you right away. If you are telling yourself: I'm not really a reader; this book isn't going to help me; I don't have any problems that need fixing; I can fix things on my own agenda. Well, that's a lot of poor excuses to skip such a short meaningful read. I can assure you this book will enhance your leadership and management skills a hundred-fold.

I read this book and was a part of a "book club" reviewing and discussing each chapter probably 10+ years ago. My copy of Monday Morning Mentoring is weathered, maybe a little dusty, but still full of promise and good intention. As I recently reached for it and opened the pages, my handwritten notes are in full view along the margins and the yellow highlighted areas maybe a bit duller over time. BUT, the book and messages to myself still read well, inspire and remind me the lessons shared in this book are still applicable years later and certainly years to come.

Some simple take aways from the first two chapters...

- A real leader spends his/her time fixing the problem instead of finding the right person to blame.
- When you place blame, you focus on the past. When you accept responsibility, you focus on the future.
- We have control over our choices.
- Successful people make choices others don't like to make.
- With good choices, you take control of your success.
- Feeling like a victim is natural, but remaining in the victim trap will prevent you from accomplishing your goals.

Maybe these points give you something to start pondering and maybe they're interesting enough that you'll read the book. You can also join the latest book club via Teams meeting the first Monday of every month. I'm happy to send you an invite, just ask.

In HEART, SERVICE, LEADERSHIP, INTEGRITY, INNOVATION.

Mel



# WAREHOUSE *from the*

The photos of our team sitting are from our monthly "Safety Plus" training sessions. The first one we all completed focused on "Fire Safety and the Use of Fire Extinguishers." The picture in the bottom left corner is from our afternoon meeting, which we have almost daily to enhance our understanding of the warehouse's needs and upcoming events. Lastly, we have a picture of Martin! We had a small celebration for his birthday!

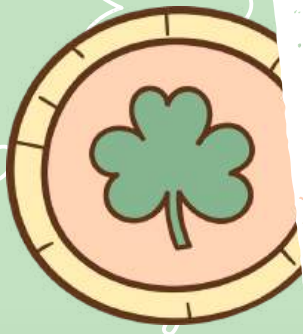




LilyAnn (Bree's daughter) is selling Girl Scout cookies and will continue until March 23rd. She's had a great time delivering cookies to the warehouse and main office!







# WICKED

*Whisk*







At the 2025 WM Phoenix Open, the Spectrum PGA Touring (Blue Team) supported the local Girl Scouts in a meaningful way. In addition to ensuring staff were well-cared for with food and snacks, we purchased Girl Scout cookies to serve as part of our offerings. The proceeds from the cookie sales went directly to the Girl Scout troop, helping fund their impactful community project.

The troop used the funds to support their Bronze Award project, which involved organizing a service event for more than 50 other Girl Scouts. At the event, the girls learned to make blankets and toys for a local animal shelter, participated in a donation drive, and engaged in educational activities about the importance of adopting rescue animals and spaying / neutering pets. The shelter even brought adoptable animals, making the event a fun and heartwarming experience for everyone involved.

Additionally, the funds from the cookie sales made it possible for the Girl Scouts to go on a camping trip, where they had the honor of posting the American flag and learned archery. This partnership highlights how small efforts can make a big impact—supporting both our clients and local youth initiatives that foster service and community engagement. We're proud to have played a part in their success and look forward to more opportunities to give back!

*~ Kathryn Irwin*







# MARCH

## birthdays

Ernesto Lopez  
Valerie Vennari  
Charlie Eggert  
Melanie Smalley  
Lindsey Nareau  
Sergio Rocha  
Ashley Saville  
Samantha Sherer  
Ana Vinalay  
January Lesperance  
Nick Taber  
Yecenia Castellanos Pozo  
Josefina Herrera Gil  
Carlos Ambrocio Adame  
Danielle Starkey  
Rafael Perez  
Julia Maughan  
Gavin Page  
Kathryn Irwin

## milestones

3/1	Ruben Garcia	3/1/1999
3/1	Amy Oberhoff	3/1/2018
3/2	George Abreu	3/1/2024
3/2	Jaime Lax	3/2/2022
3/8	Nelson Ortiz	3/3/2018
3/8	Santos Ventura	3/4/2008
3/9	Raquel Sarres	3/4/2024
3/10	Tina Smalley	3/5/2018
3/16	Andrew Ellis	3/4/2022
3/16	Nicole Greer	3/4/2024
3/16	Kole Waldrop	3/10/2010
3/17	Damaris Pedro	3/10/2023
3/19	Justin Sung	3/10/2023
3/26	Jacob Curry	3/10/2023
3/27	Mike Ramirez	3/12/1994
3/27	Ian Smith - Fuentes	3/12/2018
3/27	Wess Smith	3/12/2018
3/29	Samantha Gore	3/14/2022
3/31	Sarah Schad	3/14/2022
	Kathryn Irwin	3/15/2022
	Maverick Smalley	3/17/2008
	Eslí Reyes Martínez	3/23/2013
	Cameron Ancelet	3/23/2022
	Tajon Linne	3/23/2023
	Mike Stapleton	3/24/2014
	Allison Young	3/24/2018
	Missie Martinez	3/25/1997
	Morgan Anderson	3/25/2013
	Courtney Battles	3/25/2024
	Logan Hall	3/25/2024
	Dre Meaders	3/25/2024
	Carlton Smith	3/27/2022
	Giovanni Rodriguez	3/27/2022
	Ron White	3/27/2022
	Camryn Cotton	3/27/2023
	Darrius Gaines	3/27/2023
	Jonathan Rocha	3/27/2023
	Julia Maughan	3/28/2023
	Demarius Minor	3/28/2024
	Noe Zavala	3/28/2024
	Dathan Fountain	3/28/2024
	Dorian Cockrel	3/30/2024
	Christopher Hill	3/30/2024
	Albet Reberio	3/30/2024
	Stacy Roberson	3/31/2014





# 2015

Arnold Palmer Invitational	Orlando, FL	March 3 - 9
Hoag Classic	Newport Beach, CA	March 17 - 23
Bayou City Arts Festival	Houston, TX	March 29 - 30
Valero Texas Open	San Antonio, TX	March 31 - April 6
LIV Golf - Miami	Doral, FL	March 31 - April 6
Final Four - CBS Sports	San Antonio, TX	April 1 - 6
March Madness Music Festival	Phoenix, AZ	April 3 - 6
Tortuga Music Festival	Ft Lauderdale, FL	April 4 - 6
Dreamville Music Festival	Raleigh, NC	April 5 - 6
Cattle Country	Gonzales, TX	April 10 - 12
Chevron LPGA Championship	The Woodlands, TX	April 21 - 27
Something in the Water	Virginia Beach, VA	April 26 - 27
High Water Music Festival	Charleston, SC	April 26 - 27
Sugarland Arts Festival	Sugarland, TX	April 26 - 27
Insperty Invitational	The Woodlands, TX	April 28 - May 4
The CJ Cup Byron Nelson	Irving, TX	April 28 - May 4
Riverbeat Festival	Memphis, TN	May 2 - 4
Sugar Land Jazz Festival	Sugarland, TX	May 9 - 10
Smoke Slam	Memphis, TN	May 16 - 18
Oceans Rock	Ocean City, MD	May 16 - 18
Sweet Beats Music Festival	Sugarland, TX	May 17 - 18
Charles Schwab Challenge	Fort Worth, TX	May 19 - 25
Railbird Music Festival	Lexington, KY	May 31 - June 1
American Family Insurance Champ.	Madison, WI	June 2 - 8
LIV Golf - DC	Gainsville, VA	June 2 - 8
Governor's Ball Music Festival	New York, NY	June 6 - 8
Bonnaroo Music Festival	Manchester, TN	June 12 - 15
Country Jam	Grand Junction, CO	June 17 - 19
Point Break	Virginia Beach, VA	June 21 - 22
John Deere Classic	Moline, IL	June 30 - July 6
Red, Hot, and Blue	The Woodlands, TX	July 4
Red, White, and Boom	Sugarland, TX	July 4
Freedom Over Texas	Houston, TX	July 4
Zootown	Missoula, MT	July 4 - 5
American Century Championship	Stateline, NV	July 7 - 13
Minnesota Yacht Club	St Paul, MN	July 18 - 19
Fairwell Festival	Redmond, OR	July 18 - 19
Hinterland	St Charles, IA	August 1 - 3
WE Fest	Detroit Lakes, MN	August 7 - 9
Rogers Charity Classic	Calgary, Alberta, CAN	August 11 - 17
BMW Championship	Owings Mills, MD	August 11 - 17
LIV Golf - Indianapolis	Westfield, IN	August 11 - 17
Sea Hear Now Festival	Asbury Park, NJ	September 13 - 14
Shaky Knees Music Festival	Atlanta, GA	September 19 - 21
Iron Blossom	Richmond, VA	September 20 - 21
Oceans Calling Music Festival	Ocean City, MD	September 26 - 28
Pilgrimage Music Festival	Franklin, TN	September 27 - 28
Soundside Music Festival	Bridgeport, CT	September 27 - 28
Sanderson Farms Championship	Jackson, MS	Sept 29 - October 5
Constellation Furyk & Friends	Jacksonville, FL	Sept 29 - October 5
Mempho Fest	Memphis, TN	October 3 - 5
Country Calling	Ocean City, MD	October 4 - 5
Riverfront Revival	Charleston, SC	October 10 - 11
Bayou City Arts Festival	Houston, TX	October 10 - 12
The Annika Driven	Belleair, FL	November 10 - 16
Lighting of the Doves	The Woodlands, TX	November TBD
F1	Las Vegas, NV	December TBD

SPECTRUM CONNECTION IS A PUBLICATION OF:

# S P E C T R U M



CATERING • CONCESSIONS • EVENTS

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[www.spectrumconcessions.com](http://www.spectrumconcessions.com)

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