

2021 Distribution Center Annual Report

Looking Back

It is beyond axiomatic to say that 2020-21 is, by far, the weirdest year one could imagine. When COVID hit, naturally the flow of Via de Cristo materials dropped to nearly zero. There were a few requests for materials, mostly by individuals who wanted them for personal use. There were only one or two orders of any substance, and they weren't much. Without the usual flow of orders and shipments, things easily slipped into an out-of-sight-out-of-mind state. It's hard to have it otherwise until things pick up again. I suspect that, leading up to the fall season, there will be increasing numbers of weekends held.



One Thing I Cherished

Personally, my wife and I have been very blessed. Neither of us has had so much as a cold, let alone any kind of serious virus. No flu, no bronchial illnesses, nada. Although we have been quite unscathed by the pandemic, our immediate family hasn't been so lucky. There have been cases of COVID, but they were relatively mild. There have been other major struggles among our children, and, for us it has been a blessing to be able to use the calmness we've experienced to help them cope.

Looking Ahead

1. I hope to work toward putting some items we sell online for download. There is a handiness and memento factor of having some items conveniently printed. However, in our growing Internet age, more and more people rely on and prefer to have information and materials available digitally.
2. In the past the idea was to send materials as cheaply as possible. That meant sending them via USPS Media Mail. My experience has been, however, that many times (most) the printed materials are a bit of an afterthought. "Do we have enough Pilgrim Guides? No. Uh-oh, better have them sent Priority Mail." It's time to reevaluate shipping because I don't use Media Mail very often. Perhaps pricing could be adjusted so that shipping is built into the cost of materials. Yes, we want to do things as economically as possible, but economy goes out the window when the weekend is less than 10 days out and items are needed.

God loves you and so do I,
Tom Krause
distribution@viadecristo.org