

Colin's Corner

I appreciated Governor Laura Kelly's recognition of lives that have been lost to COVID-19 leading up to Memorial Day, and at that time my family took the opportunity to unbox a new American flag at our home and fly it at half staff. We don't get very much traffic on our road, so it is likely that only a small handful of people would even have noticed our flag. One person who did notice was our neighbor, whose mother passed away earlier this year from the virus. She took the time to let us know how much that small gesture meant to her, which was a good reminder for me about the impact that this virus has had on so many people around the world. As we passed the milestone of 100,000 lives lost to the virus in the United States, the enormity of our neighbor's loss multiplied times that many people really left an impression on me.

I shared this personal story with Starkey employees to make sure they knew how much their efforts mean to the family members of those we work with to keep them safe and healthy. I've had a number of parents tell me about their fears and frustrations through all of this, and at least a few have not been able to hold back the tears as they were telling me what they needed me to hear.

All of this certainly has been a challenge for those we serve, their families and our employees. Despite those challenges, I can only imagine how they, and we, would be feeling if our efforts had not been successful in keeping their family member safe. Thank you to everyone who has taken the time to express appreciation to Starkey's heroes for working hard to keep people safe through the pandemic.

As I write this, Starkey's plan to resume typical programs is starting to follow a careful path forward. We don't want to jeopardize the health of those we serve by changing things too quickly. Everyone is getting used to wearing masks, washing hands, monitoring temperatures, cleaning surfaces and observing the physical distancing rules that are now part of our everyday routine. We appreciate the patience our families have shown during this process, and the cooperation of so many community partners who have reached out to Starkey and provided what we need. We will continue this unprecedented journey together, and do all that we can to achieve the best possible outcomes.

- Colin McKenney, CEO

