

The Joshua Tree

September 8, 2020

Midway Home Solutions: 60 Years of Business Survival

Don Lager has survived a lot in the 60 years of Midway Home Solutions. From the company's beginnings out of their family garage on Midway Street to their current location in the old Victorville Kmart, Don Lager and Midway have survived four recessions. Of course, Don doesn't know what to call this current situation.

The last epidemic was in 1918, so there is no handbook on how to deal with an epidemic in business. Luckily, Midway was deemed early on as an "essential business", and permitted to stay open because people need to cool & freeze food, clean dishes, cook and wash & dry clothes.

Because of this, appliance products have experienced a significant increase in daily usage due to the shelter in place orders. Statistics show that during the pandemic



refrigerator doors are being opened 40% more, cooking has increased 50%, dishwashers are being loaded 2 times per day and laundry usage is up 22%. These types of usage demands create extra wear and tear on existing appliances and creates a need to upgrade those appliances.

At the beginning of this year, Midway still had freezers left over from last Summer, but as the pandemic took off, 30 freezers were sold within a week, due to panic buying from consumers. To date they have sold a whopping

800 freezers, and since Don acted early, he gets them well before some major outlets from his five suppliers.

Consumers have turned to the Internet for research and shopping, but Midway and the staff are very active on Facebook, Google, Craigslist and other social media platforms, so Midway became easier and easier for buyers to find. The company handles over 100 inquires per day on their website (midwayhomesolutions.com) and has three staff members handling customer contacts through the site.

But of course, all of this buying does not come without a price. Don is seeing significant delays throughout the industry, but is thankful he has some very patient customers. Companies that just sold furniture were not permitted to open,

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This Week's Functionaries

Invocation: Chris Ackerman
Flag Salute: Don Lager
4-Way Test: Charles Gehrke
Finemaster: David North

COOKER'S CORNER

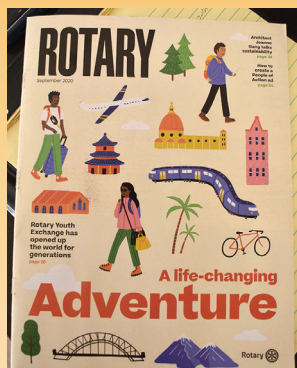


Thanks to our own Don Lager who was on hand this week to share an insight to how Midway Home Solutions prepared and dealt with the Coronavirus pandemic.

We are planning another online auction in the next 3 weeks or so. We already have some vacation destinations that will be up for grabs, but we are needing more, so please think of something of significance you can donate to raise needed funds, so our Club can continue doing good work throughout the community and beyond.



You may have seen a change in the new issue of

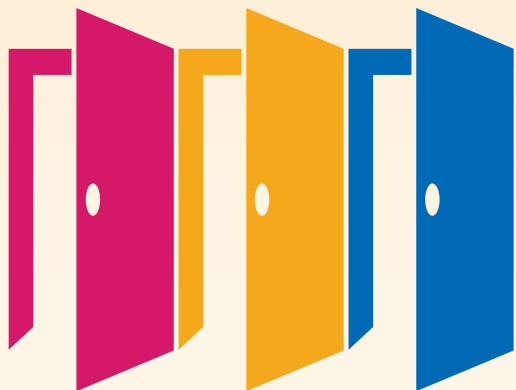


"The Rotarian" in your mailbox last week, as it is now called "Rotary" magazine! The decision was made after some focus groups didn't know what a "Rotarian" was, but the word "Rotary" is more recognizable.

The latest issue has a great story of empowering women, well worth the read.

Have a great Rotary week!

Margaret



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Midway... *Continued from page one*

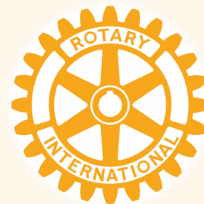
so in turn many factories closed for a few months, and have just begun ramping up production over the last few weeks. Because of that, chairs and couches are being manufactured in less styles and fabrics. On top of that harbors are backlogged and are over 90 days behind in shipping.

For Midway, the numbers are looking great! Sales are already up from last year's total, including a 45% increase in July and a 38% increase in August. Currently this month is already up 50% from this time last year! The good news is that it is not just Don's industry that is seeing such a huge increase due to COVID-19. The gas industry is up 42.8%, Internet up 21% and food up 48.7%. Other industries that have not been so lucky include the sporting goods industry, which is down 50%, furniture down 66.5% and auto parts have seen a decrease in 32.9%.

A final change Don has noticed is a high amount of cash purchases. He has seen a 50% rise in cash-only payments. The thought process is all the cash is coming from personal services like tattoo, massage, hair, and nail salons being shut down and those workers, needing money, talking their business into the homes, under the table and tax free. Just this week, Don had a customer pay for a \$4,000 item in all \$20 bills and that wasn't even the highest he has seen! Don is beginning to see this as a new and separate economy all its own.

Some analysts are predicting the Coronavirus fallout could last until the year 2022, so the question still remains, will some companies and industries continue to thrive or will the bubble eventually burst and Midway Home Solutions put into a position of surviving a fifth recession.

Rotary



Club of Victorville, CA

Rotary Opens Opportunities

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Big Blue Dice



Don Lager had an opportunity to grab the Blue Dice, and he did it!
Don got the Blue Dice and took home \$350 big ones!
We will start again next week with 14 dice and \$200 for the Rotarian who can pick the Blue Dice out of the bag.

Raffle

Tina Escareño was our big winner this week! Tina will be doing some shopping with the pre-paid VISA card she won from President **Steve Orr** at Heritage Victor Valley Medical Group, and a \$25 gift card she took home from **Don Lager** at Midway Home Solutions.

Tina along with Don will both enjoy the bottles of wine they separately won from **Chris Ackerman** at Victor Valley Transit.



Fine Session

David North was our Fine Master this week and began by turning his attention towards the ZOOM attendees, in particular **Brad Poiriez**. Brad is supposed to be in



charge of the air quality, so David fined him \$20 for the poor & smoky air hanging over the Victor Valley.

Speaking of wildfires, **Arsalee Morales** has been part of a Gender Reveal party, so she took a penalty of \$30. **Donna Wells** celebrates 23 years of being a Rotarian this month, which earned her a \$23 fine and finally **Mike Page** was charged \$20 for his phone going off during the meeting.

Rotary Guests



This week we welcomed **Elizabeth Becerra**, who attended as a guest of **Arsalee Morales** and our stand-in this week was **Stefanie Montoya** for **Bryan Gillespie** via Zoom.

The Polio Pig

Collected this week: \$12.00

Polio Pig: \$2 + Don Lager: \$10.00 = \$12.00

Collected to Date: \$17,448.48

Total equals: 96,010 Doses!

*One dollar equals 2 doses of vaccine!
\$500 pays for a Polio Clinic!*

Rotary Club of Victorville, CA



The Joshua Tree is a Weekly Publication of the Rotary Club of Victorville
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If you are not receiving your newsletter, please contact Editor Chris Ackerman at chris@signifydesigns.com or 760-559-1686 to be added to the e-mail or mailing list.

VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2019-2021	Steve Orr
President 2022-2023	Arsalee Morales
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President 2025-2026	Bill Edwards
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Community Service	Paul Earle
International Service.....	Ben Tafoya
Youth Service/RYLEA & TLC	Arsalee Morales
Vocational Service	Dr. Bowtie Brian
Grants/Speech Contests	PLEASE VOLUNTEER
Scholarships.....	Please Volunteer
George Hensel Ethics Essay Contest	Ron Boyd
Membership.....	Don Lager
Billing Officer	Esther Mears

Members-at-Large:

Dwight Johnson • Jon Hove • Rob Kilpatrick

Positions & Committee Chairs

BOD Secretary	Marilyn Buttlerwerth
Programs	Mike Page
Public Service.....	Rick Bessinger, Teresa DeAtley & Greg Benson
Sergeant At Arms.....	Arsalee Morales
Dan Stover Music Contest.....	Dr. Bowtie Brian
S.T.A.R. Students	Jim Barnes/Robin Cackler
Fundraising.....	Bill Edwards
Flowers and Gifts	KayMarie Gregory
Joshua Tree Editor	Chris Ackerman

The Victorville Rotary Club meets every Tuesday for fellowship at 11:30 a.m. and meeting at 12:00 noon at the Green Tree Golf Course Clubhouse, 14144 Green Tree Blvd., Victorville

Make-up Days and Locations

MONDAY:	San Bernardino East, Imperial Palace, noon
TUESDAY:	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
WEDNESDAY:	High Desert/Hesperia Club meets 7:00 a.m., Denny's, 14165 Main St., Hesperia San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
THURSDAY:	Apple Valley, ZOOM Meetings, 1st, 2nd and 4th Thurs Ontario, 12:15 p.m., Doubletree Hotel San Bernardino, Denny's at I-15, 7 a.m. Redlands, Masonic Temple, noon
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.

Calendar Dates

Sept 14: Board of Directors meeting

5:30 pm Meeting
DCB Board Room, 2nd Floor
Hesperia and Silica Roads

Upcoming Programs

Sept 15: Old Town Griz, Author / Historian

**Topic: "The History of Hesperia -
The Early Years 1860-1900"** (Edwards)



**I'M
A
PROUD
MEMBER**

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