We are, once again, faced with an unspeakable tragedy. The slaughter of innocent children and their teachers in Newtown, Connecticut has left an indelible blemish on our values as a country and as a community. Our hearts go out to the victims of the Shady Grove shootings. I won’t trivialize the heart-break and sorrow we all feel by making any connections to our community. Instead, I ask that we take the time this week to think about what we can do—as an industry, as companies, as communities and as individuals to heed the siren cry and make sure something like this never happens again.

Heartsick in Dallas—please take care of yourselves and your loved ones this week. And pray for the families in Newtown.