



The Forwarders List of Attorneys - October 2009 e-newsletter

[Visit the FORWARDERS LIST Web site](#)

Publisher's Memo

On my flight home from the recent IACC meeting in Las Vegas, I was seated next to a gentleman who owns a business and has a patent on a piece of equipment that sets him apart from his competitors.

We struck up a conversation about business, and life in general, and it served as a great reminder that no matter what industry we are in, it is our core values and commitment to those we serve that drive all successful businesses.

Now is a good time to do a review of your values and your commitment to your customers. If we start now, we will be ready to put our fortified plan into action for the New Year. Are your values serving your customers well in this economic downturn? How can we improve them to meet today's demands?

Core values should never change - that is what makes them core values - but we should be able to tweak them as needed to move with our circumstances.

The Forwarders List of Attorneys has core values that have guided its business for almost a century. In late 2007, we revisited the importance of these values and brought them to the fore front of everything we do, every day.

As a leading resource for quality referrals, we can help your business. Just give us a call at 800-638-9200 or send us an e-mail at gtier@forwarderslist.com. We'd be happy to share our insight and experience with you.

Until next time, enjoy the fall. The holidays are just around the corner.

-Gary D. Tier, Publisher

Words and Actions

We hear it all the time - "Actions speak louder than words" - but what does that *really* mean?

If we think about the phrase in the literal sense, how can actions speak louder than words if the only way to actually speak is to use words? Perhaps we shouldn't take a common expression so literally but I think you get my point. What the phrase could mean is that actions communicate more effectively than words. Or do they?

According to communication experts, we are judged much more by our actions than by our words. But we could make the argument that words are a lot more effective when they are backed up by actions, especially when the actions reflect or enhance the words we use.

As part of our values and commitment review, we could ask ourselves if we practice what we preach, if we have a mission statement that spells out our work ethic and philosophy, and if everyone at work is on board with the mission.

Spread the Word

What if you collect 100 percent of the claims your office handles for three months, yet no one hears about it, except for your clients, of course. Will this help your business to grow? You need to *speak* about your success to let others know what a great job your office is doing.

It is also the perfect time to tell people how we feel - how we feel fortunate to have our jobs, how we appreciate our customers, and how we work hard to prove our appreciation. We can take action by telling our clients and perspective clients about the services we provide and how these services can benefit their business. It's good practice to make sure that the actions of your staff support the reasons why someone should do business with you.

Thankfully, many of our clients have been spreading the good word about the excellent service Forwarders List provides. We work continuously to make certain that there are no mixed messages between our words and the action we take to back them up.

New Listings

We are pleased to announce these firms have joined the Forwarders List directory.

California

The Moore Law Group - Contact: Harvey Moore
3710 S. Susan Street, #210, Santa Ana, CA 92704
Phone: 714-431-2000
Fax: 714-754-9568
E-mail: hmoore@collectmoore.com
Web: www.collectmoore.com

Georgia

E. Blake Durham, P.C. - Contact: Blake Durham
327 Eisenhower Drive, Suite 200, Savannah, GA 31416
Phone: 912-927-7779
Fax: 912-352-7811
E-mail: blake@blakedurhamlaw.com

New York

Stein & Stein - Contact: William Stein
1 Railroad Square, Haverstraw, NY 10927
Phone: 845-429-3900
Fax: 845-429-4392
E-mail: steinandsteinlaw@yahoo.com

Web: www.nycollectionlaw.com **Pennsylvania**
Menges, McLaughlin Kalasnik, P.C. - Contact: N. Christopher Menges
145 East Market Street, York, PA 17401
Phone: 866-464-5297
Fax: 717-854-4362
E-mail: info@ylffl.com
Web: www.yourlawfirmforlife.com

Washington

Allison Law Group, LLP - Contact: Lisa Allison
4630 200th Street SW, Suite G-2, Lynnwood, WA 98036
Phone: 425-361-8487
Fax: 425-328-1828
E-mail: allisonlawgroup@gmail.com
Web: www.allisonlawgroup.com

Quote of the month

"Happiness is not something ready made. It comes from your own actions."
-Dalai Lama

For more information about The Forwarders List of Attorneys, including how to receive a free copy or get your firm listed, please contact us today at 800-638-9200.

The Forwarders List of Attorneys
100 Overlook Drive, 2nd Floor
Princeton, NJ 08540
T: 800-638-9200 · F: 609-375-2753
E: info@forwarderslist.com