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Moving Forward

The Forwarders List of Attorneys

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Publisher's Memo



Big or Small, America Has it All.

Small businesses have long been central to American life. In fact, from the founding of the first colonies in the 1600s to the present day, small businesses have been integral to the economic, political, and cultural development of the United States. As big businesses began to falter as engines of economic growth in America in recent times, smaller companies have become the source for economic rejuvenation. According to the U.S. Small Business Administration, since 1990, big businesses have eliminated over 4 million jobs while small businesses added 8 million

jobs.

But, it's important we define what is considered small in America. If we use the Small Business Administration's definition, it would be a company that employs fewer than 500 employees, though the acceptable maximum number of employees may vary by industry group. However, nearly 80% of small businesses employ fewer than 10 employees. Regardless of the definition, which can be a moving target depending on the political climate, it's undeniable that small businesses have been vital to America's economic development and an even more important component to American culture.

The United States is known as having a business culture and the love affair Americans have with business has primarily been focused on the small business. When given a choice, most of us prefer to support our local mom and pop corner store or restaurant. From the time of Thomas Jefferson to the present, many Americans have seen the owners of small businesses as epitomizing all that is best about the American way of life. While we enjoy the efficiency and productivity of big business, we simultaneously revere small business owners for their self-reliance and independence.

At Forwarders, our client base runs the spectrum from big business to the small business, but we make no distinction when providing quality customer service. We support our clients based on their individual needs. For example, our big business clients seek us out for our compliance services; whereas, our small business clients have a greater need for marketing services. Forwarders has been providing these services to its clients - big and small - since 1922. We have many loyal clients and are proud to have played an integral role in the growth of their companies.

America is truly a land of opportunity. Forwarders thanks you for giving us the opportunity to be a part of your business.

Regards,

Gary

The Art of the Introduction

Technology has been immeasurably good for productivity in the business world. The latest innovations have allowed us to do things better and more efficiently in countless ways. But, nothing is perfect and technology has some negative effects. The one that bothers me the most is what it's done to introductions.

We hear the term "warm introductions" often and most agree that it's the best and sometimes the only way to meet key contacts in any industry. A warm introduction occurs when person A introduces person B to person C with an express endorsement of person B. Person A is explicitly telling person C that they are vouching for the character and worthiness of person B. There is true value in the endorsement by a mutual friend and colleague. But with the advent of technology, people have begun to lose the human touch of a warm introduction. When in a business setting, people have begun to introduce themselves in ways that have no value. Here's a list of ways we should not be making introductions:

* Don't wait in a long line to talk to a potential client after she speaks on a panel. No matter how special we think we are, the speaker will not remember who is who from the 50 business cards she receives in that 15 minute time span.

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WELCOME!

Welcome to the newest
members of
The Forwarders List!
Click **here** to request a
list of these firms.

Food for Thought

"This nation will
remain the land of the
free only so long as it is
the home of the
brave.."

*Don't cold email an investor with a long email and business plan. We're all overwhelmed with emails today. Anything that isn't quick and to the point gets deleted without being read.

* Don't assault anyone in the hallway with a cold pitch of your business. It's one thing to give your pitch during a scheduled meeting or a by chance meeting during a conference, but if the person you are trying to meet is walking through a hallway on the way to their next meeting, the last thing they want to do is be stopped and have to listen to why you're the greatest thing since sliced bread.

* Don't ping someone on LinkedIn with your pitch and hyperlinks to your deck, website and press coverage. (This one drives me especially crazy!) LinkedIn is a great tool to connect with people, but I am continually amazed by the way people contact us through LinkedIn. It's as though because they have a profile on LinkedIn that automatically gives their business tremendous credibility, when in fact we all know that anyone can have an account and it really doesn't tell us anything.

In the age of the internet and social media, professionals would say these behaviors reflect an immense laziness and amateur approach to connecting with other people. They are the result of a deeply flawed understanding of how human beings operate and what they value. They also reflect a rather selfish and opportunistic way of looking at the world. Sadly, this sort of behavior is endemic in the business world.

So let's get back to warm introductions and why they are the supreme currency of all business networks. Other than capital, warm introductions are the most important currency in business. They can have an extraordinary positive difference in people's lives and businesses. They can help form partnerships, raise funds and get people jobs. A warm introduction is an endorsement wherein the one introducing is explicitly vouching for the value, authenticity and character of the person, and making an implicit statement that there is mutuality in the sense that he or she is worth the time of the person to whom an introduction is being made. One has to be careful not to abuse this

- Elmer Davis

TRIVIA

Q:

Why were the original 13 stars on the flag in a circle?

- a. To make it look sharp
- b. So no colony was more important
- c. To show unity
- d. It was Betsy Ross' favorite shape

Answer:

The thirteen stars representing the colonies appeared in a circle so that the colonies could not claim superiority over each other and would all appear to be equal. However, there is much debate and controversy over whether this was the actual design of the first American flag. Even bigger questioning is found over the involvement of Betsy Ross in its creation. Whether it is the truth or just American folklore the name Betsy Ross will always be synonymous with the creation of the first flag of the United States.

currency, because if it is, the one making such introductions will no longer be respected.

A person cannot snap his or her fingers and instantly make warm introductions or be the one people are going out of their way to introduce. It takes time and people have to know that the person values human relationships and are in business for the long haul. Integrity cannot be faked. If you finish every meeting by saying, "My takeaway is..." or "What are the next steps" or look at people as just a means to an end, colleagues will not make warm introductions on your behalf for the long haul.

When making introductions, we must be exceptionally thoughtful about who we introduce, how we introduce and to whom we introduce, always looking to provide mutual benefit. If you want to get to know someone, do it in an authentic way and build a relationship. It's a very different approach then just trying to consummate a transaction. This might involve spending time commenting on the person's blog or Twitter feed (good uses of technology!), inviting them to an event as a speaker, or to a breakfast, lunch or dinner gathering that might be of interest to them .

At Forwarders, we treat the whole process of warm introductions with great thoughtfulness and care-and it has had a tremendously positive affect on our business and those of our clients. We often say that our job as a list is to "connect the dots" - but those connections have to make sense for everyone's benefit.

Iraq Veteran's \$8,000 Account Forgiven by Debt Buyer

Sergeant Jacob Gayer served in the United States Army for nine years, spending some of that time in Iraq. Gayer, who was honorably discharged, had received many honors during his service, including an Iraq Campaign Medal, an Army Commendation Medal, an Army Achievement Medal, a Global War on



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We want to hear from you. Tell us how we're doing and what improvements you would like to see by clicking **here**.

Gary's Calendar of Events

If you would like to meet with **Gary Tier** at any event he is attending*, please click **here** to request a meeting,

Terrorism Medal, and others.

Like many other men and women who have put their country first by serving in the military, Gayer came home with Post-Traumatic Stress Disorder (PTSD). Gayer, who has custody of a young daughter, also returned from overseas with a significant amount of debt to be reckoned with, including a balance owed on a credit card that had ballooned from \$5,000 to more than \$8,000 due to penalties and interest. There was no question the debt was legitimate, but there was no way Sgt. Gayer was going to get his own place to live without first satisfying the judgment on this account.

[Read more.](#)

Credit Card Spending Leads to Consumer Borrowing Surge

By Darren Waggoner

Consumer borrowing rose higher than expected in May as Americans charged away on their credit cards, according to the Federal Reserve's G.19 report released Monday.

Credit cards and other revolving credit drove the increase, rising at a 9.3% annual rate in May. It was a sharp jump from April, when revolving credit rose at just a 1.1% annual rate, the Fed said. The pace was the highest since May 2012. The increase in revolving credit probably reflected rising consumer confidence and low interest rates.

Total consumer credit debt, which does not include mortgages, rose by \$19.6 billion in May to a record \$2.8 trillion. Analysts had projected an increase of approximately \$12.5 billion. Total installment credit, including auto and student loans, increased at an 8.3% annual rate in May, the fastest pace in a year.

[Read more.](#)

or click on the event title for more information.

***DBA Executive Summit**

The Sagamore Resort on Lake George, Bolton Landing, NY
August 12-14, 2013

***CLLA Western Meeting**

Hilton Los Angeles/Universal City Hotel, Universal City, CA
September 20, 2013

***FENCA**

Capotaormina Hotel, Taormina, Italy
September 25-29, 2013

***NARCA**

Renaissance Washington, DC
Downtown Hotel, Washington, DC
October 16-19, 2013

Last month, we asked about your ideal vacation...

Many of you seemed to be longing for a trip to a tropical island as that was our most popular response. Although some got creative with our other choice and were looking for some peace and quiet away from the kids. Whether it is the dream vacation of a tropical island or something more local we hope you are getting a chance to enjoy the summer!

Congratulations to our June winner,
William G. Cottrell
of COTTRELL LAW FIRM
in Mendota Heights, MN
He was the only one to choose choice B of Canoeing on a calm lake, saying, "sounds peaceful and calming on a Northern Minnesota

Lawsuits Against Agencies, Creditors Continue to Fall

By Darren Waggoner

For the second consecutive month, lawsuits citing violations of three key collection laws fell, according to data from U.S. district courts.

Fair Debt Collection Practices Act (FDCPA), Fair Credit Reporting Act (FCRA) and Telephone Consumer Protection Act (TCPA) lawsuits showed steep declines in June after also tumbling in May. FDCPA cases are now down 4% through June 30 compared to the same period a year ago. TCPA is the only category that is still well ahead of last year's pace, up 61% through June.

The overall trend is likely going to cause full-year consumer statute lawsuits to be lower than in 2012, according to WebRecon LLC, the Grand Rapids, Mich.-based firm that pulls the data from the courts.

[Read more.](#)

What do YOU think?

Which American Land Mark would you most like to see?

- A. The Grand Canyon
- B. Mount Rushmore
- C. The White House
- D. The Statue of Liberty
- E. The Golden Gate Bridge

To participate in our poll questions, submit your answer and the reason(s) why by clicking ***here.***

We will select one winner at random
who will receive a \$25 Gift Card.

lake in July. Sky blue waters, and
fish biting."

Thanks to everyone who
participated.

The results will be posted in next month's issue of
"Moving Forward."



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