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August 2022



MOVING BUSINESS FORWARD SINCE 1922

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Publisher's Memo

Build it, and they Will Come

In the iconic film *Field of Dreams*, the lead character Ray Kinsella, played by Kevin Costner, hears a voice in his head saying "build it, and they will come". At first, he is spooked and has no idea what it means. As time goes by, he realizes it's related to the love of baseball that he shared with his late father.



Kinsella's family lives on a farm in Iowa with seemingly endless acres of cornfields. Looking over the farm one night, he has "a vision" and realizes the voice is telling him to build a baseball stadium.

Ray's vision is not shared by anyone around him. The farm is in financial trouble and is located in the middle of Iowa, not an ideal location for fans to attend baseball games. Even though no one

else could envision what he could see, Ray pushes forward and builds the ballpark. Like so many Hollywood productions, the story ends up with a happy ending - people come from all over to watch ballgames at his stadium and Kinsella connects with the spirit of his father.

Organizations need to have vision and imagination to continue to grow. Sometimes these "visions" come from ownership but sometimes they come from employees within the organization. Most businesses can't simply walk away from their core business the way Ray did from his farm in the movie, but a company can and should continuously look at its assets and strengths and assess what other options may be available to them to bring in revenue. Sometimes it could be something very "outside of the box" but oftentimes there are opportunities that don't require a drastic overhaul to make it a reality.

If you're not currently envisioning additional things your business can do, I highly recommend you start. You just never, it could lead to a blockbuster movie!

Sincerely,

Gary

Return-to-Office Strategies to Avoid Being There All the Time

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Baseball's Most Valuable Teams 2022: Yankees Hit \$6 Billion As New CBA Creates New Revenue Streams

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What Streaming Services Teach Us about Economics

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Helping the Planet With Juice, Snacks, and Booze

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Quotes of the Day

Too many people spend money they earned..to buy things they don't want..to impress people that they don't like.

--Will Rogers

Money often costs too much.

--Ralph Waldo Emerson

It's how you deal with failure that determines how you achieve success.

--David Feherty

I will tell you the secret to getting rich on Wall Street. You try to be greedy when others are fearful. And you try to be fearful when others are greedy.

--Warren Buffett

Industry Calendar

Debt Connection Symposium
September 7th - 9th, 2022
Red Rock Resort Spa, Las Vegas, NV
<https://debtconnection.com/events>

Western Region Conference
Commercial Law League of America (CLLA)
<https://clla.org/events>
September 15th - 16th, 2022
Hilton Los Angeles, Universal City, CA

Annual Conference
Commercial Collection Agencies of America (CCA of A0

<http://www.commercialcollectionagenciesofamerica.com/>

October 19th - 22nd, 2022

Delray Beach, FL

Fall Conference

National Creditors Bar Association

<https://www.creditorsbar.org/events/2022-fall-conference>

October 26th - 28th, 2022

JW Marriott Tampa Water Street, Tampa, FL

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