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June 2022



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## Publisher's Memo

### On the Road Again

Willie Nelson penned the famous song “On the Road Again” in 1979 and when you listen to it, you would swear that he was writing from personal experience. He wants to get back on the road again—to play the music he loves with the friends he enjoys who are living in various places throughout the country and around the world.



However, the reason for writing the iconic song tells a different story. Nelson was on a plane with the producers of *Honeysuckle Rose*, for which he had just signed an acting contract and also agreed to writing the film’s theme song.

Nelson is a talented singer/songwriter, and he quickly conceived the verse/chorus lyrics that captured the movie’s plot. The track was an instant success! Nelson won a Grammy for Best Country

Song, an Academy Award nomination for acting, and a spot in the Grammy Hall of Fame for his life's work.

In business, sometimes we focus solely on what we do best. This mindset is logical because a business needs resources to survive and thrive. Putting time, energy, and effort into our most successful products and/or services makes perfect sense.

But Nelson's story can teach us a good lesson. Investing resources into other projects just might produce unexpected revenue streams, which can also lead to positive outcomes with our core competencies! Nelson is first and foremost a songwriter and vocalist. Acting is not his bread and butter. But he decided to try acting, which led to one of the best musical successes of his illustrious career.

At *Forwarders List*, we're back on the road again, as business travel continues to open up. We hope to see all of you soon!

As I sign off, I've included the lyrics below to the great Willie Nelson's signature masterpiece. Take a moment to enjoy its straightforward simplicity.

– Gary

On the road again  
I just can't wait to get on the road again  
The life I love is makin' music with my friends  
And I can't wait to get on the road again

On the road again  
Goin' places that I've never been  
Seein' things that I may never see again  
And I can't wait to get on the road again

On the road again  
Like a band of Gypsies we go down the highway  
We're the best of friends  
Insisting that the world keep turnin' our way  
And our way is on the road again

I just can't wait to get on the road again  
The life I love is makin' music with my friends  
And I can't wait to get on the road again, break free

And I can't wait to get on the road again

Sincerely,

Gary

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## **Did You Know?**

The longest recorded wedding lasted 91 years and 12 days.

Due to jobs, kids, TV, the Internet, hobbies, and home and family responsibilities, the average married couple spends just four minutes a day alone together.

## **Industry Calendar**

2022 Mid-Year Conference

International Association of Commercial Collectors (IACC)

[2022 Mid-Year Conference - IACC \(commercialcollector.com\)](https://www.commercialcollector.com)

June 22nd - 24th

Hyatt Regency, Austin, TX

Executive Summit

Receivables Management Association, International (RMAI)

[Executive Summit 2022 - Receivables Management Association International \(rmaintl.org\)](https://www.rmaintl.org)

August 2nd - 4th, 2022

The Osthoff Resort, Elkhart Lake, Wisconsin