

# **FORWARDERS**

*MOVING BUSINESS FORWARD SINCE 1922*

**Monthly, News & Updates August 2023**

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## **Publisher's Memo**

### **Those Long Summer Days.....**

When we think of the summertime it usually evokes the classic things associated with the season – swimming in oceans, pools and lakes, ice cream, riding bikes, playing outside, campfires and the list goes on and on!



However, if you are a working parent in 2023 the summer brings different thoughts, feelings and images. For me it's the juggling of running a business when my children aren't on their regular routine schedules. Family is and should come first (and always will), but we still need to get things done.

Just today I was ten minutes late to a call because I was helping my son with something and lost track of the time. These are the types of things that don't happen when they are in school and I'm sitting in my office working (note remote).

When the kids are in camp it helps, but often times we have three children in three different camps – which means three different drop offs and pickups! Now we are faced with both parents having to drive and it most definitely cuts into working hours.

I also find that things are different after camp and work days end. During the school year we fall into a consistent routine of some down time, sports/activities, followed by some order of homework, dinner and bath/shower time. The summer nights just have an entirely different rhythm to them. Often times during the school year I can catch up on work for an hour or two, but it is much more difficult in the summer because of the energy that the kids have, and I want to spend as much time with them as possible – especially outside!

As my kids get older I'm learning to schedule my summer differently, both in the big picture in terms of travel and commitments, but also in the day-to-day

list of what tasks to prioritize when it comes to work. It requires looking at the business on a 12 month basis and setting things up accordingly. It's difficult, but it can be done.

The notion of "balance" or the ever so often phrase used today "work – life balance" is not something you just achieve and move on from, it's ever changing target and goal because life continually changes as both your home and work lives change.

I'll be working early mornings the rest of the summer to free up my time later in the day to be more available to my wife and children. It's like Ferris Buehler famously said: "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it."

--Gary

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## **Why Taking Vacation Time Could Save Your Life**

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## **Work-Life Balance Is a Cycle, Not an Achievement**

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## **Tips for a Healthy Summer**

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## **20 Benefits Of Golf That You Might Not Know**

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## **Top 5 Summer songs according to Time Out**

**Sittin on the Dock of the Bay – Otis Redding**

**Under the Boardwalk – The Drifters**

**Summertime – Will Smith and DJ Jazzy Jeff**

**Summer in the City – Lovin' Spoonful**

**Summertime – Ella Fitzgerald and Louis Armstrong**

## **Industry Calendar**

September 8, 2023  
CLLA Western Region Conference  
Westin Anaheim Resort

Anaheim, CA  
www.clla.org

October 11 - 13, 2023  
FENCA European Collection Congress  
Hilton Hotel, MALTA  
www.fenca.org

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