

 **FORWARDERS**

MOVING BUSINESS FORWARD SINCE 1922

Monthly, News & Updates January 2023

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Publisher's Memo

New Year, New Me

Millions of people make New Year's Resolutions and they are a promise to one's self to do better at something – lose weight, learn a new hobby or activity and the like. I have never made a New Year's Resolution before this year because it always seemed sort of silly to me for some reason.



Like many of Americans, COVID 19 dramatically changed my eating, exercise habits and other things. My resolution is to get back into shape the way I was in 2019. Even though I've been "telling" myself that I want to do this for a while, the act of making an actual resolution has made a distinct difference in things for me. It's not about the number on the scale, It's about eating better and exercising the way I used to – and simply put, feeling better.

We can make similar decisions in our businesses as well. Too often companies set annual goals (which is a form of a resolution) that are misguided. The obvious one is a sales goal. I say this can be misguided, because in my humble opinion (and experience), we can't control the economy, our cost of doing business or what our customers will do in the coming year – it's all somewhat out of our control so making a goal based on purely a number can be a set up for failure.

A company will start the year with a target level of revenue that they want to bring in. Rather than simply putting a number on a

piece of paper, in my opinion it would more effective to set goals to do things that will increase sales. For example, a company might say “we will make 25% more sales calls this year” or “we will increase our marketing budget to XXXX in order to reach more prospects”.

These types of initiatives can and should extend beyond sales. Making a goal or resolution to increase customer service or customer experience is a good example of this. Look to increase the speed and efficiency in which your office responds to and resolves customer issues and complaints. Make it tangible with ways to actually make that happen.

Another area where this can be applied is to the employee experience as a way to increase happiness and success in the work place. Introduce some new things to get your team excited about coming to work. Perhaps even have a contest where employees can submit ideas to be part of the process to making changes for the better.

It's been a wild and crazy couple of years for all of us, let's hope 2023 is even more “normal” than 2022 was – I think that's what we are all hoping for. There is definitely uncertainty with the economy and we cannot control many of the factors that will affect the factors that affect us and our industry in general. The best thing we can do is make improvements of the things we control in the year ahead. Cheers to 2023!

Thank you all for supporting The Forwarders List in 2022 – it was a year to remember and be proud of!

Sincerely,

Gary

Ten business trends for 2023, and forecasts for 15 industries

A global round-up from The Economist Intelligence Unit

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10 Must-Read Articles for HR Leaders Going into 2023

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13 Predictions for Life in 2023

What trends will the year bring? Take a guess

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A sneak peek at the biggest science news stories of 2023

What are you looking forward to reading about in 2023? Whether it is health, physics, technology or environment news, *New Scientist* will have you covered

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Don't Forget to Write! Why Letters and Cards Are More Important Than Ever

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Quotes of the Day

"Every year you make a resolution to change yourself. This year, make a resolution to be yourself."

Unknown

"It is often the small steps, not the giant leaps, that bring about the most lasting change."

Queen Elizabeth II

Recipe of the month

Roast Chicken

Chef Linton Hopkins, of Atlanta's Restaurant Eugene, demystifies roast chicken

The Recipe

Place your oven rack in the lower third of the oven and preheat to 450 degrees. Get yourself a good chicken — 3 to 3.5 lbs is ideal — and rinse it inside and out under cold running water. Using paper towels, dry the bird thoroughly inside and out. The chicken must be bone dry or it will steam rather than brown. Set it in a cast-iron skillet and generously season with 1 tbsp kosher salt and coarsely ground black pepper to taste. Place the skillet in the preheated oven

and go about your business. For doneness: Slit underside of thigh — juices must run clear (about 45 minutes). The high heat turns the chicken a golden brown, and it's juicy as hell.

Industry Calendar

February 6-9, 2023

RMAI RMAI Annual Conference

Aria Resort

Las Vegas, NV

www.rmaintl.org

February 16-17, 2023

NASP - Spring Conference

Ritz Carlton - Amelia Island, FL

www.subrogation.org

March 24-25, 2023

CLLA - Southern Region Conference

The Peabody - Memphis, TN

www.clla.org

April 20-23, 2023

CCA of A - Semi Annual Meeting

Charleston, SC Marriott

www.commercialcollectionagenciesofamerica.com

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