

FORT NEWS

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EDITORIAL

IS CORPORATE ALTRUISM TRULY ALIVE?

The Power of Leadership and its influence on Company Culture, Communities, and Staff.

*By: François Damian
Aristhomene Martínez*

DIESELGATE

In 2015, after months of investigations, German car maker Volkswagen was found to have been cheating emissions standards by the U.S. Environmental Protection Agency (EPA) to the tune of 482,000 VW diesel cars on American roads alone, which were emitting up to 40 times more toxic fumes than permitted by regulators. The cars were fitted with a "Defeat Device", a program in the engine's software designed to cheat emissions tests results. It is believed VW outfitted close to 11 million vehicles sold worldwide with this cheeky technique.

The financial damage to the manufacturer was in the tens

of billions of dollars, and completely removed VW from the production of diesel vehicles thereafter. The crescendo; The sham was brought to light by none other than three graduate students and the director of emissions research at West Virginia University, while under contract under a measly grant of 70k dollars. The knockout punch is the one you don't see coming.

Now, what would drive a "Corporate Juggernaut" to risk its reputation with government agencies and consumers alike by making a conscious decision to defraud?



On the Surface, finances of course, but the true reason is habitual wrongdoing going unchecked.

They simply did it because they could, as this was their modus operandi; (they were caught and financially speaking "slapped on the wrist" back in the 70s, with speculations of wrongdoing through the decades that followed). Ironically, after the VW debacle of 2015, other major manufacturers like Fiat Chrysler, Opel (GM), Nissan, Porsche, Mercedes Benz and BMW amongst others, were also found to be using similar tactics.

DISASSOCIATION

We as consumers, vendors, and employees often used the word corporate without emphasizing that corporations are people, boards select people, and the boards themselves are made of people, as machines do not run organizations just yet. So, if the people put in place to run these large companies who ultimately affect every aspect of our lives have no moral compass, and trade integrity for large bonuses which are 100% incentivized by the same people who hire them... what do we expect?

Which leads me to my next point; Leadership comes from the top, and if Peter, Michael, and John are focused on bonuses and stock options, their decisions will highly impact the culture being engrained to the C-Level Executives being tasked with providing results. This domino effect trickles down to the RVPs, VPs, RDMs, and DMs which creates a crater of a gap between GMs and operational teams at the ground level, who's main goal is customer satisfaction and retention, but have to do it with a hand tied behind their backs, as often their dwindled down budgets are not realistic.

This game of greed, tension, and unrealistic expectations provides the perfect recipe

for burnout and high turnover at the operational level, which sadly affects a demographic in most major industries targeting underserved communities and minorities. So, where is the "Giving Back"?

ALTRUISM

As these mammoth machines sing kumbaya and advertise community impact and involvement, equality, diversity, and social justice on their social media pages, we have to carefully pause and evaluate the corporations, rather the people running these corporations, to see if what they claim to do is even possible within their current structures. How can you establish a culture of giving, when the taking is incentivized by millions in bonuses, and comes directly from the top?

Luckily, we all have a choice. However, choices sometimes are hard, as the past is unforgiving and expects its ROI. The choices you make on how to live your life drastically impact your financial freedom and choice of employment. It's hard to walk away from a good salary when your lifestyle reflects that salary and it's dependent on it. But How valuable is your mental and physical health, your peace of mind, and most importantly your purpose of existence? Being in a place where the culture is positive

and leadership genuinely cares, has been proven to both drive profits north and increase employee retention. You can literally make money and impact positive change!

It all starts with us as individuals; Forget the titles. Both The CEO of the largest company and the Janitor at the local high school will leave this world just as naked as they arrived, just read Steve Job's last reflecting words. Generosity and kindness start at home and then translates to the workplace. If you are the leader of a team or a company, do your part to create a culture that cares about its members by doing what's needed internally. This is how true long-lasting impact takes place.

The question is... are you a giver or a taker? And if you are a taker, you can't complain until you change yourself.



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SALES

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A YEAR TO BE THANKFUL FOR



The year is coming to an end and with it, the custom of taking stock of all the things which have taken place.

Whether personal or professional hurdles, meditating on them help us understand in retrospect what we learned, what we failed to do, what we did well, and what we could have done differently.

Regardless of outcomes it is important to be grateful.

To still be here, with the opportunity to improve, let us be thankful for the people we meet along the way, some of whom we see every day, some of whom we will never meet again, and from all whom we can take a lesson if we so choose.

For all this and much more, we are grateful to have incredible clients, partners, and family members like you.

May you spend this holiday season with your loved ones and enjoy this time together.



MIDTERM ELECTIONS 2022



The midterm elections were held this year, and undoubtedly generated a lot of concern among citizens. We have been living in a time full of conflicts and momentous historical events.

The world is just coming out of a pandemic and security measures that have undoubtedly affected the economy. As a result, people have become biased in recent years.

Although as a people we have lived through dramatic moments, we also have the certainty of living in one of the oldest democracies in America.

Proof of this has been the past elections which left a very equitable Senate and a House of Representatives somewhat dominated more by the Republicans.

Undoubtedly the biggest winners are the citizens and the electoral system, although this does not mean lowering our guard. Having reliable electoral systems, greater security, and more information for voters is fundamental to maintaining a healthy exercise of democracy.



THE SOCCER PARTY

Every four years the world stops to experience the biggest party in sports.

Few events attract as many people from all over the world as the World Cup, which is being held for the first time in a Middle Eastern country: Qatar.

Teams from all over the world are fighting to win the cup, and historical duels could not be missing, and as the teams qualify, emotions are increasing.

The United States team is also part of this party, and although its start has been a little complicated, no one will deny that it is one of the 32 best nations in the world.

And you, which team are you rooting for to win the Cup?

VETERANS

DAY



On November 11, we celebrated another Veteran's Day.

On Veterans Day we honor those who serve and remember those who served. They, who have given great sacrifice for this country and its people, deserve the sincere respect of us all. For that reason, We salute them.

Thank You!

THE SOCIAL FORT

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TEAM FORT



Damian



Ely



Danny



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