

# FORT NEWS

MONTHLY BULLETIN

August 2023 · Vol. 19

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Creating The Mental Shift That Propels You To Become One

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EDITORIAL

## The Rainmaker

### Creating The Mental Shift That Propels You To Become One

*Humanly written by:*

*François Damian Aristhomene Martinez*

The years: 1996-1997, BOLT and Six Degrees became the first social media websites to grab our attention and connect us to that far away crush we were fascinated with but didn't know anything about. These platforms were a prelude to the cultural shift and potential S\*\*\* Storm about to take place. The bottom half of the 90's ushered the way to the world we know today. The one which has turned us into Cyborgs and Half-breeds, as many of us cannot go to the toilet without our tables or phones. 🤒

In a world where attention or lack thereof significantly impact your gametime at the higher financial levels we strive to play in, the ability to discern what is real and true from non-sense and fiction

is fundamental to your monetary success.

Venturing on your own and owning a business which has a legitimate chance to thrive requires a certain amount of personal and financial discipline. This must be coupled with asphalt dense skin, and visions of perseverance to see your goals become reality. The issue many entrepreneurs face is that they are constantly waiting for breaks and opportunities, as opposed to looking for ways to create them and position themselves in a place to receive them.

As wonderful as social media may be, if not handled carefully, it can skew the optics of how and what you can achieve by doing X, Y and Z.

Perception is everything, and if someone can make you believe that what they are placing in front of your screen is real, you can easily find yourself following a recipe that makes a wonderful stew of disappointment, loneliness, and bankruptcy.

So how do you take charge of your income when you are depending on others to buy?

The answer is quite simple; Take the same energy you employed to create or acquire a product, to learn how to present it and distribute it to the world!

Being different, bold, audacious and courageous while being financially responsible is the only way to break your financial glass ceiling and

disrupt the norm; after all this is exactly what you are trying to do!

Warren Buffet, "The Oracle of Omaha", said he knew he had a great product but had difficulty selling it and was terrified of public speaking, so he took a speech course to conquer that fear.

**"In my office, you will not see the degree that I got from the University of Nebraska. You will not see the master's degree I got from Columbia University. But you will see the award certificate I got from the Dale Carnegie Course," Buffett said in the HBO documentary, Becoming Warren Buffett. Ref: (inc.com)**

When you launch a business, you must remember that in order for you to win, someone has to lose. This is the ecosystem you have chosen to play in. Your restaurant, your coffee, your clothing line, your vitamins, your real estate license, your "feel amazing" preservative line that's invisible to the eye, they all take away from the market share of other established companies. The beautiful thing about our economy and why so many literally die trying to get here, is that there is room for everyone as long as you play by a few simple rules.

- 1) Prepare and find cracks in the market that you can fill.
- 2) Time your entry into the business highway.
- 3) Stay focused and remember to fall in love with the results, not the concept.

Understanding the business sectors you are trying to enter is quintessential to your growth and longevity. I often see restaurants opening and closing in the same location every 12 months. It baffles me; did anyone consider foot traffic?

Timing your entry point and speed is key. When you enter the expressway, what do you do? You approach slowly as you merge on, you take account of vehicle flow, and only then slowly begin to accelerate until you sit in the desire lane. I personally like to use GPS and check for the flow of traffic prior to embarking on a trip longer than 2 miles. If it's highlighted in red, I look for alternate routes or delay the trip all together. So if we do this with something as trivial as traffic, why not follow the same principle with your life savings or worse case scenario, the savings of others who may be bank-rolling your venture.

Once on this highway with momentum on your back, you must keep your eye on the road. A la Sponge Bob; "Focus on the road, there is nothing but the road". (Thank my kids for that reference). But the truth is that success breeds success and as the saying goes, it leaves clues, so get behind those who have done what you are trying to do and be humble enough to seek their advice.

Lastly, Become a giver! I have failed to meet a selfish entrepreneur happy with his life regardless of financial success. Making money is not as difficult as many may

think, we do live in the land of opportunity, but finding the courage to pursue that which brings you joy it's the true challenge. Being happy, contributing to society, creating jobs and opportunities for others, that's what is all about.

There are 2 types of people in this world, givers and takers, and the latter are always scrambling and hustling, never with any true sustainability, for their lives are selfish and purposeless, so think carefully of the why behind your journey and leave clues for others and yourself so you don't forget the genesis of your success.

This my friends is how you become a "Rainmaker" as opposed to waiting on one.

You study and prepare your mind like a fighter going into the most important bout of your life. You minimize your risk of failure by doing your due diligence and staying focused on the why, allowing for no distractions that can make you look to the right or the left and cause you to crash. With more speed, more responsibility, and the higher the damage at impact, so it is **IMPERATIVE** you drive at a pace which allows you to safely maneuver when danger is ahead!

Enjoy the journey, for If we are not having fun... What are we doing?



**CVO & Founder  
FORT International**



# Back to School

## KSA Opening up Dec 1st

In this season of fresh beginnings and limitless possibilities, prepare to embark on a journey filled with discovery, growth, and the thrill of learning. Whether you're stepping into a classroom or logging in from afar, get ready to dive into a world where curiosity knows no bounds.

Unlocking Knowledge, Seeding Achievement: The KSA Scholarship

Picture this: An initiative that paves the way for financial aid to high school seniors and bright-eyed HBCU freshmen, dedicated to nurturing their pursuit of a quality education. The KSA Scholarship, a symbol of FORT's commitment to building a better tomorrow, is a testament to our belief in the transformative power of education.

## A Gift That Keeps on Giving: Powering Dreams Through Purpose

How do we make the KSA Scholarship flourish? Through the remarkable generosity woven into every transaction! FORT propels this private scholarship forward by channeling a portion of the profits from our thoughtfully crafted trash liners and heartwarming welcome kits.

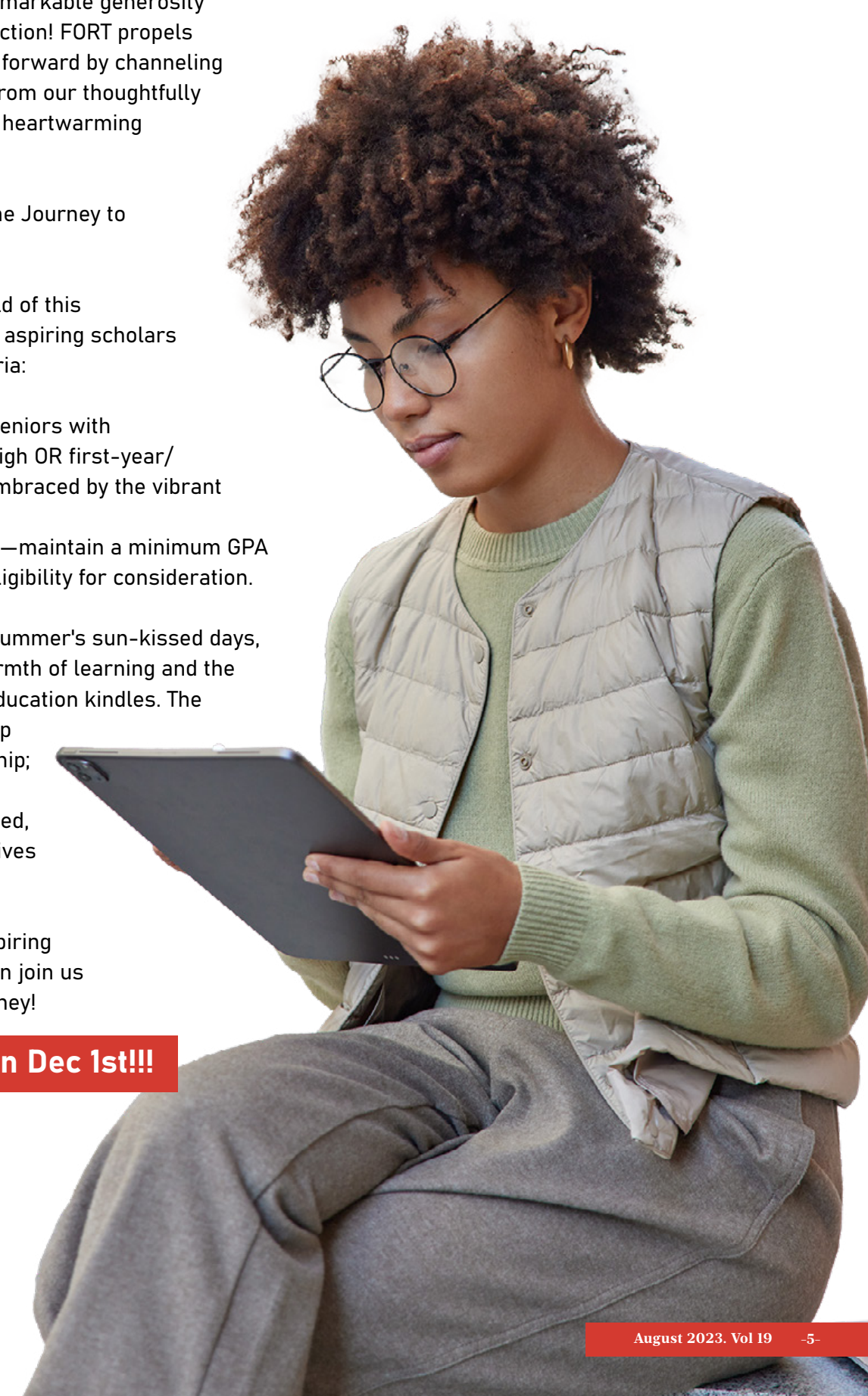
## Eligibility Illuminated: The Journey to Empowerment

To stand on the threshold of this exceptional opportunity, aspiring scholars must meet certain criteria:

- Rising high school seniors with aspirations soaring high OR first-year/ freshmen students embraced by the vibrant spirit of an HBCU. A beacon of diligence—maintain a minimum GPA of 3.0 to ignite your eligibility for consideration.
- As we bid adieu to summer's sun-kissed days, let's embrace the warmth of learning and the empowerment that education kindles. The FORT KSA Scholarship is not just a scholarship; it's a stepping stone toward dreams realized, futures shaped, and lives transformed.

Stay tuned for more inspiring stories and ways you can join us on this remarkable journey!

**Applications open Dec 1st!!!**





# Black Business Month

In the tapestry of human history, there are countless stories of resilience, determination, and triumph. These narratives often find their roots in communities that have faced adversity with unwavering strength. The celebration of Black Business Month stands as a testament to such resilience, spotlighting the incredible achievements, creativity, and impact of Black entrepreneurs and businesses. This annual observance not only sheds light on their successes but also underscores the importance of economic empowerment, diversity, and inclusion.

## **A Legacy of Ingenuity and Enterprise**

Black Business Month, observed throughout the month of August, is a time to honor the history of Black entrepreneurship. From the early days of the United States, when Black individuals defied systemic barriers to establish businesses, to the modern era where innovation knows no bounds, the legacy of Black entrepreneurs is deeply woven into the fabric of global commerce.

Historically, Black-owned businesses played a pivotal role in providing essential services and goods to their communities.

They became hubs of economic activity, fostering self-sufficiency and inspiring generations to come. As the years progressed, the spirit of enterprise among Black business owners only grew stronger, demonstrating their ability to adapt, innovate, and excel in various industries.

## **Catalysts for Change**

Black-owned businesses are more than just economic entities; they are agents of change, actively contributing to social progress. These enterprises serve as beacons of hope and empowerment within their communities, offering opportunities for

employment, mentorship, and skill development. By promoting economic self-sufficiency, Black businesses empower individuals to break free from cycles of poverty and realize their potential.

Furthermore, these businesses play a vital role in promoting diversity and inclusivity within the business landscape. They serve as inspiring examples of what can be achieved when barriers are dismantled and talents are given the platform they deserve. As more diverse voices and perspectives are represented in the business world, it paves the way for greater innovation and creativity.

### **Celebrating Excellence and Nurturing Potential**

Black Business Month is not just a time to acknowledge past achievements, but also an opportunity to nurture future potential. It is a chance to support Black entrepreneurs, both established and emerging, by acknowledging their contributions, patronizing their ventures, and providing the resources they need to thrive.

Community engagement and collaboration lie at the heart of this celebration. Local events, workshops, and seminars offer platforms for networking, learning, and sharing experiences. By fostering an environment of knowledge exchange, Black Business



Month contributes to the growth of businesses while also fostering a sense of unity among entrepreneurs.

### **Shaping a Brighter Future**

As the world continues to evolve, Black entrepreneurs remain at the forefront of innovation, creating groundbreaking solutions that impact industries and society as a whole. Celebrating Black Business Month goes beyond a single month—it's about recognizing the continuous contributions that

Black-owned businesses make to economies worldwide.

In celebrating Black Business Month, we are not just applauding success stories. We are acknowledging the power of determination, celebrating the spirit of enterprise, and recognizing the importance of diversity in driving progress. This observance stands as a reminder that every business, regardless of its owner's background, has the potential to shape a brighter future for all.



## Student Highlight



**Defying Limits and Soaring Higher**  
A rising star in the realm of education, Gabrielle Frost is navigating the world of biomedical engineering at FAMU. But she doesn't stop there. Her sights are set on the highest peaks of achievement – a Ph.D. in the same field! And if that wasn't inspiring enough, she's aspiring to work her magic within astronaut suits – a realm where science and dreams collide.

As we step into the spotlight with Gabrielle, we're reminded that each of us carries the power to break barriers, shatter ceilings, and reach for the galaxies beyond. Join us in celebrating Gabrielle's journey of resilience, as she echoes the sentiment: "Always bet on yourself."

Stay tuned as we delve into the stories of those who challenge the ordinary and inspire us to embrace the extraordinary. The universe is full of stories waiting to be told, and Gabrielle's is just the beginning.

**Gabrielle Frost**  
"Always bet on yourself"





# Linen & Terry Give Back Program

In a world that's constantly on the move, there's a place where serenity and comfort reign supreme – the guest room.

Imagine stepping into a realm where every thread tells a story of relaxation, where even the touch of fabric whispers tranquility. Here at FORT, we've embarked on a journey to transform guest rooms into true sanctuaries. Our exquisite collection of linen and terry is ready to cater to every budget, ensuring that your haven of rest is nothing short of extraordinary. Every nook and corner, every guest's experience – our linen and terry weave a narrative of luxury and care.

But wait, there's more! We invite you to be a part of our noble endeavor. If you have towels that

deserve a second life, consider joining our "Give Back" program. FORT welcomes towels and linen in fair condition, breathing new life into what once was. And if you're in the Miami vicinity, we've got you covered with local pick-up arrangements. It's a chance to contribute to the circle of comfort and community.

Wrap Yourself in Luxury:  
Discover More on Our Site.

Ready to immerse yourself in a world of comfort? Explore our website to delve into a treasure trove of linen and terry wonders. Elevate your spaces, make dreams a reality, and let every thread tell tales of relaxation.

Stay tuned for more tales of comfort and the art of creating extraordinary escapes.



# Sales: Welcome Kits



Unlocking Excellence: Elevate Your Facility's Reputation!

Greetings, wonderful readers!

In a world where reputation reigns supreme, a single act of kindness coupled with a touch of preparedness can work wonders in transforming how your facilities are perceived.

Picture this: Facilities spanning the length and breadth of America, each known for their distinctive reputation. Now, consider the power of a simple gesture, a warm welcome that speaks volumes, and a readiness that can revolutionize perceptions. Enter FORT's tailor-made welcome kits, the key to achieving not one, not two, but three remarkable goals!

### **Objective 1: Enhance Your HCAHPS Scores**

Elevate patient satisfaction and care to unprecedented heights. With FORT's ingenious welcome

kits, you're not just providing healthcare – you're delivering a memorable experience that resonates with every individual under your care.

### **Objective 2: Elevate the Patient Experience**

It's not just healthcare; it's an immersive journey that FORT helps you create. Imagine your patients feeling like cherished guests, empowered by thoughtfully curated welcome kits that set the tone for a comfortable and nurturing stay.

### **Objective 3: Expand Your Brand's Reputation**

Your brand is more than a name – it's a promise, a commitment. With FORT's customizable kits, you're not just building your brand; you're forging an enduring legacy of excellence that reverberates far beyond the walls of your facility.

Are you ready to witness a transformation in how your facility

is perceived? Join us on this journey as we unlock the potential of FORT's welcome kits. Prepare to redefine excellence and embrace a future where every patient experience is a remarkable story waiting to be told.

Stay tuned for more insights on how FORT's innovative approach can revolutionize your facility!

To order please contact your **FORT International** representative or the sales team by visiting: [www.fortinternational.com](http://www.fortinternational.com) or contacting: [sales@fortinternational.com](mailto:sales@fortinternational.com)

# Word Search

Entertain yourself for a while and solve this word search as quickly as possible. If you prefer you can click on the link below and solve the challenge from your cell phone or computer.

## Occupations

A	T	I	E	G	D	U	J	N	L	O	E	R	T
R	I	T	W	U	E	P	I	L	O	T	I	E	P
C	I	N	A	H	C	E	M	H	O	A	E	H	O
L	R	E	E	N	I	G	N	E	F	A	G	P	L
A	R	E	P	E	E	K	O	O	Z	H	D	A	I
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GUARD  
 ZOOKEEPER  
 FLORIST  
 LAWYER  
 JUDGE  
 POLICEMAN  
 PHOTOGRAPHER  
 MECHANIC  
 DIVER  
 TAILOR  
 DENTIST  
 DRIVER  
 BANKER  
 NURSE  
 FARMER  
 ENGINEER  
 PILOT  
 CHEF  
 BARBER  
 CLERK

Play this puzzle online at: <https://thewordsearch.com/puzzle/51796>

## TEAM FORT



Damian



Ely



Danny



Annette



Sebas



Goretty



Keith



Helina

## The Social FORT

Are you a Social media buff join us!  
 Comment and see what the FORT difference is all about!



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