

FORT NEWS

MONTHLY BULLETIN

March 2023 • Vol. 14

Editorial

Corporate Layoffs – Why Me?

“When you lose your job, the unemployment rate isn’t
four percent, it’s 100 percent.”

-Thomas L. Friedman

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Your next destination?

EDITORIAL

Corporate Layoffs

Why Me?

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It is March 2023, and the happy bells of bitcoin and altcoins have stopped ringing. Stocks are no longer cool; Stimulus checks are a thing of the past and the FED has raised interest rates to early 2000 levels. The housing market is a mess and groceries are through the roof, making many welcome intermittent fasting while becoming skilled creative cooks to save some cash. But just when you thought you could work it out, it gets better, your stable job which funded a comfortable lifestyle begins to announce job cuts... and then it hits home; The house you built is on shaky ground, and everything you worked so hard for is at risk of crumbling due to economic uncertainty... Uncertainty which 90% of the time you most likely created!

In the past 6 months the smiles began to frown.
Employee layoffs Per ABC totals:

COMPANY	PAST 6 MONTHS
Amazon	19,000
Meta/Facebook	11,000
Microsoft	11,000
Google	12,000
Wayfair	1,750
Twilio	1,500
SAP	2,800
IBM	3,900

My mother always preached; “when things are rough, work hard and cut down. When things are great, work harder and cut down even more”. After some very hard knocks, I soon realized these words will forever ring true, as keeping your expenses the same or lowering them while your income grows is the logical road to financial and professional freedom.

However, many going through this difficult period of financial uncertainty due to job loss, often wonder and ask others **why me?** Why did I get laid off after 5- 10 years on the job and an exemplary performance record?

Well, this question is a loaded one, one that may prompt you to go down a long rabbit hole which sadly leads to a short-term period of isolation and futility; Why? Because if you are in a financial bind or staring at one around the corner, asking someone “why me” won’t get you out of it. So here are some hard truths to reflect on.

1. Respectful Superstars don’t get fired! (Keyword respectful).
2. A high unjustified salary becomes a liability during cash flow shortages.
3. You have become dispensable without realizing it.
4. Tenure means nothing in

regard to present output.

5. Your employer doesn’t see you the way you see yourself.

The “Why me” question is one you should ask yourself in a reflective manner. This takes a lot of self-awareness and humility in order to answer truthfully. Of course, there are exceptions and one-offs to the reasons above, but as a business owner I can assure you, if you are a valuable asset who makes the company financially better, with at minimum a tolerable and respectable personality, and you are not a psychological detriment to the team, your employer will do everything in their power to retain you.

No matter how you slice it, that is a hard truth, especially if there are others who made the cut. Why in the world would a team leader not scour the earth for funds to retain an employee who meets the above criteria?

So now that the gauntlet has dropped, here you are, staring at the face of the doubled headed monster of adulthood, one who prides in walking you down the aisle of professional and financial uncertainty and into a marriage of possible depression and forced decisions. Couple that with the financial belt strapped around your neck, the one you possibly placed there by overspending funds in relation to what you thought was a secure

long-term salary, and voila... The fan is now covered in brown!

Hitting rock bottom due to bad decisions is not the worst thing that can happen; staying there longer than necessary is. To ask someone “why me” is pointless, to ask yourself the same question with truth in your heart, that my friends is the key for growth.

“Hard times create strong men. Strong men create good times. Good times create weak men and weak men create hard times.”

— G. Michael Hopf, *Those Who Remain*

Don’t be soft, complaisant and undetermined, but rather be bold, creative and uncomfortable with your success. Sharpen your knives daily, as this will lead you to personal and professional growth, but most importantly it will make you a necessity and not a luxury, which in turn will at least make you the least expendable and the last one to be unemployed.



CVO & Founder
FORT International



Spring Break

Love it or List it

Spring break is a time of year that is eagerly anticipated by students, teachers, and families alike. It is a chance to break from the daily routine and enjoy some time off with loved ones. However, spring break is not just about having fun and relaxation, it also provides a significant boost to the local economy.

The tourism industry is a major beneficiary of spring break, as people travel to different locations thereby generating revenue. Hospitality and Healthcare both see a boost;

Tourists flood the economy with their hard earned cash, and also the Healthcare system with plenty of emergency room visits. These expenditures, in turn, create jobs and increase the overall economic activity in the region.

In addition to the tourism industry, other sectors also benefit from spring break. Transportation sees a rise in demand for flights, trains, and bus services. This creates a ripple effect, with industries such as gas stations, rental

Let \$\$\$ it Rain



cars, and shared car services also benefiting from the increased demand.

The retail industry also joins the party. Students and families often use this time to shop for new clothes and souvenirs, which leads to a surge in demand for retail products, preceded by increased manufacturing output in other parts of the country. This increased demand not only generates more sales, but also leads to a spike in employment availability. The Tax man also gets his piece which is often used to fund public services and infrastructure development so you and I can drive on safe roads

and go about our happy lives feeling safe and sound ;)

Furthermore, the entertainment industry also sees a surge in demand. Students and families are often looking for things to do, and this leads to a rise benefiting theaters, amusement parks, and other entertainment venues, again leading to more jobs providing additional revenue for the local economy providing more tax dollars.

That being said, you can have anything in life, just not everything, so the question remains... **Is it appropriate to complain about the “madness” spring breaks brings to the table,**

without significantly analyzing how we all may directly or indirectly benefit from the surge in revenue?

No one is chained to any location, and if the city you are in or are looking to relocate to happens to be a tourist destination, you may want to think twice about the pros and cons of a diverse lifestyle, as everything in life is ultimately a choice. Luckily for us in the U.S, change is still a choice, just as is our location, and please let's not forget that we were all young adults at some point, and most of us did the same exact thing we now complain about.



This Month:

Women's Day

International Women's Day is celebrated every year on March 8th to honor the social, economic, cultural, and political achievements of women around the world. The day also serves as a reminder of the continued fight for gender equality.

The event that initiated International Women's Day dates back to 1908 when 15,000 women marched through New York City demanding better pay, shorter working hours, and the right to vote. The march was organized by the Socialist Party of America and was led by women labor activists, including Clara Lemlich.

The following year, the first National Women's Day was

observed in the United States on February 28th. Women continued to gather and organize demonstrations and strikes demanding their rights, including the right to vote, throughout the early 20th century.

In 1910, at an International Conference of Working Women in Copenhagen, Clara Zetkin, a German socialist leader, proposed the idea of an International Women's Day. The proposal was unanimously approved by the conference, and the first International Women's Day was celebrated the following year on March 19th in Austria, Denmark, Germany, and Switzerland. The date was later changed to March 8th, and the day has since been celebrated globally as a symbol of women's struggles and achievements. In some countries, it is a national holiday, while in others, it is celebrated with marches, rallies, and conferences.

The day also celebrates the achievements of women and highlights the contributions they have made to society. From Marie Curie, the first woman to win a Nobel Prize, to Malala Yousafzai, the youngest Nobel Peace Prize laureate, women have made significant contributions in various fields, including science, literature, politics, and human rights.





Sales: Wall Decoration

Are you looking to spruce up your office or business space? Adding some stylish wall decor can go a long way in creating a positive and inspiring atmosphere for both you and your clients.

One of our favorite options for office decor is prints! They are easy to hang, come in a variety of sizes and styles, and can be customized to fit your unique business branding or message. Whether you choose motivational quotes, nature scenes, or modern art prints, your walls will be transformed into a space that is both professional and welcoming.

Please find out more about what FORT can do for your organization by visiting:

www.fortinternational.com

or contacting: sales@fortinternational.com

World Water Day

March 22nd

World Water Day is celebrated on March 22nd every year to raise awareness on the importance of freshwater and the need for sustainable management of this vital resource. The day is observed globally and aims to highlight the significance of water for human development, the environment, and economic growth.

The theme for World Water Day 2023 is “Water and Climate Change” which focuses on the impacts of climate change on water resources and how we can adapt to and mitigate these impacts.

At FORT we are committed to the importance of bringing this vital liquid to African communities in need. FORT has partnered and supported **The Water Project** in its constant struggle to install drinking water wells in different communities which are in desperate need.

We strongly encourage others to join us in this mission and support this noble cause. To find out more about The Water Project please visit www.thewaterproject.org

Today is
WORLD WATER DAY



For a long time, we have promoted and financially supported this cause, always encouraging others to join us and collaborate.

If you are interested in participating or learning a little more about what we do for these communities, you can find more information at the following link:

<https://fortinternational.com/our-contribution>



The Water Project
TheWaterProject.org

This Month:

The Earth Hour

March 25th

Earth Hour is an annual global event that takes place on the last Saturday of March, where millions of people switch off their lights for one hour to raise awareness about climate change and the importance of taking action to reduce our carbon footprint.

The event was first organized by the World Wildlife Fund (WWF) in Sydney, Australia in 2007, and has since grown into a global movement, with millions of people across the world participating each year.

During Earth Hour, individuals and communities are encouraged to turn off non-essential lights and electronics for one hour, symbolizing their commitment to reducing their impact on the planet. The event aims to inspire people to take action to reduce their carbon footprint, such as by using energy-efficient light bulbs, reducing waste, and supporting renewable energy sources.

Earth Hour sends a powerful message to governments and businesses around the world, demonstrating that people care about the environment and want to see action taken to address climate change. It is a reminder that we all have a role to play in protecting the planet and ensuring a sustainable future for generations to come.

In addition to the symbolic action of turning off lights, Earth Hour events often include educational activities, concerts, and other events to raise awareness about climate change and inspire action. The event has been successful in mobilizing people around the world to take action on climate change and has helped to put the issue at the forefront of public consciousness.

Earth Hour is a powerful reminder of the importance of taking action to reduce our impact on the planet and address climate change. By participating in this global event, we can send a message to governments and businesses that we care about the environment and want to see real action taken to address the challenges we face. Let us all take part in Earth Hour this year and every year, and commit to making a positive impact on the planet.

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.

Worlds Longest Rivers

K	S	U	D	N	I	E	S	S	N	M	A	N	D
Y	Y	C	A	N	A	R	A	P	Y	I	N	D	M
N	I	M	M	D	G	R	O	G	Z	S	Z	C	Y
A	O	I	S	N	L	S	F	I	M	S	R	S	E
M	I	S	U	O	O	I	R	N	A	I	N	Y	L
U	M	S	R	K	V	C	A	O	C	S	E	E	L
R	A	O	U	U	A	O	N	Z	K	S	Z	N	O
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SAO FRANCISCO
 AMAZON
 PURUS
 YELLOW RIVER
 CONGO
 NIGER
 MISSISSIPPI
 MADEIRA
 MURRAY-DARLING
 YANGTZE
 MISSOURI
 LENA
 VOLGA
 NILE
 YUKON
 YENISEY
 INDUS
 MACKENZIE
 PARANA
 AMUR

<https://thewordsearch.com/puzzle/63/worlds-longest-rivers/>

TEAM FORT



Damian



Ely



Danny



Annette



Sebas



Goretty



Hanan



Keith

The Social FORT

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