

Each week, I receive numerous emails and telephone calls from various readers of the Ahern Advisory. Each week, I try to personally address each of the readers concerns and provide constructive comments to assist them in their challenges. Each week;

- I discuss some aspect of trucking or logistics.
- I've written articles on how to increase sales and reduce operating expenses, and;
- I continually stress the importance of developing intellectual capacity within a company.

Since the downgrading of the Standard & Poor Credit rating for the US financial system, I've noticed that the mood of many readers has changed dramatically;

- They're dealing with a substantial amount of anxiety.
- Stress.
- Concern, and;
- In some instances, they're overwhelmed and don't know what to do.

Is the economy going to get worse before it gets better? Yes! Does that mean it's the end of the world? **No!** **However, what it does mean is that; sometimes, you have to face reality;**

- Deal with the challenges.
- Deal with the situations.
- Don't feel sorry for yourself, and;
- Move to a better place.

Those are easy words to say, but a very difficult process to go through. Today, I want to touch on stress and how it affects our industry. It's no secret that, over 10,000 trucking companies have gone out of business over the last 2 ½ years and we've taken in excess of 260,000 trucks out of "the system".

The stress of the economy, the stress of the industry, and the stress of the constant government mandates force many people to make life altering decisions.

No matter what your political party, "panic is in air". The stock market is tanking, jobs are scarce, civility has left the building and arm with common sense and top economists are telling us that things will get worse before they get better. **I have never felt so much tension in my readers;** seen so much dissension, as our government rises to new levels of dysfunction every day. **It appears that, collectively, our nerves are shot, our national migraine won't go away;** so what can we do? **Plenty!**

THE AHERN ADVISORY

in this issue

Anxiety



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- We are going to survive, but;
- We need to be creative.
- We need to quit feeling sorry for ourselves, and;
- We're going to have to learn to disconnect from the stress.

Don't look at your stock portfolio every day. Don't read the Wall Street Journal every day if you're going to read the business section, because it's doom and gloom. **The news is depressing, yet we keep being drawn to things, particularly which makes us upset.** It's almost impossible to look away! **Therefore, what you need to do is give your permission to do the impossible and look away;**

- No one is forcing you to watch the news on TV, or;
- Follow the numerous comments on the internet.
- **Turn it off; tune it out and start working on what you need and want to do to stay one step ahead of the economy.**

There is not one individual that I do business with that doesn't have the same challenges that we all have. Some of them, obviously, have much more financial capacity because of their size, but they're all challenged and concerned. **However, they find ways to make things work.**

You might ask yourself; what does this have to do with trucking? Everything and nothing! Truckers are human beings; trucking is Middle America and Middle America is suffering dramatically on both a financial and emotional level. Trucks move 70% - 80% of all product in the United States;

- **In order for goods to be shipped from point A to point B, (even if they go on rail), a truck has to deliver it.**

My point; the trucking industry continues to evolve and your individual business has to evolve, as well. Giving up, burying your head in the sand or feeling sorry for you aren't going to fix your problems. If you don't know what to do, get help.

In closing, every day I hear a horror story about how some person put their entire 401K retirement into their business and then lost it. Every day, I hear dissension with family members; we should have sold the business years ago and we didn't. We should have done this, we should have done that! **As the economy continues to sputter, there is more tension between employers and employees and the list goes on and on.**

Bottom line; anytime there is a challenge, there is an opportunity. No matter how bad it gets, there is always a solution to the problem if you're willing to be creative, think outside of the box and look for answers.

QUOTE OF THE WEEK: "In order to look on the bright side, you must suppress unpleasantness that others are paying a good deal of attention to." (Andy Ahern)