

# M Monthly Marketing Morsels

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A BLOG PUBLISHED BY SKYLIMIT MARKETING, MYERSTOWN, PA



#### JACK CANTWELL BUSINESS PHILOSOPHY

1. Provide ongoing value for Clients
2. Equally important - Give back to the Community

#### COMMUNITY INVOLVEMENT

##### Lebanon Valley Chamber of Commerce

Member of the Military Affairs Committee

Winner of General Frank Smoker Beyond the Call Award  
Ambassador of the Year

##### Community of Lebanon Association

Former Board Member (15 years)

Businessperson of the Year

Lester Leffler Community Service Award

##### Myerstown-Elco Rotary

Active Member, PR for Flags for Heroes

##### Mary Gate of Heaven Church, Myerstown

Lector, Cantor, Choir

##### Compeer of Lebanon County

PR volunteer

##### The Anne Fund

Sports Memorabilia Auction PR

##### Ithaca College

Former Board Member

Edgar "Dusty" Bredbenner Distinguished Alumni Award



We Plan. I Write. You Win.

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## WHAT MATTERS MOST ?



One of the advantages of reaching 90 is that you can do or say what you want and have unlimited latitude in what you write about.

The following is not a "Marketing Morsel" in the pure sense, but if you want to be good at this, you must be grounded in your thinking.

This month, I will share with you some lessons from a book I read recently, "The Fourth Quarter." Authors Matthew Kelley and Allen Hunt discuss living your later years. Naturally, I was curious about what they had to say. Go ahead and read it. If you are younger, consider the thoughts as previews of coming attractions.

I will skip the book's content and share some wisdom from the conclusion. Some questions here are worth pondering, no matter what your age.

That's it for now. And beware the ides of March. They can be tricky.

#### What matters most...

Age or attitude?

People or Things?

Yesterday or Today?

Accomplishments or Friendships?

The School you went to or what did you Learn?

The House you live in or the Love in your home?

The Things you collect or the person you Become?

What is the way people Perceive you or who you Are?

How much Money do you have or how do you Spend it?