

Special Edition

Spring Break

For the past several months, I have discussed topics that I believe are pertinent to the trucking industry. This week, I'm doing a departure because of my concern for Spring Break and the safety of our children. Many **times I reflect on my college days,** my Spring Breaks to Fort Lauderdale, Florida, Saugatuck, Michigan and San Diego, California. **Those were the good "old days". The days where;**

- You could be crazy, but safe.
- You were with friends, and;
- Most importantly, they were memories that would last forever.

As our society began to prosper and our children became more exposed, Spring Break now was Mexico, Aruba and other exotic places.

However, with that passage of time, our world has changed dramatically.

Recently, my 19 year old daughter, Megan, informed me that she was going to Mexico for Spring Break with some of her friends;

- I emphatically said no!
- I told her it wasn't safe, and;
- Yet she still persisted that she wanted to go.

I then took her to see the movie "Taken" and that changed her entire perspective on traveling to foreign countries in today's environment.

Recently, students have been warned of the strife in Mexico. **Going to Mexico for Spring Break is practically a "light" of passage for college students in Arizona.** The states 3 public universities have warned the students and their parents about stepped up violence south of the border.

UofA, ASU and NAU sent a notice to it's students citing a travel alert issued by the US Department of State in October, warning travelers that crime rates have increased sharply in Tijuana, Juarez – many Mexican cities have experienced public shoot outs during the day time at shopping centers and other public places. The department warned that criminals have followed and harassed Americans driving in border areas. The Federal Bureau of Alcohol, Tobacco, Fire Arms and Explosives issued a statement documenting;

- Violence.
- Attacks.
- Killings, and;
- Shoot outs with drug cartels involving not only the military, but law enforcement personnel.

They have called this "indiscriminant violence" that has involved innocent people that are caught up in the collateral damage.

MANAGEMENT CONSULTING
OPERATIONAL REVIEWS •
DIVESTITURES •
ACQUISITIONS •
MERGERS

THE AHERN ADVISORY

in this issue

Spring Break



Ahern & Associates, Ltd.

Accredited Member
National Bureau of Certified
Consultants Inc.

February 23, 2009

You may wonder why I would write an article like this; it's because I'm a father of 4. My children range from 33 years of age to 19 years of age, but they're still my children. Although once they reach the age of 18, legally they can make their own choices, **I believe as a responsible parent; you still need to provide direction to children.**

We are not, and I repeat NOT, in the 1950's. We are in a time that is filled with;

- High unemployment.
- Extreme economic tensions, and;
- Uncertain times.

In Mexico's particular case, the drug cartels are waging a bloody fight for smuggling routes against government forces, and it's been documented that, in certain areas of Mexico, they're tossing grenades into crowds, which again, is an act of random violence.

I'm not stating that you need to boycott Mexico, but what I am stating is that;

- Particularly for young women;
- It's not an environment that you would want your children to be in at this point in time.

Mexico has issues; they're dealing with them. We certainly need the Mexican economy to help the US economy, but at the same time, we certainly don't need to throw our young adults into any situation where safety is a concern.

In closing, I will be completing a segment on how to sell your businesses in a down economy. I've received many telephone calls from clients stating that they're somewhat confused, frustrated and concerned. They've asked me how to sell their businesses and is it a time to sell or should they wait. I've responded in all cases that;

- Any time that your retirement account is affected/jeopardized;
- There are ways to receive a return on that business, and;
- Depending upon your age and circumstances makes a determination whether you should sell or not.

I've also stated that the time to sell was in 2006 and 2007, but companies are still selling. Last week, Ahern & Associates sold 3 companies and put another 2 into special Partnership Programs. We also have 6 LOIs that have been issued to other carriers.

My point; the market is still brisk but the rate of return and the way in which you structure a deal, will make a determination whether you sell your company or not.

QUOTE OF THE WEEK:

“We should never make any apologies for doing what our times and circumstances compel us to do”.