

## School is Back in Session

Summer is my favorite time of the year and it is hard to see it come to an end. I live for the warm weather, grilling out, and taking a trip or two with my wife. Summer vacations for families are ending and school is back in session. As I see students getting ready for back to school, it brings to mind the attitude of getting refocused and the commitment to learning.

This is the time of year when students hit the books again and replenish their appetite for learning new things. As this year progresses, let's not just talk about our children gaining knowledge, I would like to suggest igniting the thirst for knowledge in all of us. I'm sure many of you enjoy the summer just as much as I do, but it's time to get back to business and strive to further educate ourselves.

When my children were younger and preparing to go back to school, I found the excitement to be contagious and I took the time to get myself prepared too. I have

continued this tradition even beyond their formal school years. During this time of year, I reflect on what I have accomplished thus far and direct my focus and energy on my goals I want to accomplish before the end of the year. My children have grown up and are finished with school, but with many of my team members having school-aged children, it's good to see the atmosphere of refocusing and recommitment still alive and well.

Learning and self-improvement has been a lifelong commitment of mine. I've tried to instill this commitment in my children as well. When I graduated from the University of Cincinnati, I discovered that I had received a great foundation, but it was up to me to cultivate the knowledge and to continue to grow. I encourage you to invest in knowledge for yourself. After all, you are your



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*— Roger Ford*

greatest asset and knowledge is powerful.

This is my challenge to you, take this opportunity to refocus and recommit to achieving your goals. What do you want to accomplish before the end of the year? Is there something that you have put on hold during the summer, and now it is time to concentrate on it once again?

I would be remiss if I didn't pose a question or two about personal finance. Is it time to get serious about saving for retirement and sitting down with a professional to create an income plan, investment plan, tax plan, or legacy plan? If you answered “yes,” do not procrastinate. Working with a professional to talk about your finances will assist you in reaching this year-end goal. Here's to a renewed focus and making the rest of 2017 the year you gained new knowledge.

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