

# 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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## Compassion is a key word.

In case you noticed, there were no Marketing Morsels published for July and August (the first hiatus since 2013).

My excuse? Prolonged hospitalization due to some heart-related procedures. The experience is behind me now, as is the "pause" in my life. I am happy to report that I am recovering and getting back to normal.

So what can I take away from this experience as a marketing lesson? Perhaps we can focus on customer service, as practiced by the teams at the Hershey Medical Center and the Lebanon VA Medical Center.

All good marketing boils down to an understanding and empathy for the person you are serving (in this case, Jack the patient), and the ability and willingness to apply your knowledge and experience to the task. The personal desire to perform in this manner is the key to success or failure.



## Jack is back.