



LETTER FROM SWITZERLAND

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OVERCOMING THE NEED FOR SPEED

We're always rushing. Always in a hurry. Always wanting to get from Point A to Point B as quickly as possible. When we reach the end of our lives, are we going to wonder if we could have squeezed in one more meeting? I don't think so. We have to remind ourselves to take the time to appreciate our lives and to spend time with family and friends, cherishing that time and realizing how precious it really is.

I have three sons—two are grown, and the other, Jake, has just turned five years old. With the way time rushes by, it seems like only a few years ago when Kalen and Evan were Jake's age (they are now 30 and 28), and it seems like only yesterday that Jake was born. You would think that the way my first two boys' childhoods seemed to fly by, I would have learned by now to cherish every moment of Jake's early years. I'm trying as hard as I can, but I'm as busy as ever if not more so. And slowing down is always a challenge.

This is why I'm thankful to have a watch that can remind me of how valuable time is. When I look at the face of one of my favorite watches, I am reminded of the person who gave me the watch or on what occasion I purchased the watch, and it makes me stop and think a bit about the passage of time. In a way, these reminiscences, these contemplations, succeed in stopping time, if only for a moment.

So, next time you are hurrying from home to work, or from school to home or to the mall and back, take the time to look out the window, smile at someone on the street or momentarily appreciate a beautiful view as you rush past it. As individuals, we are only on this earth for a relatively short time, and, if we allow them to, our watches can help us to enjoy every minute!



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—Keith W. Strandberg

INTERNATIONAL EDITOR