

Reel Connections - Issue #1

## The Hidden Gift of Moving

A Weekly Sunday Newsletter from Stilson Video Services



*Our new office in Solon, Ohio, framed by a beautiful 300 year old Oak tree*

Welcome to my weekly newsletter. My goal is to choose a topic each week designed to resonate with my clients and anyone who agrees that people's lives are important and worth remembering. I'm going to write these myself and resist the temptation of having AI knock them out in seconds. That's because if I expect you to take the time to read this, it needs to be genuine and come from me. So with that being said, here we go...

### **Moving Creates Stress, and Opportunity**

We just moved our company. So for my inaugural newsletter, moving seems to be an appropriate topic because it's all too fresh in my mind.

Despite my best efforts, I underestimated the amount of stuff I accumulated over the past 20 years. But that's really no surprise if you consider the average home contains over 300,000 items!

That's a lot of boxes. But every box tells a story — and sometimes, the most meaningful stories aren't in the big items, but in the little things tucked away in closets, basements, and attics.

Aside from what we often associate with moving (and what I experienced) — exhaustion, stress and a sore back - there's definitely an upside.

### **Treasure Hunting**

Customers come to my studio every week that are involved in the moving process and I hear them excitedly say:

"We found these while cleaning out Mom's house..."

or

"I had no idea we still had these until we moved!"

That's no surprise when you consider 60% of people rediscover old photos, tapes, or film when packing or helping a loved one relocate.

There is an excitement to these discoveries because what you've really found isn't just old film or video — it's a connection to the people and moments that shaped your life.

Consider these points if you find yourself deciding what to do with these "new" treasures:

- **Digital preservation = freedom:** Converting physical media to digital not only saves space but preserves stories. It's the only form of "decluttering" that doesn't mean letting go.
- **Emotional benefit:** Psychologists say revisiting family media while downsizing can provide emotional closure and even reduce stress associated with major life transitions.
- **Do it sooner, not later:** After a move, 4 out of 5 people plan to organize their old media "someday," but only a small percentage follow through. Film and videotapes that go back into storage will likely degrade before they turn up again.

Plus, having your old movies and photos digitized allows you to keep the memories without having to move as many boxes :)

### **Following Through**

Once you've decided to preserve what matters most, let's have a conversation about the best way to do that. There are lots of options depending on your goals, budget and timeline.

Packing up your stuff and moving it is inevitable, but you never have to lose the moments that matter most.

Lives are important.

Our mission is to connect them to future generations the best way possible.

Finally, if you have a topic you'd like me to write about, let me know at [stilson@stilson.com](mailto:stilson@stilson.com) and I'll add it to the list.

— Bill Stilson

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