

# LIVELIFEBIG™

## NEWSLETTER

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This newsletter is for informational purposes only and no legal advice is intended.

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## BACK TO SCHOOL & Lessons Learned



By Lisa Derco

*Like many other families around the country, the start of the 2021-2022 school year was an exciting but emotional one for the Derco family. Our two boys, Will (age 7; second grade) and Ben (age 2), finally stepped foot in a school after 530 days at home! Everyone was very excited to go back, but I think my husband, Drew, was the most excited. For me, it was bittersweet. While I was happy that both boys were able to return to some sort of normalcy, I would be lying if I said I didn't shed some tears after they each left the house.*

Will started 2nd grade in a brand-new school this year. We attended an Open House prior to school starting, and the energy from the teachers, administrators, and students was truly amazing. It has been wonderful to see the happy faces (yes, you can even see their joy through their masks!) getting on and off the bus each day. Fall soccer also started this month, so the weeks are busy!

Ben is still adjusting to preschool, but he is loving the outside time with his friends. He also loves to wear his backpack wherever he goes, including taking his brother to the bus stop in the morning.

Reflecting on the last 18 months, we learned and grew so much as a family. It

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### FREE INSTANT DOWNLOAD THE TRUTH ABOUT LAWYER ADVERTISING



*Most lawyer advertising just stinks.* Think about it. You can't compare one lawyer to another by the ads, can you?

Most of them just brag about being "aggressive," as though that's something unique.

That's why Ben wrote *The Truth about Lawyer Advertising: The Complete Consumer Guide to Finding the Right Lawyer for Your Case—Every Time.*

Go to [TheTruthAboutLawyerAds.com](http://TheTruthAboutLawyerAds.com) to get your free download now or call 703.544.7876 to have a copy mailed to you.

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## Back to School & Lessons Learned

has been challenging for sure, but I will always treasure the time we had together and the ability to slow down a bit. I am thankful that those close to us have remained healthy and I am hoping it continues. Now that we are getting back to new “normal,” I wanted to pass along a few lessons we learned during the pandemic and plan to keep in mind going forward:

- 1 Slow down!** Prior to COVID, we were so busy that it was difficult to just soak in the little moments. When you are constantly multi-tasking, it is easy to be distracted, but I know I will continue to stop and just enjoy the moments we have together with family and friends.
- 2 The sun and sand are good for your soul.** I have always loved the beach, but during COVID, our beach trips seemed even more special—and were just what we needed.
- 3 You have to share the load.** Whether it is household duties, work obligations, or just feeling overwhelmed, knowing you have someone there to help is sometimes all you need.
- 4 The little things really do matter.** I think my son Will’s favorite tradition we developed during COVID was our “adult dinner nights.” We would let him eat dinner with us after we put his little brother to bed. He would pick the meal—always steamed mussels—and the TV show or movie we would watch—always *Survivor*. Honestly, those were some of my favorite nights of the pandemic as well. ■

# THE END OF SUMMER *is for the Dogs!*

By Tammy Hineline



Forget about sweater weather and pumpkin spice lattes. The best thing about the end of

summer is not the beginning of fall—it’s the swimming pools that open up their last day of the season for our furry friends. One of the best and biggest pools is at the Water Mine Family Swimmin’ Hole in Reston, VA. While the slides are out of commission, Barkimedes and Tater Tot still enjoyed the fountains, splash pads, and lazy river. But don’t bring a favorite toy. You’ll quickly lose it to another guest.

Here are some of the best events of the season for your four-pawed family members. If a few may have passed already, remember to mark your calendar for next year. If you see us there, say hi!

- Dog Daze at the Water Mine Family Swimmin’ Hole (Reston) (September)
- Dog-a-Pool-ooza at Stonewall Pool (Manassas) (September)
- Loudoun Pet Expo (Loudon) (September)
- The National Capital Cat Show (DC/NOVA) (September)
- Annual Wiener 500 Dachshund Dash (DC) (October)
- DogFest Washington DC (Reston) (October)
- Barktoberfest (Hampton) (October)
- Bark in the Park with the Salem Red Sox (Salem) (May-September)



**BGL's Best Bites:**

# POPCORN HANDS FOR

# HALLOWEEN



## Ingredients:

- 4 bags of microwave popcorn, popped or store-bought ready-to-eat popcorn
- 6 clear plastic gloves (not latex)
- 1 bag of candy corn
- 6 plastic spider rings (try Oriental Traders, Amazon, or your local party supply store)
- Twist ties for trash bags or ribbon

## Directions:

- 1 Drop a piece of candy corn pointy side first into each finger of a glove
- 2 Fill each glove with popcorn making sure to fill each finger and then the main part, leaving space to tie at the "wrist"
- 3 Use a twist tie, string, or ribbon to tie closed
- 4 Add a spider ring to one of the fingers ■

## The BEN GLASS LAW™ BakeOff!



**Join the BGL community in our first-ever recipe contest! Be sure to enter your favorite holiday-themed recipe!**

Competitors must submit their recipes to [cmarsilio@benglasslaw.com](mailto:cmarsilio@benglasslaw.com) by October 31st

**The winners' recipes will be included in our upcoming newsletters! All entrants will get a free BGL bake-off magnet.**

**We can't wait to read everyone's tasty ways to celebrate the holidays!**

## Reminder About Our Firm's Communication Policy

Our promise to you is that while we are working on your case, we don't take inbound phone calls, faxes or emails. Ben Glass takes no inbound unscheduled phone calls whatsoever. It makes him much more productive and helps get your case resolved faster. You can always call the office at 703-544-7876 and schedule an in-person or phone appointment, usually within 24-48 hours. This is a lot better than the endless game of "phone tag" played by most businesses today. Remember, too, that email is "quick," but is checked no more than twice a day. Replies are then scheduled into the calendar. So if it's really important, don't email—call the office instead.

This publication is intended to educate the general public about personal injury, ERISA disability, and small business issues. It is not intended to be legal advice. Every case is different. The information in this newsletter may be freely copied and distributed as long as the newsletter is copied in its entirety.





## WHAT WOULD BEN SAY

*Here are my thoughts for the month:*

- **WHAT IS THE CLASS THAT I WOULD ADD TO THE HIGH SCHOOL CURRICULUM IF I WERE IN CHARGE?** — Wealth Building.

How do you become a millionaire? A multimillionaire? This would be far more interesting than a class in basic economics—though basic economics is important. I guarantee you it would be far more useful than memorizing what Indian tribe inhabited which region of Virginia in the 1500s. Nothing against native Americans, but that kind of history lesson may do very little to secure our future. Teaching young people how to create things that make our lives better—that’s the future.

- **A BASIC PHILOSOPHY OF LIVING A LIFE OF ABUNDANCE – ARE YOU A GIVER OR A TAKER?** When you meet someone for the first time, one of two questions may arise in your

brain: (1) what can you do for me? (2) what can I do for you? I know both kinds of people. The people to ask question number two are far more successful over the long run—trust me on this.

Despite what you see and hear on social media, I believe that 98% of people living in America truly believe that we should let others make up their own minds about how to live their lives. Unfortunately, most of what you see on social media and in most “news” outlets is nothing but the blabbering of the far right or the far left. Both are designed to be mood killers. Both sides want you to give up and give in. Don’t give in. Choose to live your own life. It is the blessing of America.

- **ANYONE WHO BELIEVES THAT RAISING TAXES IS GOOD FOR SOCIETY AND MORALLY RIGHT** must, if they are principled,

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### Lunch With Ben

I continue to host “let’s pick Ben’s brain” lunches in my office. Almost every week, I get to talk to a student, an entrepreneur, a business leader, or someone else that just wants to get a little real-life advice and guidance about the next step in their future. The lunch is free to students. All others buy me lunch. I’m a cheap date. We do these in person or via Zoom. Reach out to me at [ben@benglasslaw.com](mailto:ben@benglasslaw.com) to schedule lunch.

# Inside The Mind of Ben Glass

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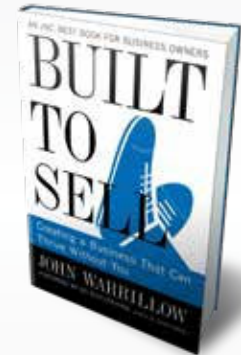
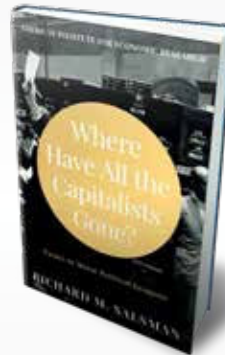
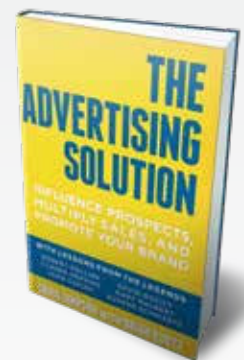
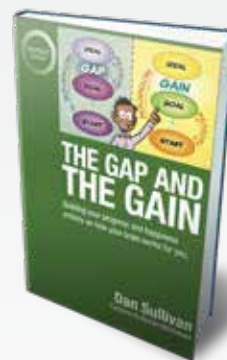
## What Would Ben Say

also believe that it is okay for anyone who is less well-off than they are to break down your door and take whatever they need. Argue with me on that.

- **TRAVELING ON AMTRAK'S ACELA** in the Northeast corridor from Washington, DC to Boston is an awesome experience. You have plenty of room to move around. The service is excellent. The hassle vis-à-vis air travel is almost nonexistent. I met a mastermind group that meets a couple of times a year in Connecticut. I wouldn't even think of going near an airport. (And I love four hours of thinking time or chatting with my business associates.)
- **IF YOU'RE A BUSINESS OWNER,** I hope that you saw the article about Intuit's acquisition of the email software company, MailChimp, for \$12,000,000,000. That's right—\$12 billion. There were two great lessons embedded in the article. The first is that in America, everyone has the opportunity to be successful. The software was created by two men who designed a simple email program as an add-on to their web developing company which they started in 2001. They never took on any venture capital. The software is relatively simple, but the advertising was genius. They hit the big time in 2014 when they advertised on the podcast "Serial." The second point is understanding the reason why Intuit bought them. According to the Wall Street Journal article on September 14, 2021, Intuit's surveys found that nearly 80% of small and midmarket businesses do not have a formal customer relationship management system (CRM). That's incredible. If you are running a business and you don't have a CRM—what are you thinking about? ■



## What I'm Reading Now



- ***The Gap and the Gain: Building Your Progress and Happiness Entirely on How Your Brain Works for You***, by Dan Sullivan
- ***The Advertising Solution: Influence Prospects, Multiply Sales, and Promote Your Brand***, by Craig Simpson with Brian Kurtz
- ***Where Have All the Capitalists Gone Smart?: Essays in Moral Political Economy***, by Richard M. Salsman
- ***Built to Sell, Creating a Business That Can Thrive Without You***, by John Warrillow

INSIDE THE MIND OF

# BRIAN GLASS



## YOU GET TO DO THIS

*In September, I ran my first race in three years. My last race was the Laurel Highlands ultramarathon, a 70-mile run in western Pennsylvania. What I remember most from that race is sitting on a camp chair and staring off into the void at the mile 45 aid station on a hot afternoon. I was debating whether to call my wife to pick me up. And what got me out of the chair was the feeling that I had dragged my wife and our (then) 5-year-old and 2-year-old to western Pennsylvania and that it would be a catastrophic failure if I quit mid-race. So, my mantra in that race was "you have to do this."*

I tried a different theme for September's 12 hour all-you-want-to-run race: "you get to do this." I usually write race splits on my arm, but writing expected times on your arm has one of two outcomes. Either it keeps you on pace or it gives you a reason to start mentally beating yourself up for being off pace. Since I was coming into this race overweight and undertrained, I decided it would be a better idea to have no expectations for time and to just enjoy my day on the course and be grateful for the opportunity.

It worked. Every time I started to feel down, I looked at my arm and reminded myself that this was an opportunity. That some of our clients have injuries that prevent them from doing this (I once represented an Olympic-hopeful marathoner whose bike vs. car crash prevented him from running in the Olympic time trials); that many people don't have



*Every time I started to feel down, I looked at my arm and reminded myself that this was an opportunity.*

the family support system to allow them to go out and train for these non-sense events; and that we live a time in history where we don't have to worry about running down a gazelle to eat... we can just run for fun.

My "A" goal for the race was to get 50 miles in. In hindsight, this wasn't realistic on a training cycle where the longest run was 11 miles and at no point, did I get in more than 25 miles in a week. My "B" goal was to run my age – 38. I finished with 39. One to grow on I guess. ■



## Inside The Mind of Brian Glass

### Lessons from Little League

My third grader is playing his first year of 'kid pitch' baseball and has figured out that he can get on base 60% of the time if he just stands there and doesn't swing the bat. And so, for three games in the middle of the season, that's what he did. When I asked why he wasn't swinging, he told me, "Dad, I want to get on base so that I can steal second." This betrayed his fear that he would not get on base if he swung the bat.

And he's not wrong. We've been working on his swing, but he has a far better chance of getting on base via walk than via base hit.

And while getting on base is important, it is more important that we learn how to swing; that we fail a few times; and that we get better. So, our new rule is this: You're allowed to strike out swinging, but you are not allowed to strike out looking. ■



## TERROR BEHIND THE WALLS

### REVIEW

by Tisha Tomlin

**WHEN I THINK OF HALLOWEEN, ONE OF THE FIRST THINGS THAT COMES TO MIND IS HAUNTED HOUSES.**

If you enjoy haunted houses like I do, I dare you to take a trip to Philadelphia, PA, and check out Terror Behind the Walls. This haunted house is rated in the top 5 best haunted houses in the country. They have transformed the Eastern State Penitentiary, which once housed Alphonse "Scarface" Capone, into a massive haunted house that typically takes a little over an hour to get through. You are given the option of a more interactive experience or just walking through. The interactive experience means the characters will grab you and take you into hidden areas of the jail to scare you further. I have not been brave enough to sign up for that experience yet, and I am not sure if that is even available any longer due to COVID-19 restrictions. This haunted house

allows you to walk through different sections of the old prison, including the infirmary, the yard, and the cell blocks. In past years, there has been a "blackout" section where you guide yourself through the pitch black with only a small flashlight to help guide you along. During the day, the haunted house is more kid-friendly, with fewer characters to scare the children, and the facility is not as dark. This is definitely an experience that I would recommend to anyone that enjoys a good scare try at least once. After you have made it out of the prison, there is a photo section along with a concession stand and store to buy items to prove you made it through. I would highly recommend buying your tickets as early as possible as they almost always sell out on the weekends. ■

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What are the benefits of our VIP Program? Visit [BenGlassLawVIP.com](http://BenGlassLawVIP.com) to find out!



## Letter to the Editor



Ben,

I've been reading your latest "Live Life Big" newsletter, while having my morning coffee in my new favorite Ben Glass Law mug. Great articles as always and I got a good chuckle from the Ronco story! I'm of the age where I recall the veg-o-matic and all the other neat products they brought to market in the '60's and '70's - Ron Popeil's commercials have to be seen to be believed by the younger set! I also welcome the book recommendations, particularly the "Heart, Breath, Mind" book by Dr. Lagos. Thank you for publishing this newsletter!

Larry Dillworth