



A Monthly Publication of BENGGLASSLAW

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

## I bought a *rock*.

By Tammy H.



**Our awesome personal injury and marketing team just came out with brand**

**new welcome boxes for our clients in conjunction with a new website (FairfaxCarAccidentLawyers.com), and I'm incredibly excited about using them. All sorts of thought and care went into their development—we thought about what sort of questions clients have about the legal process, what to expect from their experience with us and information about who will be working on their case. It really got me thinking about last weekend when I bought a rock.**



You read that right—someone sold me a rock. And it wasn't a functional rock like the kind you get at Home Depot after looking at your lawn and saying, "You know what this lawn needs? More rocks." It was just an average rock you'd find in any parking lot or at the side of the road—but this rock is different. **This rock was sold to me by a dog.**

I was browsing social media like many of us do too much these days when I came across a TikTok video of a man and his elderly dog, Sativa. Sativa just loves rocks, and every time she and her human go for a walk, she finds a rock, plays with it, and brings it back. His cutesy videos are all about his pup, her rocks, and her big dream of being a small business owner. Each rock is "picked, cleaned, stress-tested, and carried inside by Sativa herself with no human intervention" before being listed on his Etsy page—DogFoundRocks.

**I thought it was a cute idea. So, I checked out his store, and to my surprise, there was nothing available.** Every rock had already been sold. More than that—apparently, every rock sells out almost immediately

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I bought a rock.

after it's listed. You had to check the store at four or five in the morning just to get one into your cart! These weren't just rocks—these were exclusive rocks. Suddenly, I HAD to have one.

**Finally, after a few weeks of early morning check-ins, I was able to grab myself a “smooth wedgie” for seven dollars.** It arrived in a small jewelry box with pretty paper filling and a paw-signed note from Sativa herself: “Thanks for supporting a ‘smol’ dog’s ‘smol’ business.” It was the best seven dollars I’d ever spent on a rock.

**Buying this rock was an interesting exercise in evaluating my own behavior as a consumer and why I value things the way I do.** I didn't buy the rock because of its function. I bought it because of the way it made me FEEL. Would I have been this

happy with my rock if it had arrived in a ziplock bag? Or tossed into an envelope and shipped haphazardly? Probably not. Like a single luxury purse arranged beautifully in a department store window—presentation was everything.

**I didn't buy the rock because of its function.**

**I bought it because of the way it made me FEEL.**

The same principles apply even when you're selling a service and not a product. How do your services make your clients FEEL? Do they feel cared for and important? Or do they feel like all their time and energy choosing you was wasted on a service you sold as valuable and then just stuffed into a ziplock bag once you had their money?

**So, to our future new clients, I hope our welcome boxes make you feel many things.** I hope the client handbook answers the questions you have about what can be a complicated and frustrating process. I hope the card signed by Brian and his staff members (like me!) makes you feel like you're in the right place. I promise there won't be any rocks. ■

## BGL's Best Bites:

# CORN DOG MUFFINS



By Susie

*Here's a perfect treat for summer parties. Easy to make and a perfect finger food to have when watching the fireworks this summer!*

### Ingredients:

- 1/4 c. Shortening
- 1 c. Yellow Cornmeal
- 1/2 c. All-purpose Flour
- 1 tsp. Salt
- 1 c. Buttermilk
- 1/2 c. Milk
- 1 whole Egg
- 1 Tbsp. Baking Powder
- 1/2 tsp. Baking Soda
- 6 whole Hot Dogs

### Directions:

- 1 Preheat oven to 425°F.
- 2 Combine the cornmeal, flour, and salt in a mixing bowl. In a separate bowl, combine the buttermilk, milk, and egg. Add baking powder and baking soda to the wet ingredients. Stir into the dry ingredients. Add 1/4 cup melted shortening, slightly cooled, stirring constantly.
- 3 Grease muffin tins (whatever size you want) and fill them a little more than half full with batter. Cut a hot dog into pieces (small rounds if using mini muffin tins; 1-inch slices if using larger muffin tins).
- 4 Bake until cornbread is done, about 10 to 12 minutes. Remove from the pan and serve with ketchup and mustard! ■

# High School Graduation During COVID-19

By Sydnie Coffee (BGL Intern)

***At the beginning of the COVID-19 pandemic, high school students and their parents came up with creative and safe ways to celebrate graduation in a non-traditional manner.***

In place of a graduation ceremony, the seniors decorated their cars, wore caps and gowns, and drove through their neighborhoods. Families and neighbors showed their support by coming outside with signs and balloons. In an effort to remain socially distant, once again, students are participating in graduation parades in 2021.



*For this year's graduates, modified events such as all-night graduation parties, senior proms, and graduation ceremonies are being held.*

**This year, in addition to parades, high schools are continuing other traditions.** Modified events such as all-night graduation parties, senior proms, and graduation ceremonies are being held. College students have also shown their support for the class of 2021 by creating accounts on social media to celebrate college commitment choices.

Even though the pandemic has taken a toll on students, it is wonderful to see that they remain strong in the face of adversity. The endless support from their communities has the potential to create different and more meaningful memories that these students will carry with them for the rest of their lives. Moreover, this experience will hopefully demonstrate the importance of community involvement. ■

## 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.





## SPECIAL REPORT

# Why is July 4th Important?



*July 4th. Independence Day. What are we really celebrating? Why is that day so important for America? I will tell you that it is not simply a date marking our “breaking apart” from England. Yes, certainly, we celebrate the birth of a new country, but, July 4th is more than that.*

What we are really celebrating is the birth of a brand-new idea about the relationship between the individual and the government. It was the beginning of a new philosophy of living in society.

After the organization of humans into states or countries, but prior to the birth of the United States, individuals were not fully in control of their own lives—the Government was. The State was. Monarchs were. Dictators were. Power flowed from the government (usually the powerful) to the individuals. Whatever control over their own lives that individuals had was given to them by those who were in power.

*If politicians and our government understood and acted upon these principles, the world would just be a lot better.*

The Declaration of Independence, then the Articles of Confederation, and the United States Constitution turned this idea on its head. This new philosophy said that whatever powers the government had were derived from the individual and not the other way around. Certainly, we needed a government to protect us from enemies, both foreign and domestic.

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# Inside The Mind of Ben Glass

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## Special Report - Why is July 4th Important?

We needed a way to figure out how different states inside of the United States would interact with each other. How would those states use their combined resources to defend against enemies? To prosper? How would we regulate trade between the states?

**The founders recognized that we also needed a government that would protect us from the tyranny of the majority.** You see, just because you can round up a bunch of friends to pass a law doesn't mean that the law is valid. The United States is not "majority rule." The United States stands for "you are free to pursue your own life, your own liberty, and to pursue your own happiness."

**We said, quite plainly, that each individual has the right to live their own life as they saw fit, to pursue their own interests, to keep what they created and earned, and to create their own happiness.** The government, we said, had no role in regulating any of this. In fact, the government's role was very limited to preserving individual liberty and protecting us from enemies. We made clear that "rights" were not created by the government and gifted to us. **Rights are what we are born with.**

**This is what we are really celebrating on the 4th of July.** We need to remind ourselves of this and, importantly, we need to teach this in our schools and at our breakfast and dinner tables. Today, we are a largely overregulated society. We have too many laws. Too many rules. Too many restrictions on your right to choose how to live your own life.

It is to understand what it means when we talk about a "right." To have a right means that you are free to act. IT does not mean that you are free to use force to prevent someone from living their own life unless their actions violate your right to act (and vice versa).

The concept of "rights" is not well taught in our schools. If it was well taught, people would not be demanding a "right to be" paid at a wage set by the government (which prevents both the employer and the employee from using their own best judgment to set the terms of employment); a "right" to be able to use another's property to voice your opinion (think Facebook, Twitter, YouTube, and all private companies who have created something brilliant that has benefited us all immensely); or a "right" to healthcare (which would mean that you could demand that another work for you because of your own need.)

These are not rights. We need to be clear about this. Our children need to be clear on this.

**The principles of liberty and the philosophy of the United States are really simple: In order to survive, you must produce some value for the world or rely on charity.** You are free to act as you see fit as long as you do not violate the right of another to act as they see fit. No force, no fraud.

If politicians and our government understood and acted upon these principles, the world would just be a lot better. ■



# Why the Lawsuit of Fortnite v. Apple and the App Store Is **CRAZY**

*I'm sure you read about or heard the news about this case as it went on last month. The creators of the popular videogame, Fortnite, don't like what they have to pay to Apple to be included in Apple's App Store. To me, the judge hearing the case sounds crazy. She could be a character right out of Atlas Shrugged. Here is what she doesn't understand:*

- **She is critical of the fact that Apple doesn't let Fortnite customers use another method of payment other than paying "through" Apple.** For each payment, Apple then takes a commission. She said that "Apple was using a deliberate choice of business model to profit from payments made to Fortnite." But isn't this exactly what businesses should be doing? The only reason to run a business is to create profit. Businesses produce sales to create profit. As long as they don't hold a gun to anyone's head, what they do is moral. The creators of Fortnite are free to not want to be in Apple's App Store. In fact, they were free to create their own smartphone with their own App Store—but they didn't. Liberty is about the freedom of Apple to create the terms under which it will allow a product to be in its store. Liberty is also about the freedom of the creator of the product to make a rational choice as to where to sell its product. Liberty is not about the ability of the producer of the product to demand to use the store on its own terms.
- **In questioning Apple CEO Tim Cook, the judge cited a survey that indicated that "39% of developers were somewhat or very dissatisfied with Apple's distribution services."** She asked, "How is that acceptable? If those numbers are true, how was it that you're not feeling any motivation and incentive to address their needs?" Again, she doesn't get it. The only true arbiter of this dispute is the free market. It is not Apple's job to satisfy anyone else's needs except the needs of its customers and its shareholders. It doesn't matter that 39% of the developers don't like the store their product is in—they can leave.
- **The judge also expressed incredulity that Apple was making money on impulse buys.** She probably has never been tempted to create and sell anything in her life. This is not a crime. This is smart. No one is cheated when they freely make a choice to buy.

**I am not sure how this case will turn out, but I bet that initially, it does not go well for Apple.** There seems to be a thing where the government and many people are out to get you if you're a "big business." These businesses should be studied, not pilloried. ■



### Books that I am reading or have just finished:

- ***Black Hole Focus: How Intelligent People Can Create a Powerful Purpose for Their Lives*** by Isaiah Hankel, PhD
- ***The Leverage Equation: How to Work Less, Make More, and Cut 30 Years Off Your Retirement Plan*** by Todd Tresidder
- ***Unstoppable: Siggie B. Wilzig's Astonishing Journey from Auschwitz Survivor and Penniless Immigrant to Wall Street Legend*** by Joshua M Greene.
- ***The 5 AM Club, Own Your Morning. Elevate Your Life*** by Robin Sharma ■

#### **BUSINESS TIP OF THE MONTH**

### **DON'T MAKE IT HARD FOR PEOPLE TO GIVE YOU MONEY**

Our family was in the market for a new car last month. Actually, "new" is not correct. We buy used cars. Ever since I read ***The Millionaire Next Door: The Surprising Secrets of America's Wealthy*** by Thomas J. Stanley and William D. Danko, I made it a point to only buy used cars.

We visited CarMax. I have bought several cars from CarMax. Their process is usually very good. We knew exactly what car we wanted, but the first salesman we saw was too lazy to actually try to sell it to us. He could've closed the deal right there. Then, we went online to try to order one through CarMax that they would ship to our area. Again, CarMax dropped the ball. They lost the sale as we found the car that we wanted at a local dealership. I wonder if CarMax will ever know how many layoffs they miss because their salespeople are lazy or perhaps not well trained.

As a business owner, one of your chief jobs is marketing. CarMax markets well. The job of marketing is to make it easy for the salespeople to sell. The problem is, if your salespeople are not well trained nor well-motivated, everyone will blame marketing for lack of sales without looking at the bigger picture first. ■



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## What to Bring to a Summer Picnic

By Nadia Iacoletti (BGL Intern)

**Summer is here, so what better way to celebrate the gorgeous weather than having a picnic?**

### CHARCUTERIE BOARD

This arrangement of meats, cheeses, fruits (both dried and fresh), nuts, and crackers originates in France. Assembling one is simple—just gather whatever foods you enjoy and set them up on a board or plate any way you'd like. These are perfect for sharing as people can grab and combine what they like.

### PINWHEELS

These are staples at parties and picnics, and it's easy to see why. They are simple to prepare, don't require utensils, and you probably already have the ingredients in your fridge. All you need is deli meat, tortillas, cheese, and maybe some condiments and vegetables if you want to get fancy. They also get bonus points for being an inexpensive, tasty, and fun-to-eat option.



Try these fun ideas for your next picnic!

### BERRIES AND CHERRIES

Blueberries, blackberries, strawberries, raspberries, and cherries are all in season during the summer. High in antioxidants, vitamin C, and fiber, they are healthy and refreshing snacks that are a guaranteed hit at any picnic.

### LEMON BARS

Including a sweet treat automatically upgrades any picnic. Because they are individual desserts, these slightly tart yet indulgent bars are shareable—making them a great choice for a day in the park with friends and family. ■