



A Monthly Publication of BENGlassLAW

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In this issue...

- **Page 1** Make Every Day A Sticker Day
- **Page 2** A Message from AnnaMarie Lawson, Our Holiday Recipe Contest Winner!
- **Page 3** BGL's Best Bites: Super Bowl Stromboli from the BGL Team
- **Page 4** Inside the Mind of Ben Glass
- **Page 6** Inside the Mind of Brian Glass
- **Page 8** My First Day at Ben Glass Law Was a Sleepover



Make Every Day A Sticker Day



By Tammy Hine

Before my life at Ben Glass Law (if you can call it a life!) I found myself weighing the most I ever had before – 210. I was a few years out of both the military and a major back surgery, so my activity level had plummeted, and my eating habits had stayed the same. I was still happy and healthy but just didn't feel like myself. I was uncomfortable and it was time for a change. So, I bought a big wall calendar and a book of stickers.

My goal was eating a set number of calories, or less, a day. It wasn't a big reduction either. I set a realistic goal that I could maintain over a long amount of time. Boring! But let me tell you: with that sticker book, every day I met my goal was a party at night! Before bed I would toss my hands into the air and shout at my husband, "Sticker please!!" And he would browse through the book of stickers and slap one on the calendar with a big smile and a congratulations for my hard work that day. Sometimes I'd get a really sick looking skateboard and sometimes, if he'd had a few drinks, I'd get something a little less exciting. (A triangle? Really?)

—continued on page 2

LONG-TERM DISABILITY CLAIM DENIED?

Download **Don't Try This at Home**, the Comprehensive Disability Claim Guide!



In this guide, you will learn about the long-term disability claim and appeal process. We created this book because we wanted

everyone who is struggling with the insurance company to have the information they need to proceed with confidence.

Get your free download now at www.ERISADisabilityBook.com or call **703.544.7876** to have a copy mailed to you.

—continued from page 1

Make Every Day A Sticker Day

And this was our year. And 365 days later (and a good amount of stickers) I was almost 50 pounds lighter. I was back to my military weight. That calendar had done something for me that every other weight loss program I'd tried hadn't – a fun way to visualize my entire progress smack dab in the middle of the room. It was a constant reminder of the hard work I was putting in every day. My husband and I could look it over in the morning and say, "Wow! This is the longest sticker streak I've gotten yet." Even when

Try coming up with a way to visualize all your progress in one place.

I didn't get a sticker that day, I could look at all the OTHER days covered in speech bubbles and alien cats and tell myself it was okay. It wasn't about the one day where I had too many office donuts, it was about all the other days I

had said no thanks. I didn't have to beat myself up over anything because I could already see all the hard work I was putting in over time. Even during a bad streak, I had plenty of good streaks to hold it up to.

This is probably the millionth article you've read so far on New Year's Resolutions. But if you're struggling to keep up with it like so many people are, try coming up with a way to visualize all your progress in one place. Think: Is there a way you can involve the whole family in your goal? Is there a way to make it a routine part of your day to keep you motivated? Maybe you're saving up money in a jar with a home-made thermometer on the front. Maybe you're finally sitting down to write that novel and for every page you write you get a tattoo. (Probably don't do that one.)

Whatever it is, and whenever you start, remember that achieving a goal takes a little progress consistently over a significant amount of time. The only things with instant results are polaroids and pudding. And even then, you still have to do some shaking and stirring. ■

A Message from AnnaMarie Lawson, Our Holiday Recipe Contest Winner!

Thank you Ben Glass for the unexpected surprise gift I received over the weekend. I was totally happy with just submitting a recipe in your contest and have been enjoying telling everyone about it, but to receive a personalized cookie jar was the best surprise ever! It happened to arrive the day I was marathon baking biscotti for the holidays. It will be proudly displayed and is a treasured addition to my kitchen.



Added thanks for keeping me on the list for newsletters and updates. I always look forward to reading what Ben, Brian and the whole team has to say.

Happy holidays,

~ AnnaMarie

BGL's Best Bites: SUPER BOWL STROMBOLI FROM THE BGL TEAM



Enjoy!

Ingredients:

- 1 tbsp. olive oil
- 1 loaf from a 3-pound package frozen bread dough **(thawed)**
OR 1 tube refrigerated pizza dough
- 8 slices hard salami
- 8 slices provolone
- 8 slices pepperoni or capocola
- 1 ½ tsp. dijon mustard
- ¼ cup parmesan cheese
- ½ tsp. garlic powder
- ½ tsp. oregano
- ½ tsp. seasoned salt
- ¾ cup shredded mozzarella

Directions:

- 1 Preheat oven to 375
- 2 Brush an 11 x 17 baking sheet with olive oil
- 3 Roll dough out and transfer to prepared baking sheet stretching out to the edges
- 4 Arrange salami slices in a row down center of dough (long ways) leaving ½ inch at ends
- 5 Top w/ provolone, then pepperoni
- 6 Spread mustard on top row and then sprinkle with Parmesan, garlic powder, oregano and seasoned salt
- 7 Cover with mozzarella
- 8 Bring long sides of dough together at top, brush with water, and pinch closed
- 9 Bake for 30 minutes or until golden brown ■



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:

COVID STUFF

I've not weighed in on this much. Our family is fully vaccinated. I think everyone needs to make their own decision on this. The government should stay out of telling individuals or private business what they must do on this issue. Employers get to set the "rules of engagement." Employees and customers then must make choices. But that's life. We make choices and we should be free to make whatever choices we believe are in our self-interest. The limit is that you must respect the right of someone else who makes a different choice for their life. Life principles are pretty simple. Confused about this? Contact me.

SPORTS STUFF

Great article in the Washington Post in December about how adults (coaches and spectators) are ruining youth and high school sports for the players by their treatment of referees and umpires. This too, is not confusing. If you are a coach your role is to coach. If you are a spectator your role is to cheer in a positive way for your team. If you are a referee/umpire your role is to apply the rules of the game to what you see happening in front of you. Guess what? These roles DO NOT OVERLAP. Coaches and players hate it when parents try to coach. Spectator should hate it when going to watch your kid's game leave with any feeling other than "wow, that was really cool watching these youngster play. Referees hate it when coaches/

spectators make their job harder. Just chill out folks. If you want to coach, then volunteer. If you want to referee, same thing. There are opportunities everywhere.

THE BEST WAY TO MAKE SOMEONE FEEL GOOD ABOUT THEMSELVES.

When you meet someone new do you sometimes struggle with what to talk about? "What do you do?" and "Do you have children" only go so far. Here's a better way:

- 1 Be really curious about this new person you met and ask them questions as though you were going to write a report on them. Questions like: "how did you figure out that you really like doing (whatever their work is) or "tell me about your superpower" (i.e., the thing they are really good at, like doing and would do for free.) are great questions to ask.
- 2 LISTEN to the answers. Don't be thinking how YOU can tell now tell the other person the answer about YOURSELF to the question YOU just asked! Listen to their answer and think of a curious follow up!
- 3 I will promise you that if you get through the conversation without ever saying anything about yourself (unless asked) your life will be enriched because you have learned something new, and that person will have had their best conversation of that week. ■

Inside The Mind of Ben Glass

In addition to running his own practice AND a separate business that teaches lawyers how to grow great businesses, Ben also coaches other small biz owners on how to start and grow a business that leads to your perfect life. Ben has a limited number of slots available for coaching non-lawyers in 2022. If interested, reach out to Ben at ben@benglasslaw.com. If you are a lawyer, check out GreatLegalMarketing.com

CASTING CROWNS — WHAT A GREAT CONCERT

Sandi and I have been following the Christian band, "Casting Crowns," ever since we saw them "warm up" for Steven Curtis Chapman* almost 20 years ago. If they are playing anywhere near us, we try to get there. The thing that has probably attracted us most are the stories behind the songs that they tell. We went to see them shortly before Christmas. Their leader, Mark Hall, had a great line that I came home and immediately added to my journal. Here it is:

"There is never not a good to time just stop talking and start listening."



We are huge Casting Crowns fans. Mark Hall always delivers a timely message in a new way through his concerts.

Sandi and Ben getting away for an evening. Ben is wearing his "you are heard" t-shirt, which is a good reminder how conversations should go. Listen more. Talk less.

*We attended a Steven Curtis Chapman concert that changed the entire trajectory of our lives on Friday, March 8, 2002. I tell that story on page 101 of my book, *Play Left Fullback*. If you would like an autographed copy of that book, which has a lot of "Ben's life philosophy" in it, call the office and we'll get you a copy. ■

SMALL BUSINESS TIP OF THE MONTH

WHAT HAPPENS IF FIVE YEARS LATER THEY ARE STILL THE SAME?

My high school senior, Kevin, got his first ever job in December. As I was going through his employment paperwork, I came across the various "rules of engagement." Most made a lot of sense. "Wear your uniform, show up on time, always remember you represent the brand," etc.

Then I got to a bunch of nonsense. Purported agreements to not compete with the company he was now working for, forever! Anywhere!

I think that the ability to require a non-compete is something the government should have no say over. A business owner gets to set the "terms of engagement" and the prospective employee can choose to accept the terms and work there, or not. I also get (so save the hate mail) that these non-competes (can't work for a competitor, ever again in your life, no matter where the competitor is,) won't hold up in court anywhere.

So, of course, I'm not writing about either of those things here.

Here's what's important: the employment agreement here evinced a very narrow, non-growth, mindset. This is the opposite of how successful companies think.

If you own a business, you should be growing employees and equipping them to be so good, they **could** compete with you, then, build a business so good that they would never want to leave.

Imagine just how good it could be if five years from now, your current group of employees had grown so much that they could start their own business and kick your butt – **but** they decide to stay with you, enriching you both. Anyone can run a business where no one is growing. That's easy. Hiring for growth qualities and then unleashing these employees to grow INTO leadership at your firm. That's magic. ■



The Participation Trophy Generation Strikes Again

I was having a conversation the other night at my 8-year-old's basketball practice with another dad about the recruiting tactics of one of the local travel baseball teams.

(Side note: I am not coaching basketball. I'm 5'9" and played for a single season in 5th grade. I didn't score a single point).

My wife and I have heard for years "if the boys aren't playing travel baseball by 10, they'll never make the varsity team." And I've always wondered... how the hell do I know if my 10-year-old even will want to make the varsity baseball team in six years?

Anyway, my friend's son (age 8) is playing travel ball in the Spring instead of rec league. The story that he told me about the politics of this organization is mind-blowing. As part of their recruitment efforts, the league makes sure that their coaches and parents also coach a rec-league team. If they stock enough rec-league teams with coaches, they can hand-pick the rec-league All-Star team, which then lets them say that "All of the All-star players play in our travel organization, so you should too!"

Listen, I want the best for my kids too. But I also want them to lose.

Usually, this is the kind of conspiracy-theory sounding story that I wouldn't believe. But it comes from a parent new to the organization who almost didn't put his kid on the team because of the story.

Listen, I want the best for my kids too. But I also want them to lose. They'll learn more from losing (and getting back up; and trying again; and losing again) than they ever will from winning.

But at 38, I'm also a millennial. "The worst generation." (by the way – many of us would say the same about you, Boomer. Who do you think raised us?!). A lot of us are stuck somewhere between the kids who got a trophy for everything, the ones whose parents called teachers to get their grades changed, and the ones who are reliving their own sports failures through the lives of their children. ■

New Year New Jobs

We are excited to announce that my wife Krista is going to be joining the firm in February as our Human Resources Director. Our firm is constantly growing, and we are excited to have someone with her expertise join. Krista is a SHRM-certified leader coming to us from the IT world. She started at her last company when they had 16 employees. Over 9 years, they grew to 80+ employees before being acquired by an even larger firm.

The Glass Bros are so excited by mom's move that they want to join also. Last weekend, while we were dropping off some of her office stuff, they both announced that they want to work for the family business! 8-year-old Kellan has announced his role as "Tech Genius." Nolan, 6, wants to walk around the office and make sure people are doing their jobs. If they are, he'll reward them with candy. Dylan, 3, says he's holding out for a position in middle management. ■



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My First Day at Ben Glass Law Was a Sleepover

I got connected to Ben through my fiancé, who went to school with Ben's son, Patrick. Ben and Brian were looking for someone to manage the firm's Google Ads and I gladly accepted the challenge. Months later, I accepted a second challenge when Ben emailed me asking if I knew of anyone that would be interested in a remote Marketing Director position. Easiest email I've ever sent: "Yes, me."

The BGL team requested that my first day be December 2 so I could attend their "two-day annual off-site leadership meeting". Of course, I said yes, expecting to travel to Fairfax and meet at a local spot, outside of the office. A few days later I was sent a link to an Airbnb; a log cabin in the Shenandoah mountains. For a girl who listens to true crime podcasts daily, I must admit there were a few, "What am I doing?" moments when packing

to stay with people I had never met in person. It ended up being two days full of strategy, planning, and diving into the core values of BGL. I truly couldn't have asked for a better way to start my new role, even if it did end with me on a twin bunk bed.

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A little bit about myself; I was born and raised in Tulsa, Oklahoma, where most of my family still resides. My fiancé and I live in Norfolk where we are currently renovating our 106-year-old home on The Elizabeth River. Things that make me happy in life are house

plants, true crime podcasts, thrifting, quality time with people I love, and anything that lets me unplug and use the creative side of my brain.

I'm very excited to be here and look forward to putting engaging content in your mailbox each month! ■

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Inside This Issue...

- » Make Every Day A Sticker Day
- » *BGL's Best Bites*: Super Bowl Stromboli from the BGL Team
- » Inside the Mind of Ben Glass
- » Inside the Mind of Brian Glass
- » My First Day at Ben Glass Law Was a Sleepover
- » And more...



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My First Day at BEN GLASSLAW Was a Sleepover



By Lauren Cashon

Hi! I'm Lauren, the new Marketing Director at Ben Glass Law.

I started my love affair with marketing a little over ten years ago after attending school for Graphic Design. Shortly after I entered the “real world” as a junior designer at a small business, I realized how powerful design could be when strategic marketing was leading the way. This is where I became curious.

Fast forward ten years, and I'm proud to say that I'm a self-taught (thank you, internet) subject matter expert. Last year, in addition to my full-time career as a Digital Marketing Specialist at a multifamily marketing agency, I created an LLC where I offered design and marketing services to help grow businesses. What started as a COVID side-hustle quickly bloomed into the path of where I am today.

—continued on page 7



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