



It's Getting Hot in Here:

Thermal Camera Rental now Available at Fairfax County Libraries

Whether you're a cost cutter or just a fan of the 1987 film *Predator*, the Fairfax County Library system has a new loan program right up your alley. You now have the ability to reserve thermal cameras that snap into any iPhone or Android. Place an order for the camera through the library catalogue, and they will ship one to your local library branch.

Why the heck would Virginians need a thermal camera? As it turns out, thermal cameras are a great way to check your home's insulation. There may be hot spots or cold spots in your house that are letting dollars leak out of the room without your knowledge. By knowing where to improve, you can make your home more comfortable while cutting down on your utility bill.

Common culprits include doors, windows, exterior outlets, ducts, and connections to the outside, such as cables or plumbing fixtures. Poor insulation has a lot of other implications for the value of your property, but many insulation problems are invisible to the naked eye. Thermal camera rentals from the library are a great way to help Virginians solve the problem.

Or, you know, if you'd rather just use your thermal camera to hunt Arnold Schwarzenegger in the jungle, there's no one stopping you. ■



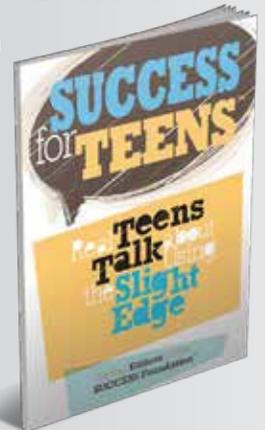
In this issue...

- **Page 2** Employee Spotlight: Ellen Bresnahan
- **Page 3** BGL's Best Bites: Chickpea and Crushed Olive Bruschetta
- **Page 4** Calling All Yelpers

FREE

SUCCESS FOR TEENS BOOK GIVEAWAY

With nine kids in the Glass family, Ben knows a thing or two about helping children get a grip on success. There are skills that teens can be learning right now to set themselves up for academic and career success, but the hot summer months can sometimes put a damper on that kind of progress. To combat this, BenGlassLaw is having a giveaway of one of our most popular resources: **Success for Teens**. We will mail you this book free! Just contact info@benglasslaw.com with the subject line "Success for Teens," or give our office a call, 703-544-7876.



EMPLOYEE SPOTLIGHT: Ellen Bresnahan

If you've called our office recently to ask about a disability claim, you may have had the pleasure of speaking to our newest employee, former Navy Intelligence officer Ellen Bresnahan. Ellen was kind enough to take a moment to talk with us about her family, her career, and the work she's doing now at the firm.



"I got into Navy Intelligence right out of college. It sounded like fun. I'd like to say I had this really inspirational, patriotic story of wanting to serve, but, honestly, Top Gun had just come out a month before I graduated and I thought, 'That looks like fun.'

"For a couple years, I did aviation intelligence. I helped figure out where our planes should be flying and what they should be doing. After that, I had jobs where I helped train diplomats, supported various intelligence commands, and developed Navy Reserve training systems.

"My last assignment was in Moscow, Russia. We lived there for almost two years as part of the defense attaché office. We would escort diplomats and generals who would come through. It was an interesting time to be there. One of those places I was very glad to go, very glad to be there, and very glad to leave."

Ellen has three children she loves dearly. Her oldest daughter is working as an EMT in North Carolina and applying to med schools. Her second daughter is studying drama at the prestigious New School in New York City, and her son is a freshman in high school who loves track and Science Olympiad.

In her spare time, Ellen likes to run (she completed the 10-mile G.W. Parkway Classic in April) and she's active in her local book club. "We say that we're a supper club with a reading problem. Usually we remember to talk about the book."

At BenGlassLaw, Ellen helps our clients navigate the murky waters of their disability cases. She enjoys being in a position to help people, and likes fighting back against insurance companies who often seem more interested in paying legal fees than paying claims.

"It's all people that need help and have no place to turn, so when you can be that person for them, the reaction you get is, 'Oh, my gosh! Thank you so much!' That's very rewarding.

"These people have been denied their disability benefits, either short term or long term. The first thing we do is look at their denial letter. The insurance companies try to write it clearly, but it's so much information that it's overwhelming. I think it's hard for the average person to read through that letter. We never charge for reviewing that denial letter, so at the very least we can give you a plain language interpretation of, 'Here's why they claim you were denied.'

"Sometimes the insurance companies have crazy reasons for denying them. We have one client now where the insurance company claims his job is sedentary, but he's a professional roofer! There's always a paper trail of whether the insurance company did the wrong analysis, and if we represent you, we have the authority to get those files. It's a little bit like detective work."

If you have a disability claim or have received a denial letter and are nervous about calling a law firm, Ellen has some words of encouragement: *"The call is always free and the review of your denial letter is always free, so it never hurts to ask. We never charge you for anything that you haven't agreed to, so there really is no downside to calling us and asking about your case. I'm excited to be here, and I'm happy to help!"* ■

BGL's Best Bites: CHICKPEA AND CRUSHED OLIVE BRUSCHETTA

Colin: This is an adaptation of a Mario Batali recipe. It's a delicious go-to if you have family members or guests who are vegan or vegetarian. Healthy and easy to prepare!

Ingredients:

- 2 cans Chickpeas (also called garbanzo beans)
- 8 oz jar Tapenade (crushed olives)
- 4 Tbsp Olive Oil
- 4 Tbsp Balsamic Vinegar
- 1 tsp Red Pepper Flakes
- 1 tsp Minced Garlic (one or two cloves)
- 1 tsp finely chopped fresh Rosemary
- 1 large bunch basil, chopped
- 1 French baguette (or any thick, crusty bread)
- Salt and pepper to taste



Directions:

- 1 Chop the basil. Mince the garlic and rosemary (no one wants to feel like they're eating a pine needle).
- 2 Slice the French baguette and brush each slice with olive oil. Lightly toast the bread slices in the oven, a pan, or a panini maker.
- 3 Strain and rinse the chickpeas. Combine the chickpeas and all other remaining ingredients (Tapenade, Balsamic Vinegar, Red Pepper Flakes, Garlic, Basil, and Rosemary) in a mixing bowl.
- 4 Spoon our delicious mixture onto the toasted bread slices. All done! Serves about 4. ■

Dig in and enjoy!

THE VIP PROGRAM IS A BIG HIT, AND YOU CAN JOIN FREE!



Become a VIP member free by visiting www.BenGlassLawVIP.com or by calling our office. Benefits include:

- Free Simple Wills, Contracts, and Small Business Documents
- Free Family and Small Business Contract Review
- Free Notary Service
- Free Insurance Policy Review
- Free Inclusion in the Return Keys Program
- Free 15-Minute Legal Consultation
- Free Entry into BenGlassLaw Contests

It is our mission to equip Virginians with everything they need to navigate their legal situations and make great decisions. Join the BenGlassLaw VIP Program today and let us impress you. ■

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, medical malpractice, 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.

BENGLASSLAW

FREE Books Before You Sign ANY Form™

3915 Old Lee Highway Suite 22-B
Fairfax, VA 22030
tel 703.544.7876 fax 703.783.0686
www.BenGlassLaw.com

To be removed from our mailing list,
call 800.224.1482 ext 999

Avvo Review ★★★★★

Jon writes...

"I hired Ben Glass when the disability insurance company I had paid into for years terminated the policy after a short time when I was unable to do my job. BenGlassLaw filed an appeal for me and my short-term and long-term disability benefits were restored. I would recommend hiring Ben Glass if this happens to you as it does so often to hard working people who have had their benefits terminated by an insurance company even though a person is unable to work. Do not try to file an appeal on your own! Hire BenGlassLaw."

Inside This Issue...

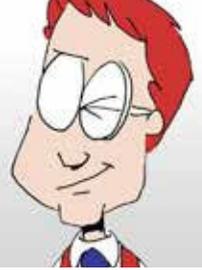
- » It's Getting Hot in Here: Thermal Camera Rental now Available at Fairfax County Libraries
- » BGL's Best Bites: Chickpea and Crushed Olive Bruschetta
- » And more...

Calling All YELPERS

In a short amount of time, 4- and 5-star reviews have become one of the biggest factors when people shop online for products or services. Whether you're buying a new stroller on Amazon or Googling the local Pad Thai restaurant, reviews are hugely important. BenGlassLaw is one of the most reviewed and endorsed law firms in the state on Google and Avvo, but we'd love it if people could learn about us on Yelp, too. Here's the catch: only those who are approved Yelp! reviewers can submit a new review.

Are you an approved Yelp reviewer? We'd be thrilled if you could go to the BenGlassLaw Yelp page and leave some comments. Once you've submitted a review, send us an email at info@benglasslaw.com to give us a chance to thank you personally. **Happy Yelping!** ■





BEN GLASS STANDS UP TO THE VIRGINIA STATE BAR ON BEHALF OF CONSUMERS

Recently, the Virginia State Bar (the organization that licenses and oversees lawyers) floated a proposed legal ethics opinion that would have made it unethical for lawyers to participate in a program designed by Avvo.com to make it easier for consumers to find, hire and pay lawyers for small, relatively simple, legal projects.

The program, *Avvo Legal Services*, allows consumers to either purchase fixed-fee legal services (wills, contracts, leases) or to consult for 15 minutes with an attorney for a flat (and usually small) fee.

The Virginia State Bar is also in the business of protecting lawyers from competition and some of its members don't like Avvo. They see Avvo as competition. (At BenGlassLaw, we see Avvo's business as consistent with our mission to "Help You Make the Right Decision for Your Case.") Avvo also happens to be the best

place for a consumer to find unbiased "lawyer ratings" and, as you can guess, a lot of lawyers don't like that level of transparency, either.

When the Bar announced its proposal to make it unethical for lawyers to participate in Avvo's consumer-friendly services, Ben Glass was **the only full-time practicing lawyer** to **write in protest** of the Bar's efforts. He wrote that the Bar's efforts were anti-consumer and that the Bar needed to be doing MORE to help consumers find the right lawyer, not thwarting those efforts.

We are happy to report that the Bar reconsidered its position and withdrew the proposed ethics opinion. We will always be on the side of consumers in this fight. ■



SMALL BUSINESS TIP ONLINE REVIEWS

I write about this a lot, but I'm surprised that more small businesses are not leveraging their online reviews to their benefit. A recent *Wall Street Journal* article discussed how independent hotels were gaining market share versus their big, branded rivals, because they paid attention to this nearly free marketing tool.

There is a three-step process to getting more customers through online reviews:

- 1 Deliver knockout customer service.** If you have members of your team who fail at this, then fire them. They are killing you.
- 2 Ask for reviews.** Make it easy for folks to review you. We use a number of URLs, including TalkAboutBen.com, to get this accomplished. (And, yes, you can go there right now to give us a plug!)
- 3 Respond thoughtfully to negative reviews.** Negative reviews are powerful ways to get your message and your culture in front of your prospects. Again, if you have certain employees who are responsible for generating negative reviews, fire them today. If your team made a mistake, fix it. If the customer was the one at fault, explain why they weren't a good fit for your business. ■



WHY YOU SHOULD WANDER AROUND A BOOKSTORE THIS SUMMER



My favorite used book store is McKay's Used Books in Manassas, VA.

We are book readers here at the Glass household and at BenGlassLaw. Our libraries are much bigger than our TVs and you can't get a job in my office if, when asked what books you are currently reading, you tell us, as one college graduate did, that he "hadn't read a book that he wasn't *assigned* to read in years." We are forever learners and we surround ourselves with like-minded people. This is one of the reasons why I feel we have the best team around when it comes to both legal services AND client service.

When my marketing coach recommended *Hit Makers* (a book about getting noticed in a distracted world), I immediately went to Amazon and bought one for myself and, after I read it, bought 20 more to give away. When my performance coach recommended Eckhart Tolle's *The Power of Now* and *A New Earth*, both books were on my front doorstep the Friday of Memorial Day weekend. One was finished by the end of the week.

Make no mistake about it, I love Amazon.

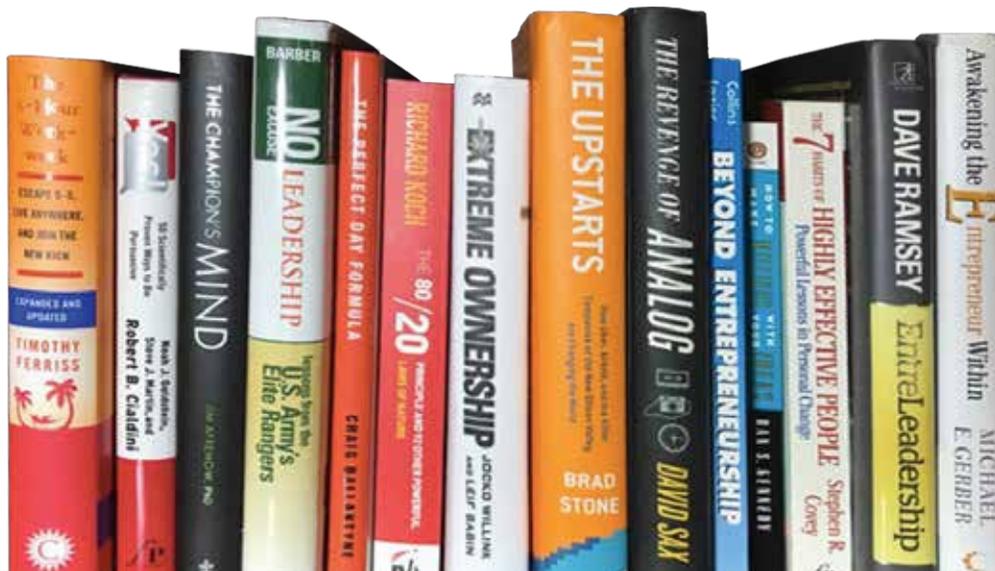
But there is something better than Amazon: your local bookstore. Better yet, your local *used* bookstore.

I don't say that to guilt you into supporting your local book

store because it is a good thing to do. (Businesses must live or die because they produce something people want, not out of charity.) I tell you to go wander a bookstore because I guarantee that you will find books that are of interest to you that you never would have found just by searching Amazon. A bookstore aisle will take you places and lead you to books and authors that the Internet just can't match.

Two of my favorite books (*Linchpin*, by Seth Godin and *The E-Myth*, by Michael Gerber) were discovered by wandering *used* book stores. *Linchpin* is a book that we recommend every young person read because it is about making yourself *indispensable* to an employer by the choices YOU make. *E-Myth* is for my fellow business owners and entrepreneurs and is about building a business that works for you.

Locally, two of my favorite places to find books are the Barnes and Noble near Fair Oaks Mall and McKay Used Books in Manassas. McKay will take your old books in trade and has literally acres of books! ■



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