

### Good News Stories



By Lauren Hill



### 72-Year-Old College Graduate with 99-Year-Old Mom Cheering Him On

*More than 50 years after graduating high school, 72-year-old Sam Kaplan, recently earned an undergraduate degree and turned his tassel.*

On May 11, Sam, a father of five, became the first of his seven siblings to earn a bachelor's degree after receiving his diploma in Cinema and Media Arts from Georgia Gwinnett College in Lawrenceville, Georgia. Cheering him on from the crowd was his 99-year-old mother.

Sam enrolled in school again for the first time in decades when he was 68 years old. "I was riding down 316 and heard on the radio that Georgia Gwinnett College was offering a degree that involved script writing," he explained. "My car seemed to have developed automatic steering, and I pulled off on Collins Hill Road. Five minutes later, I was registering for the fall semester."

Source: today.com



### A 5-Year-Old's Lemonade Stand in Seattle Raised Over \$17,000 for Victims of Maui Wildfires

*Having recently returned from a family vacation on the Big Island, Ami Juel and her husband were watching the devastation of the Lahaina fires on television when their son, Edison, asked them to turn it off because it was too sad.*

Deciding to make it a life lesson, they explained to the 5-year-old what had happened to the famous Maui town. **Edison then had the idea of having a lemonade stand to raise money for Hawaii.** Even though the lemonade sold for \$1.00 per cup, drivers regularly paid with \$5, \$10, or \$20 bills with instructions to donate the change.

Ami took the idea a bit further and set up ways to donate online, and she and her husband even got their corporate jobs to match whatever was made from selling lemonade. After a week's worth of sales, Edison had \$17,000 to send to Lahaina. ■

Source: goodnewsnetwork.org



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

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**"We help people make great decisions about their legal issues."**



It may sound simple, but the truth is that not everyone operates like we do. Even when we can't help someone directly, we consider it important to make sure that they are matched up with a potential answer to their question or problem. We never "send people on their way." We are committed to being a positive, useful resource for anyone who has a legal issue.

If you know of someone who might need an attorney or has a legal question, especially if they've been injured in an auto accident or their long-term disability claim has been denied, hand them this newsletter.

# Ben's Six Foundational Principles of SUCCESS

1. **Don't blame anyone or anything for where you find yourself.** You have responsibility for your own life and where you find yourself today is largely a product of the decisions you have made to date.
2. **Don't harbor any resentment or regret for anything that has gone on in the past.** Forgiveness is a gift you give yourself. This includes forgiving yourself for mistakes you have made. Learn and move on.
3. **When someone disagrees with you, try first to understand them before trying to have them understand you.**
4. When someone is seeking to draw you into their drama, or is angry with you and is trying to get you to respond in kind, look past their outside and ask yourself, "What is it that is going on in this person's life that is causing them to be dysregulated right now?" There's usually something there. **Perspective is everything.**
5. **If you have a talent or gift for something, then, for goodness' sake, don't be shy about using it boldly.**
6. **Don't wait to be asked to lead.** Our world is sorely in need of true leaders today. You don't have to be in the "smartest kids" group to be an effective, inspirational leader. ■



## BGL's Best Bites:

### BEST APPLE CIDER BUNDT CAKE

*It's that time of year! Kick off fall with this delicious bundt cake.*

#### Cake Ingredients:

- 2 ½ cups all-purpose flour
- ¾ tsp baking powder
- ¼ tsp baking soda
- 1 tsp cinnamon
- ½ tsp ginger
- ¼ tsp cloves
- ¾ tsp salt
- 10 Tbsp unsalted butter, at room temperature
- 1 ¼ cups sugar
- 2 large eggs, at room temperature
- 1 cup apple cider
- ¾ cup unsweetened applesauce
- 2 tsp vanilla extract

#### Topping Ingredients:

- ¼ cup granulated sugar
- 1 tsp cinnamon
- 2 T melted butter



#### Instructions:

1. Preheat oven to 350°F and spray a 10-cup tube or bundt pan with Pam for Baking /Bakers Joy or other baking spray with flour.
2. Whisk together flour, baking powder, baking soda, spices, and salt in a medium bowl.
3. Beat butter and sugar in a large mixer bowl on medium speed until fluffy (3-5 mins). Reduce speed to low and add eggs one at a time.
4. Stir apple cider, applesauce, and vanilla in a small bowl.
5. Add dry ingredients to large mixing bowl, alternating with wet ingredients until just combined
6. Pour batter into prepared bundt pan.
7. Bake cake for 45 to 50 minutes, or until a toothpick or cake tester inserted in the center comes out clean.
8. Cool in pan on a wire rack for 10 minutes; carefully invert onto rack.
9. Place wire rack with cake over a piece of wax paper. Combine sugar and cinnamon in a small bowl. Brush warm cake with melted butter and sprinkle generously with cinnamon sugar mixture. ■

INSIDE THE MIND OF

LISA DERCO



## Living in the Moment

*School and Fall sports are back in high gear already! Before the craziness of a new school year began, we escaped to our happy place, Bald Head Island, for 10 days of rest, relaxation, and fishing. It is such a great way to end summer and to prepare for the craziness of our lives. I always get sad at the end of vacations, but especially this one. Having the time to unwind with just our family is something I look forward to every year.*

**There was a framed picture in our house that was so simple, but really spoke to me.** It said, "Your time." Being a working mom requires a lot of organizing, planning and multitasking. Things I always prided myself on being really good at. As I age and my boys seem to be growing up before my very eyes (calling me "bruh" these days and telling me that things are "lit"), I am realizing that being great at multitasking may not always be the best thing.

This year I wanted to focus on being more in the moment but looking back, I failed. I fell into the same cycle of trying to do too many things at once and not taking time for myself. **Having that simple picture in our beach house was such a big reminder to me to slow down and live in the moment more.** I am going to be more vigilant at doing one thing at a time and to really focus on that mentality when it is time to spend time with my family. I am also going to start

carving out time to take care of myself whether that is working out, taking a walk, or having a much-needed glass of wine with a friend.

**Multitasking may seem efficient, but sometimes it just adds to the stress of it all.** I am going to use the simple reminder in our beach house to finish out the year by focusing more on my time. Because this is how I am hardwired, I know this will be difficult for me, but I hope that I can write in my January newsletter article that I succeeded and that the benefits were worth the effort! ■



*This simple picture in my house has really helped me to be more in the moment.*

### 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.





## Facing Your 24-inch Box

***In September I will be taking the CrossFit Level One training course which is being held locally. (Should I ever want to “retire” from law, I’ll then be able to start a gym!)***



Mainly, though, I want to be able to continue to inspire the older athlete to experience what I have experienced at CrossFit.

My first day at CrossFit was June 5, 2017. I thought I was a moderately-in-shape 59-year-old and quickly found out “not so much”. It’s been a blast and I’m doing some stuff today, at 65, that I haven’t done since I was 10 years old. Some stuff I couldn’t even do at 18, and some stuff I’ve never tried doing before.

Early on, our coaches introduced us to “box jumps from a bench.” This is where you sit at the end of a bench, plant both feet firmly on the ground, lean forward to get off the bench, then spring up to “land softly” on a box – which the top of sits 24-inches off the ground. Just take a minute and find something near you that is 24-inches off the

ground and think about launching onto the top of that thing. It’s not stepping up to the box, and it’s not leaping first with one foot, then another. It’s a two-footed jump to a height of 24-inches.

Now, that may be easy for you, but it scared the hell out of me. See, the consequences of a miss are pretty messy on both shins. I still have a slight scar from one mishap jumping laterally (actually FAILING to jump laterally) over a barbell about 8-inches off the ground. That healed eventually, but now my goal was to add 16-inches to that height.

The first day we tried it, I just bagged and used the 12-inch box, but I saw a lot of other people hitting the 24-inch, so I was determined to achieve this new level. This is what worked for me, and it just may be a formula for success

when you face your next “24-inch box.”

1. I watched a bunch of YouTube videos showing people gracefully achieving a safe landing atop the box. I then had a very clear vision of myself being successful.
2. The next time I was at the CrossFit gym, I got one of the coaches to coach me through each step of the way. We broke each movement down before I attempted the jump. These guys are patient because I was still having a huge mental block on the “painful consequences of missing”. Plus, it didn’t help that as I was arriving at the gym at 5:45 that morning, there was another guy hobbling out with an icepack and wrap around his shin!!
3. The coach reminded me of the foundational base we

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# 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 2023. If interested, reach out to Ben at [ben@benglasslaw.com](mailto:ben@benglasslaw.com). If you are a lawyer, check out [GreatLegalMarketing.com](http://GreatLegalMarketing.com)*

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had been laying over the past 2 ½ months: hundreds of squats, wall balls, front and back squats, etc. “Trust the system”, he told me.

4. I was 100% focused on the attempt. One thing I’ve discovered is that in CrossFit, there isn’t a whole lot of room for letting your mind wander during the hour. This is hard work, and you could hurt yourself if you don’t do the movement correctly.

When I successfully completed my 24-inch jump, they cheered.

I honestly thought it was “impossible” for me to get safely (and softly) to 24-inches. What this process reminded me of was that for every seemingly unachievable goal, there is: [1] someone who had done it before, which shows that it is possible; and [2] there is a proven system for getting there. Most of what holds us back are the “what if’s” that run through our minds.

**Change the way you think, first, and there is little else that can get in your way. ■**

## Are You Shy, Or Have a Really Shy Child?

*I was probably the shyest kid in my elementary school. I hated being “noticed” for anything. While I would gladly join a group if invited, I never reached out to join much of anything on my own. I once joined a chess club in high school, only to quit the first time one of the smart kids was critical of a move I made.*

One day, an adult who has the playground monitor at my school invited me into the big soccer game that was going on at recess. Had I not been invited, I would have gladly stayed on the sidelines, watching the others play.

You know what? I found that I was actually good at soccer. I was curious about it, too, getting my hands on anything soccer related (which wasn’t easy, considering this was the very early ’70s), including 8mm black-and-white, 3-minute-long videos, and studying it for hours. I had friends who were as curious as I was about the game. Soccer played (and still plays) a huge part in my life. It took me to a youth national championship, to college on a scholarship, and today I am still friends with many of the guys I grew up playing with. I learned to become a leader through soccer.

I was lucky that the nice playground lady invited me into the game because when I was young, *I thought you had to wait to be chosen and invited to do anything.* I thought grownups made those decisions for us, separating out the “most likely to succeed” from the rest of us. Perhaps it was the separating out of the smart kids from the not-so-smart kids in my elementary school that taught me **that** lesson. (I was placed into the pretty *smart, but not that smart group*, pre-determined by the teachers to be average, but not a leader.) I wasn’t told that I actually could “play big” without waiting for someone else’s permission.

Today, as I write this, I run two successful businesses (BenGlassLaw and Great Legal Marketing), employ a team of about 25, am leader and mentor to thousands of lawyers around the world, am an influencer in the world of soccer refereeing, have launched nine children into the world which are all doing some pretty cool stuff (some of which they did NOT study in college).

I say none of that to brag. I have lived a blessed life. I am fortunate to have been born in the United States, where there is opportunity for everyone. Rather, I tell you these things because if a skinny, not-so-smart but very shy kid can live a life like I am living, anyone can.

**I call it “Living Life Big”. ■**

INSIDE THE MIND OF

# BRIAN GLASS



**Brian drops knowledge through posts on his LinkedIn** – the newsletter team compiles our favorites from the month here. And you can follow him for more by scanning the code here:



## Small Businesses Lessons from Maine

In August, Krista and I went on a kid free trip to Maine. One of the things we like to do on vacation is look for interesting small businesses and try to meet the owner and learn about their story.

### **Here are some of the best small business lessons I picked up along the way:**

In Bar Harbour, we happened up on a genius business: a bar for husbands while their wives shop for ornaments and trinkets. (Also: “Shark Tank idea” if I’ve ever heard one).

We met Vinnie, a former radio DJ, who left the industry four years ago to open the speakeasy inside his wife’s gift shop.

She’d opened her shop six years earlier when she got sick of the commercial banking world.

Vinnie works 7 days a week from April through the end of the season (November or December, depending on the year).

But if you watched him, you wouldn’t know he was working. Playing guitar, managing his cover song trivia contest (we lost), and offering recommendations for other locally owned small restaurants. Work and play definitely overlap for Vinnie.

If you’re ever in Bar Harbour, check out this six-stool gem, The Rebel Lobster Speak easy.



### **Picked up another small business nugget after a late night glass of wine with the innkeeper at our amazing B&B in Southwest Harbor called Harbour Cottage Inn.**

They’ve been operating there for two years and they were able to launch almost fully booked because of a well-curated list.

The innkeeper had spent a decade at another B&B, which was sold. And during that decade, she’d kept a list of guests (duh), but also kept a list within the list: who are the 50-100 best guests?

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# Inside The Mind of Brian Glass

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- They returned often
- They didn't complain
- They didn't have too many special requests
- They were grateful to the staff and fun to be around

So when she was asked to come onto the staff at the new B&B, she simply brought the list with her, texting and emailing her herd to let them know where to find her.

## So here are the lessons:

1. Identify your perfect client. This sounds so basic, but this is actually difficult for most businesses to elaborate beyond the basic traits that make up a high-quality client.
2. Keep the list within the list. This allows you to treat your more perfect clients with a special touch.
3. Understand that YOU are the business. Clients don't develop relationships with businesses; they develop them with people.
4. Ask curious questions about businesses that you think are well run. There's always some idea that you can take back to your own business.

## The best side business is one that takes a liability off of the balance sheet of your main business.



Check out this crystal clear ice block from Independent Ice Co. in Portland, ME, a sweet whiskey bar my wife and I found.

They told us, "we wanted crystal clear ice. No one else could provide it. So we started doing it ourselves. Now we sell it to most of the restaurants around here."

The process involves something called "directional freezing," purified water, a chainsaw, and a band saw for finishing.

Blocks come out in 400 lb. pieces and the owner of the spin-off gets to take home the "rejects" which aren't quite clear enough. Independent Ice decided that they would take a product they used to buy from someone else, do it better, and turn it into an asset that they could sell to their competition.

Brilliant!



## I ate more than my share of lobster while we were in Maine, and do you know what every restaurant had in common?

Instructions.

Written. Illustrated. Explained by the server. And often demonstrated.

Why? Because many customers are having their first ever lobster.

A lobster dinner is what... \$35? \$40? It's not cheap.

Using the legal field as a metaphor: If an attorney isn't telling their client how to take care of their auto accident case... and then showing them the ways in which cases can be screwed up... and then reminding them periodically how to be a good client... then they can't get mad at the client when they torpedo the case by posting something on social media or "misremembering" their medical history or forgetting to take photos of injuries.

**If a business is providing a service, the process of educating their clients on the service is exactly that: a process. ■**

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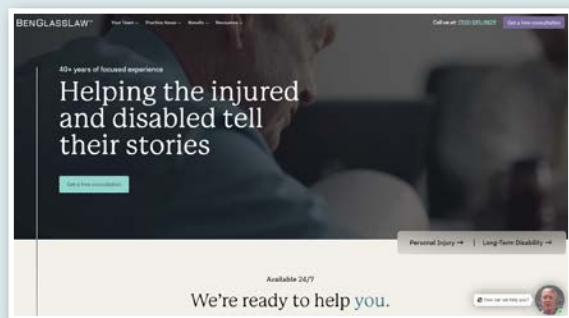
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## The New BenGlassLaw.com *...and Wine*

**We are very excited to announce the launch of our new website.**

It's been a journey to find the right vendor and make big decisions involved in a complete website overhaul, like auditing years of content (side note: it was sad to say goodbye to all the old videos of Ben in his mustache era), integrating new systems with our current processes, following Google's best practices... the list goes on.

### But it's here! And we'd like your feedback!

In honor of our Marketing Team enjoying a glass of wine after the ups and downs of our 'new website journey' over the last year and a half, we are gifting one winner a wine and cheeseboard gift from wine.com for your thoughts on the new benglasslaw.com.

Our goal is for those viewing our website that have been injured in an accident, or whose long-term disability or life insurance has been denied, to feel like they have come to the right place for help at benglasslaw.com. Browse the site then scan the feedback QR code below to leave us your feedback (how it could improve, things you like/don't like, etc.) and you'll be entered into the contest's drawing. ■

**Must submit feedback by Sunday, October 8. We'll draw and contact one winner on Monday, October 9.**

*Scan to leave  
feedback/enter contest*

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