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## CONNECTING YOUR EMPLOYEES TO YOUR MISSION

### Making Your Passions Their Passions

Your business might be doing well, but if your workforce doesn't feel any sort of personal connection to your business's mission, that could prevent lasting success. You want to boost employee morale and make them happy about their work. To reinvigorate your employees' passion for your business's mission, try a few of these tips.

**Walk the talk.** Patagonia CEO Yvon Chouinard decided to make his products out of organic cotton after he saw how industrially grown cotton was hurting the environment. It cost more to do that, but he stuck to Patagonia's mission of creating environmentally friendly products. If you're not willing to sacrifice for your mission, then it's not your mission — and your employees will know it.

**Make it clear.** Make sure everyone at your company knows exactly what your mission is. Only when employees have a clear understanding of the goal can they actually abide by it. If your mission statement can be interpreted in multiple ways, clarify it throughout all levels of your business.

**Speak passionately about it.** While you want the mission itself to be exciting, even the most intriguing of mission statements will be DOA if your delivery doesn't convey your excitement. Humans are



emotional creatures, so connecting with your employees emotionally in regard to your mission is just as important as the mission itself.

**Make it personal.** While you might think tying your personal story to the company's mission seems narcissistic, the truth is that your team wants to hear your story. People like stories, and if you can convey yours with honesty and humility, no one will think you're an egoist.

**Re-work it.** If your mission doesn't seem to be inspiring passion in your workforce, then maybe it's time to tweak it a little bit. Whether you're just starting in business or have had the same mission statement for 10 years, a new mission lived out, made clear, and made personal by you can spark a newfound appreciation for your business among your employees.

## Going the Distance

### *How Running Became Part of My Life*

May is National Physical Fitness and Sports Month, and it reminded me that we often have certain hobbies that — even if we never compete professionally in them — become an important part of our life narrative. For me, running is that hobby.

I've enjoyed running ever since I was a teenager. At the same time, I worked as a bartender and smoked a pack a day. Eventually, running became a motivating factor to stop smoking in my early 20s. "You can't be a smoker and a runner at the same time," my father told me at the time.

I quit smoking successfully, but for some reason, I didn't run constantly after that. That changed in June 1991, three months before we began the firm. I was 32 years old, and I became a religious runner. Back then, my running routine included recording cassette tapes beforehand. After it reached its maximum of 5-10 tracks, I'd insert the tape into my Sony Walkman and go on a run. Then, I started uploading tracks to my iPod, and then — what seems like only minutes later — my phone was able to connect to Spotify.

Times have changed so much, but my enjoyment of running hasn't. Running is surprisingly a wonderful time to focus — it offers tranquility, clarity, and relaxation when I can't seem to unwind any other way.

My favorite way to run has to do with exploration. I don't live far from the beach, so every Sunday, I used to go on a 13-mile run from my house to Jones Beach. During the summer, it was pretty chaotic with all



the runners, bikers, and in-line skaters on the trails. But then, in the middle of winter, there's nobody around for miles. I'll tell you, those are truly great runs. Then, when I'm traveling and take a run in a different state or foreign country, I enjoy the experience even more.

You don't need to run 13 miles to be a runner, though. You might've not loved running all your life, either. For example, my wife didn't understand my enjoyment of running for a long time. "What are you running from today?" she'd joke with me before I'd leave.

Then, 15 years ago, she went on a run and "caught the bug," as we like to say. My kids are runners now, too. They used to be only able to run 2-3 miles and I'd outdistance them. Now, though, they run faster and farther! I'm so proud — and so far behind them ...

This June, it'll be my 30th year of running nonstop. I used to run half-marathons and record every mile and split time in my running journals; running is best at your own pace. However, as life evolved and I was building a law practice and a family, I stopped counting every mile. At the end of the day, running is best enjoyed at your own pace.

Thanks for reading, and I hope you choose to be active and find an activity that brings you as much joy, peace, and healthy exercise as running has given me over the years. I can't imagine my life without it.



*-Roger Simon*



# 3 Strange New York Lawsuits



New York is home to many of the best American true stories of all time. It's also home to some of the strangest — and lawsuits are no exception. Here are a few of the most bizarre lawsuits that occurred here in New York.

## Red Check Logo Assumptions

Every StarKist can of tuna has a signature red heart check mark logo from the American Heart Association (AHA) to indicate it's a heart-healthy choice. To earn the AHA logo, your product must abide by very strict dietary guidelines provided by the AHA, FDA, and USDA — but it's not a competitive award. One consumer felt the AHA logo on a StarKist can was misleading and brought a suit because he believed it falsely indicated that StarKist was the healthiest brand on the market. This case was ultimately dismissed.

## Eviction — By Mom and Dad

Two parents in upstate New York pleaded and begged their unemployed 30-year-old son to get a job and move out — but when it wasn't working, they decided to take every measure necessary to remove him. They began giving their son legal eviction notices and even offered him \$1,100 to find a place to stay while he got settled on his feet.

That didn't work. Then, they offered their son cash in an eviction letter sent a week later, and he took it but used it to pay bills instead of moving out. A few weeks later, they gave him a final letter, offering to eventually pay to fix his broken car but with the requirement of him moving out in 11 days. The son wouldn't budge — and, finally, the mother sued. The case ended in the parents' favor, and he was forced to move out.

## A \$5 Million Flat Basketball

Spalding was accused of false advertising for their Neverflat basketballs, which claimed they could hold their air for up to a year. One New York man believed his basketball lost some of its air prematurely, and while a refund would suffice for most, he sued for \$5 million. The case has been deflated, however, and failed to become a class action suit.

While these anomalous cases can give us a smile, we are always mindful of why we have a legal system. The goal of law is to advance justice, and this is what we roll up our sleeves and work hard to deliver to our injured clients every day.

# GET FIT WITH YOUR FAMILY

## 5 Easy Ways to Get Everyone Moving



May is National Physical Fitness and Sports Month. As a parent, you probably know exercise is important for your children's physical development. It helps build healthy bones, muscles, and joints and reduces the risk of developing diabetes and other diseases later in life.

But did you know that physical activity also has many mental and behavioral health benefits? It's been shown to improve children's cognitive skills and concentration, boost their self-esteem, and reduce symptoms of stress, anxiety, and depression.

One of the best ways to encourage healthy behaviors in your children is by modeling them yourself. Studies have found that more than 80% of adolescents and adults are not getting enough aerobic activity, showing that children often follow in their parents' footsteps and that exercising together can benefit everyone.

You may be thinking it's hard enough just to get yourself to the gym, but Stephen Virgilio, author of "Active Start for Healthy Kids," encourages parents not to limit themselves to traditional forms of exercise. Instead, think of exercise more broadly as "leading an active lifestyle." And remember that exercise can be fun and a great way to get in more family time.

Here are five easy ways to incorporate more movement into your family's day.

- 1. Create a walking ritual.** Start walking around the neighborhood before or after dinner each night. Aim for a 20-minute stroll.
- 2. Have a dance party.** Clear some space in the living room, make a playlist with everyone's favorite tunes, and boogie down for as long as you have the energy.
- 3. Turn chores into games.** Dirt has invaded from outer space and must be eliminated. Set the scene with your kids, grab your tools, and get to work removing the enemy while having fun.
- 4. Incorporate simple exercises into screen time.** Start by making up fun names for exercises like situps or jumping jacks. Then, challenge each other to see who can do the most during your favorite show's commercial breaks.
- 5. Get fit in the great outdoors.** Cleaning up the yard, planting and maintaining a garden, or just running around outside are all great ways to get in more movement.

# WINNING THE BLUETOOTH WARS

When Apple introduced their AirPods Bluetooth earbuds a few years ago, a major player emerged onto the burgeoning Bluetooth audio scene. But that scene wasn't new: Earbuds, headphones, and speakers can all utilize Bluetooth tech, with every manufacturer jumping into the pool. But as anyone over 30 can tell you, Bluetooth was originally a wireless headset product, not a type of connectivity. And that's raising questions about the viability of the Bluetooth market as well as the future of the current war for customer dollars in the market.

Bluetooth audio tech was designed to wirelessly connect your phone with an in-ear speaker and tiny headset. But spoken-word audio isn't the same thing as a vibrant musical experience with a range of high and low sounds, depth, and bass. You wouldn't want to listen to a concert through your cellphone; in the same way, Bluetooth isn't set up to transmit music to a speaker, headphone, or earbud. Manufacturers have developed workarounds, and the quality of their work determines how good (or bad) the end result sounds. Bluetooth is obviously capable of a lot more than it was designed for, and its near universality makes it an attractive choice.



But it still wasn't *designed* for music.

What does that mean for most listeners? Likely not very much — if a good manufacturer made your headphones or speakers, their clever workarounds to the "Bluetooth problem" will likely mean little decrease in quality compared to "wired" options. Most of us can't tell the difference. But for true audio fidelity, we still have to hook up with a cable. And as manufacturers vie for market share, a smart company that designs a brand-new wireless tech based around music instead of talk could gain much — and leave Bluetooth behind in the process. And whoever does that will be the *real* winner of the Bluetooth wars.

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SOLUTION

Thai Minced Pork Salad

Ingredients

- 5 tbsp uncooked Thai sticky rice
- 1 lb ground pork
- 1/2 tbsp chili flakes
- 1/8 tsp sugar
- 1/2 tbsp fish sauce
- Juice of 1-2 limes, to taste

- 4 small shallots, thinly sliced
- 4 green onions, thinly sliced
- Cilantro leaves, to taste
- Mint leaves, to taste

Directions

1. First, make toasted rice powder: In a frying pan over low heat, dry-roast the rice, stirring continuously until it turns golden brown and smells fragrant, about 15 minutes.
2. Let toasted rice cool, then grind into a coarse powder using a mortar and pestle, blender, or food processor. Set aside.
3. In a medium frying pan over medium-high heat, fry pork, breaking it into small pieces as you go, until fully cooked.
4. Remove from heat and add 1 heaping tbsp of toasted rice powder along with all other ingredients. Stir to combine.
5. Taste and adjust, adding more lime juice and herbs to suit your palate. Serve with rice.