

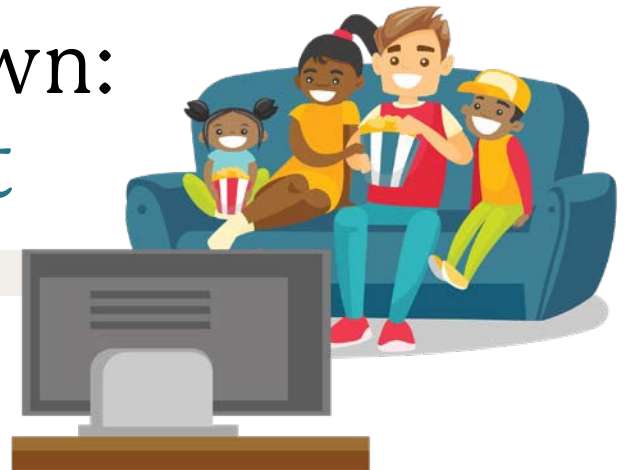
GLASSGAZETTE

Volume 25
Issue 2

A monthly publication of lighthearted stories and information from your friends at BenGlassLaw, a leading personal injury and disability firm

Super Bowl Showdown: A Look at the Best Commercials

By: **BGL STAFF**



The Super Bowl isn't just about the game; it's a cultural phenomenon. While the gridiron action is thrilling, we secretly anticipate the commercial breaks. From heartwarming tales to side-splitting humor, these ads have become a beloved tradition. In the spirit of the 2025 Super Bowl which just took place, here are some all-time favorites of past Super Bowl commercials:

Budweiser – "Frogs" (1995)

The Budweiser frogs croaking "Bud-wei-ser" became a cultural phenomenon, leading to widespread recognition of the brand and its slogan. Watch it here:



Snickers – "You're Not You When You're Hungry" (2010)

Featuring Betty White, this ad humorously illustrates how hunger can change one's personality. The tagline has become synonymous with the brand. Watch it here:



Tide – "It's a Tide Ad" (2018)

David Harbour cleverly turned every commercial during the Super Bowl into a Tide ad, playing with audience expectations. This innovative approach kept viewers guessing and resulted in a humorous commentary on advertising itself. Watch it here:



T-Mobile – "That T-Mobile Home Internet Feeling" (2024)

Featuring Zach Braff and Donald Faison welcoming Jason Momoa to the neighborhood, the commercial highlights the speed and reliability of T-Mobile Home Internet. This commercial captivated the heart of many due to its humor, music, and dancing. Watch it here:



While we are still deciding this year's favorites, we can all agree that Super Bowl commercials offer valuable lessons about the advertising world. They showcase the power of creativity, storytelling, and emotional connection in capturing the audience's attention and conveying a compelling message—all of which can be applied when running a law firm, business, or in our personal lives. ■



Upcoming Holidays

- February: Black History Month
- February 2: Groundhog Day
- February 14: Valentine's Day
- February 15: Presidents' Day
- February 17: Random Acts of Kindness Day
- February 20: World Day of Social Justice

Out in the Wild

Just a few weeks ago, Massi, our legal receptionist, got to experience her very first snowfall! There is nothing more exciting than some fresh snow!



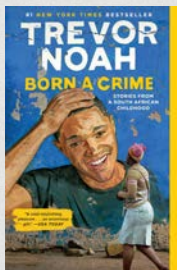
Did You Know?

Approximately 250 million roses are grown specifically for Valentine's Day each year!

Book Club Pick

"Born a Crime" by Trevor Noah is a compelling memoir that blends humor and heart, detailing Noah's experiences growing up in apartheid-era South Africa.

It's a perfect book for sparking lively discussions on resilience, identity, and the power of laughter.



FRESH from the FIRM

CURRENT EVENTS & STORIES OF THOSE WE'VE HELPED



Our leadership team had its annual retreat during the second week of January.

Here is to an improved 2025 full of growth and new goals.

One of our PI clients always ends his calls with "Be safe, be happy." It serves as a wonderful reminder for all of us. To our client, you know who you are – thanks for the wisdom!



We recently had a big win for our LTD team! Check out what our client's mom, Mrs. Merenda had to say:

When the insurance company wrongly canceled my son's disability payments, we were scared and desperately needed help. A medical disability is frightening to experience and often overwhelming. It was beyond daunting to think of navigating the denial appeal on our own. A Google search brought up several offices, but it was easy to choose Ben Glass Law after reading their website and "hearing" their understanding and compassion. Damon Miller, Mary Bruniany, and Ben Glass started by truly listening, then demonstrated their understanding as they willingly took on this case. They were knowledgeable, kind, patient, straightforward, fair, and determined. The final 6-page letter that Damon wrote to the insurance company was scathing yet professional as he articulated their many errors and cold responses to a very real and desperate situation and need. Disability funding was reinstated. I think highly of each person at Ben Glass Law who worked with us and of the office team as well. I am forever grateful.

AS A REMINDER

Our business is built on referrals. If you or someone you know can relate to the stories above or need help after being injured in an accident or whose long-term disability or life insurance claim has been denied, we'd love the opportunity to use our years of experience & compassion to help them.

Inside the Mind of LISA DERCO

Personal Injury Attorney, Wife, Boy Mom
& Lover of Travel, Food, & Wine



Why February is the Perfect Time to Start Your New Year's Resolutions

January 1st often arrives with the weight of fresh expectations after a month (or two) of enjoying friends and family and maybe not being as disciplined as we'd like. Once January 1st rolls around, we tell ourselves we are going to be a better version of ourselves. We'll eat healthier, exercise more, or finally tackle that passion project we've been putting off. But let's be honest: the excitement of the new year can quickly be overshadowed by the chaos of reality. As the holiday haze fades and the daily grind sets in, those resolutions can feel overwhelming or unattainable.

That is why waiting until February to start your New Year's resolutions might set you up for greater success. Here is why:

1. January is a Month of Transition

The first month of the year is often busy and chaotic. You are recovering from holiday craziness and readjusting to work and school schedules. Adding the pressure of major lifestyle changes can feel like too much all at once. By February, routines have settled, and you are better positioned to focus on new goals with a clear head.

2. Gives You Time to Plan Thoughtfully

Many resolutions fail because they're made impulsively. "I'll go to the gym every day" sounds great at midnight on December 31st, but without a plan, it's hard to maintain. Taking January to reflect on what you really want, research

strategies, and create a step-by-step plan can make February your month for a sustainable start.

3. Motivates You to Stand Out

By February, many people have abandoned their resolutions, making it the perfect time to buck the trend and set yourself apart. Starting later does not mean you are behind; it means you're choosing to start intentionally and with purpose.

4. Focuses on Longevity, Not Perfection

New Year's resolutions are often approached with an all-or-nothing mindset. Starting in February reminds you that it is okay to go at your own pace. What matters isn't when you begin but how consistent and committed you are over time. ■

TIPS FOR STARTING STRONG IN FEBRUARY:

- 1. Set Specific, Achievable Goals:** Instead of saying, "I want to get fit," try, "I'll take a 30-minute walk three times a week."
- 2. Track Your Progress:** Use a journal, app, or calendar to monitor your achievements and stay motivated.
- 3. Find Accountability:** Share your goals with a friend or join a community with similar aspirations.
- 4. Be Kind to Yourself:** If you stumble, don't quit. Adjust your approach and keep going.

A FRESH START, ANYTIME

Remember, there is no rule that says self-improvement is limited to January 1st. Whether it is February or any other month, the best time to start working toward your goals is when you are ready. Take this time to set yourself up for success, and you'll find that starting in February can lead to resolutions that stick long after the calendar flips.



Q&A OF THE MONTH

If you could instantly learn any language in the world, which one would it be?

I would love to learn Spanish. It would be helpful for work and travel!



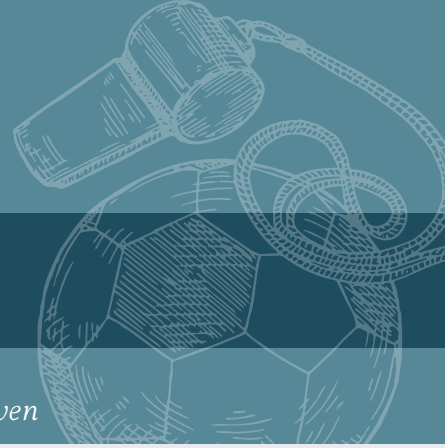
LISA LOVES...

Heated vests! We recently took the boys to their very first Penn State football game, which happened to be the first playoff game ever played there. It was absolutely amazing but freezing (think tailgating in the snow). I bought everyone a heated vest and we were all toasty watching the Lions win.



Inside the Mind of BEN GLASS

*Disability Attorney, Entrepreneur, Business Coach, Author,
Soccer Referee, Husband, Father to Nine, Grandfather to Seven*



Four Things to Understand About Highly Successful People

The single most important class they could teach in high school, but don't, is the class on how to build a successful, thriving, life. There are things that successful people do that other people either don't know to do or are unwilling to do.

Here we are in America, the land of unlimited opportunity, yet so many leave high school (and, in most cases, college) without any idea of what it really takes to be successful in life.

Success leaves clues and those clues can be found by understanding how those who are most happy with their lives think and the habits they live by. You don't even need to know any successful people (but I bet you do know them) because you can march yourself to the library and start reading. (Spoiler alert – it's free!)

Let's start with the obvious: there's no "How to Be Successful" class in high school, no "How to Get Rich" course at college (unless you're at High Point University in North Carolina), and certainly nothing about "How to Live a Thriving Life" at law school. The truth is most people are left to figure it out the hard way—usually through years of trial, error, and frustration. So, let me save you the trouble.

If you've got a teenager or a twenty-something still

wandering around in life's fog, hand them this newsletter. If they take these words seriously, they'll thank you later.

Here's what I know: as a lawyer, entrepreneur, and business coach, I spend my time around genuinely successful people—the kind who are happy, financially comfortable, and doing what they love. Not the trust fund babies, fame leeches, or lottery winners who offer zero useful lessons for anyone else.

So, here's what I've observed about the truly successful:

1. THEY DON'T WASTE TIME ON THEIR WEAKNESSES

Every successful person I've met has something they're terrible at—and they don't lose sleep over it. They double down on what they're great at and ignore the rest. Take me, for example, I'm utterly useless with tools or anything you'd find in Home Depot. Do I care? Not

one bit. Know your strengths, and don't waste time or energy feeling guilty about your weaknesses.

2. THEY IGNORE THE CRITICS

Here's a fact: critics are rarely in the arena. Their opinions are worthless. As a soccer referee for 50 years, I've heard it all—angry parents, clueless coaches, and keyboard warriors. But here's the kicker: none of them matter. If you're taking advice (or being beaten down by criticism) from people who've never done what you're trying to do, you're sabotaging yourself.

3. THEY MASTER SKILLS THAT MATTER

Successful people don't just float through life hoping for the best—they develop skills that bring them happiness and make them indispensable. If you're unskilled in today's world, you're in big trouble. Your job

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can be outsourced, automated, or eliminated faster than you can say “minimum wage.” And when that happens? It’s on you. (Virginia raised its minimum wage on January 1st. The worst thing that the government could do for people who are already struggling. Don’t believe me? Count how many people are working at your local McDonalds and ask the manager how many they had just six months ago.)

Here’s my skill: I can sit down with you, listen to where you are and where you want to be, and help you figure out your next steps. But let me be clear: you still have to take action. I can’t do the work for you, but I can be sure to make the path shorter.

4. THEY COLLABORATE INSTEAD OF COMPETE

This one separates the amateurs from the pros. Successful people

don’t waste energy on petty competition. Instead, they seek genuine “win-wins” in every relationship—business, personal, or otherwise. Their secret weapon? They ask, “What can I do for you first?”

So, let me ask you: What can I do for you this year? Seriously, don’t be shy. Send me a note, give me a call, or stop by the office.

Ben@benglasslaw.com ■

Almost Half of our New Clients Came From YOU!



2024 was a banner year for us at the firm—we helped 50% more people than in 2023. That’s a big number, but here’s the real kicker: almost 50% of those clients came to us because **you** mentioned our name to a friend or acquaintance. That’s something we don’t take lightly, and for that, we’re deeply grateful.

Let’s be blunt: most law firms are fighting tens of thousands of dollars on fire every month with cheesy ads plastered all over local TV. (You’ve seen them: “In a crash? Get cash!”—yeah, those.) Some firms even spend millions just to “get their name out there.” We don’t play that game.

Instead, we focus on what matters—having a team of excellent lawyers backed by a stellar non-

lawyer staff who deliver a **customer experience so good it can’t be ignored**. That’s what keeps people talking about us. That’s what keeps clients coming back.

Our **340+ independent Google reviews** tell that story better than any over-the-top TV ad ever could. Those reviews are gold. They’re proof that what we’re doing works.

If you haven’t already added your voice to the chorus, we’d love to hear from you. It only takes a minute, and it means the world to us. **Just scan the QR code below or visit [JustReadTheReviews.com](https://www.justreadthereviews.com).**

Thank you again for your trust, your support, and for spreading the word. Here’s to making 2025 even better. ■



PODCAST EPISODE OF THE MONTH

How Phonely.AI is Changing the Game for Law Firms

What if your law firm could answer every call—day or night—without adding to your team? Phonely.AI is redefining client communication by blending cutting-edge AI with a human touch. Imagine an AI receptionist that sounds natural, follows detailed workflows, and integrates seamlessly with your systems. How far can technology go in transforming your intake process? **Join us as we explore the future of legal communication with Phonely.AI’s founders, Will Bodewes and Daniel Kovari.**



Q&A OF THE MONTH

If you could instantly learn any language in the world, which one would it be?

Spanish. It would help me on the soccer field!



Inside the Mind of BRIAN GLASS

Personal Injury Attorney, Entrepreneur, Business Coach,
Husband, Father to Three Boys, & Avid Traveler



The Journey to Success: Embracing Patience and Consistency in Your Legal Career

A mistake I see too many young lawyers make:

They do good work so the work will come.

The work doesn't come.

They post on LinkedIn so people will refer to them.

No one refers.

They go to networking events to get their name out there.

No one knows who they are.

And then they look around at all of these other lawyers who are getting work, referrals, and notoriety and think

“what the hell, I’m a better lawyer than that guy.”

Which may be true.

But what you don’t realize is how much longer that guy’s been at it.

This is especially true when you hit that window from 40-55 where you can no longer look at someone and easily guess.

Hint: Most of the people you’re comparing yourself to at 40 are 55-year-olds who have taken fantastic care of themselves. (Which is also a

success clue, but one for a different post).

Results come from consistency over time more often than they come from skill.

Stop comparing your Chapter 3 to someone else’s Chapter 11.

It’s going to take longer than you think. ■



GLASS BROS BANTER

This past holiday season the kids told us “The worst part of Christmas is the waiting!” Lucky for us, the worst part of their Christmas wasn’t the fact that we made them wear matching Christmas PJs.



PODCAST EPISODE OF THE MONTH

Growing the Law Firm From \$1M to \$4M: What We Got Wrong

Imagine transforming your law firm’s revenue from \$1 million to \$4 million in just six years. That’s exactly what we accomplished, and in this episode, I, Brian Glass, share the candid story behind our firm’s growth journey. We made strategic choices, like dropping medical malpractice cases in favor of more profitable car crash cases. We faced hurdles such as underinvestment in marketing and the absence of a robust CRM system. Learn how redefining our intake processes and empowering our team to make swift decisions enabled us to enhance conversion rates and sharpen our business focus.



Q&A OF THE MONTH

If you could instantly learn any language in the world, which one would it be?

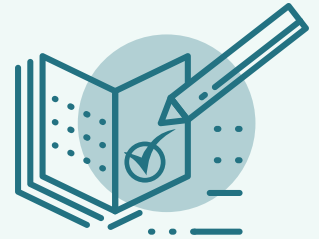
Spanish

Inside the Mind of DAMON MILLER

Long-Term Disability Attorney,
Husband, Storyteller, & Dragon Slayer



Stay on Track with Your 2025 Goals: Building a Bigger, Better 2026



Now that the January rush is behind us, it's the perfect time to refocus and make sure we're staying on track with our 2025 goals. After all, the work we put in this year should set the stage for even bigger and better achievements in 2026—not a repeat of unfinished goals from this year.

One of my personal goals for 2025 is to plan and complete a multi-day backpacking trip in Wyoming's Grand Teton National Park. It's been a lifetime dream to visit all the national parks, and this trip will not only help me check off another park, but it's also a chance to immerse myself in one of the most beautiful and challenging hiking destinations in the country.

Of course, big goals like this require preparation. To make this trip a reality, I've set specific targets for improving my fitness and nutrition. I know that conquering the Tetons will demand better stamina and strength, so I've committed to exercising more and eating better. The steps I take now will directly impact my ability to enjoy—and complete—this adventure.

ACCOUNTABILITY IS KEY

For me; accountability is a huge motivator. I've shared my goal of hiking the Tetons with several people, and let's be honest—failing to follow through would be embarrassing. Adding another layer of accountability, I'm sharing it here in this newsletter. Now it's out in the world, and that extra push will keep me on track.

TRACK YOUR PROGRESS

Whether it's fitness, career, or personal growth, tracking progress is essential. I've created an Excel spreadsheet to log my milestones, track workouts, and measure results. And I got myself a Fitbit to help track my fitness journey. Breaking a big goal into smaller, actionable steps helps me stay focused and celebrate wins along the way, and having a way to track

and measure your progress will help you see the progress you've made.

PLAN YOUR TIME

Goals don't happen by accident. They need to be prioritized. I'm putting key milestones and training sessions on my calendar to make sure they don't get lost in the chaos of daily life. When it's written down, I'm more likely to follow through.

WHAT ARE YOUR 2025 GOALS?

Whether it's professional achievements, personal growth, or tackling a bucket list item, staying committed to your goals now will pave the way for a rewarding year. Let's hold each other accountable, track our progress, and make 2025 a year of big wins.

Here's to making this year's goals a reality—and building a 2026 that's even better. ■



FREE DENIAL LETTER REVIEW

Did you know that if you or a loved one have been denied disability or life insurance benefits by the insurance company, our team will review the denial letter for free? We provide feedback and inform you whether hiring an attorney could strengthen your claim. Visit the QR code to simply upload your letter straight to our team for review.



Q&A OF THE MONTH

If you could instantly learn any language in the world, which one would it be?

I'd love to learn French for our upcoming vacation to Montreal!

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GLASSGAZETTE

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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.

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The Great Valentine's Day Debates: Choose Your Side!

By: BGL Staff

Reflecting on the recent **Valentine's Day** festivities, it's the perfect time to revisit some classic debates that spark lively discussions. **Which side captures your heart?** Let's take a closer look at these beloved debates:

- **Dinner Out vs. Homemade Meal:** Is it better to enjoy a fancy dinner at a top-notch restaurant or whip up a romantic feast at home with all the cozy vibes?
- **Romantic Comedy vs. Action Movie:** Which makes for the perfect Valentine's Day movie night—laughing along with a rom-com or getting thrills from an action-packed film?
- **Single Celebration vs. Couple's Night:** Should Valentine's Day be an epic solo adventure, a fun night out with friends, or a dreamy evening with your significant other?
- **Traditional Gifts vs. Creative Surprises:** Do you swoon over classic gifts like jewelry and flowers, or get excited about quirky, personalized surprises?
- **Grand Gestures vs. Small Acts of Love:** What's more heartwarming—a grand romantic gesture or the sweet, everyday acts of kindness that show love in the little moments?
- **Chocolate-Covered Strawberries vs. Red Velvet Cake:** What's the ultimate Valentine's Day treat—decadent chocolate-covered strawberries or a slice of luscious red velvet cake?

No matter which team you're on, Valentine's Day is about embracing love in all its forms.

From all of us at BenGlassLaw, we hope you had a Happy Valentine's Day!