



# The Law Offices of Marc L. Shapiro, P.A.

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A Fulbright Scholar from Southwest Florida

## Have You Met Emilio E. Feijóo?

**I**t's impossible to know someone's story just by looking at them. As Walt Whitman once said, "I am large, I contain multitudes." Our stories are full of different chapters that make up who we are, and these stories often take unexpected turns. The story of how our firm managed to get a Fulbright scholar and University of Cambridge graduate as our director of marketing is just one of those tales.

To date, Emilio E. Feijóo is the only person from southwest Florida to receive a prestigious Fulbright research scholarship. Fulbright scholars are cultural ambassadors for the United States and foster critical thinking, cultural sensitivity, and diplomacy with other nations. This scholarship took him to the University of Essex in England where he aimed to answer the question, "How does a theory of poetry translate into a theory of politics?" A year later, Emilio was back in Florida, juggling three jobs with no health care. This is a situation many young people have found themselves in, but Emilio also spent that year going through an arduous process applying to the University of Cambridge and refining his research project. It all paid off when he was accepted to Cambridge's sociology program to study the role of public intellectuals in society.

Anyone who knows Emilio won't be surprised to hear he was top of his class at Cambridge, even earning the highest marks in the history of the sociology department. Then this past June, Emilio's story took an unexpected turn when he got a call from his mother, who was in tears after losing her job. Emilio's mother had fled to the United States from Cuba during the 1990s and later became a



*"That's how a Cambridge graduate with two master's degrees found himself mowing lawns in Florida to help his mother make rent by Aug. 1."*

social worker for pregnant women. Unfortunately, due to budget cuts in Collier County, she lost her job this past summer. That's how a Cambridge graduate with two master's degrees found himself mowing lawns in Florida to help his mother make rent by Aug. 1.

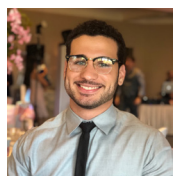
"I literally applied for over 50 jobs," Emilio recalls. "I found myself in a quasi-ugly duckling phase, constantly being told that I was either overqualified or underqualified. When I saw an ad on Craigslist for a law firm looking for a legal assistant, I applied right away. I was able to interview that afternoon and found myself speaking to Marc L. Shapiro himself. He offered me a job and, to compound on his generosity, Mr. Shapiro wrote me a \$1,000 check and said, 'This is for your mom. Welcome aboard.'"

"Seeing the joy in my mother's eyes when I handed her that check was priceless. One of my motivations for doing a great job as a marketing director is to pay back Mr. Shapiro's generosity. Fortunately, I also really enjoy this job. I never expected that what I learned in academia would translate into marketing for a law firm, but I'm having a lot of fun. In the short time I've been here, we're already seeing great results."

Emilio's story is impressive, but the way he tells it is far more impactful. Emilio is the kind of person who recognizes how stories connect people. That's how he walked into the office for a legal assistant position and walked out as our director of marketing. It's also why he's so incredible at the job.

"It's been a struggle, but you've got to persevere and believe in your principles and what you're doing," Emilio says. "When you know what gives you meaning in life, that's half the battle. I hope that I can be an example to others, especially young people who are in precarious and vulnerable positions. I work with a lovely group of people, and being a part of a personal injury law firm that helps clients from our local community gives me meaning and purpose."

*-Emilio E. Feijóo*





# Light Up the Night

## Why Do We Hang Christmas Lights?

The first string of twinkling lights illuminating your neighbor's house is always a telltale sign of the upcoming seasonal festivities. Christmas lights are a holiday staple, but have you ever wondered where this beloved tradition started?

The tradition of hanging lights on the tree originally started with candles. Because this posed an immense fire hazard, Edward Hibberd Johnson, a close friend of Thomas Edison and vice president of the Edison Electric Light Company, vowed to find a better way to decorate Christmas trees with light. In December 1882, three years after Edison's invention of the lightbulb in November 1879, Johnson hand-wired 80 red, white, and blue lightbulbs together and wound them around a Christmas tree in his parlor window. A passing reporter saw the spectacle and declared in the Detroit Post and Tribune, "One can hardly imagine anything prettier."



Johnson continued this tradition, increasing the number of lights each year and eventually putting them up outside. But because electricity was still a new concept, many years passed before the fad took off for regular Americans. In 1923, President Calvin Coolidge began the tradition of lighting the National Christmas Tree, which spurred the idea of selling strung lights commercially. By the 1930s, families everywhere were buying boxes of bulbs by the dozen. Today, an estimated 150 million Christmas lights are sold in America each year, decorating 80 million homes and consuming 6% of the nation's electricity every December.

Whether you'll be putting up your own lights or appreciating the most impressive light displays in your neighborhood or town, let the glow fill you with joy this season. Just don't leave them up until February!

# Welcome to the 21st Century

## 3 Ways Our Firm Embraces New Technology

When most people hear the words "cutting-edge technology" and "law firm" together, they laugh. The technology at most law firms hasn't been "cutting edge" since the first "Star Wars" movie came out. As a result, few firms are able to handle cases as effectively as they could. Thanks in part to our new marketing director, Emilio Feijóo, in the last year, the Law Offices of Marc L. Shapiro has made great strides in embracing technology and bringing our firm into the 21st century.

### No More Hide-and-Seek

Documents handled by a law firm are often hundreds of pages long. When an insurance company sends a 200-plus-page document — sent the old-fashioned way, snail mail — our legal assistants spend hours scanning these documents into digital images and combing through each page for the case. To improve this arduous process, we've started using optical character recognition (OCR) software.

OCR software takes these files and turns them into searchable documents. Instead of reading through documents page by page, our team can now search for keywords, locating important passages instantly. This software has boosted our team's productivity immensely and allows us to tackle cases faster than ever before.



## Classic Roast Chicken



Inspired by Ina Garten



### Connect With the Community

We believe law firms should go beyond closing cases for current clients. We have a responsibility to support our community as a whole. One way we do this is by making sure when someone needs legal help, they can find reliable support. If Jane Smith calls looking for a divorce attorney, we can't take on her case, but we can refer her to a trustworthy divorce attorney and keep in touch through what's called a drip campaign. By checking in periodically, if Jane or anyone in her family should ever need personal injury help, they don't have to frantically search for an attorney. Help will already be a phone call away.



### On Cloud 9

Cloud-based storage systems let information be accessed from almost anywhere and help protect valuable data from being lost if physical hard drives are destroyed. With our new cloud-based client management software, information about all our cases is stored in a cloud. Not even a hurricane could bring the system down.

New technology makes our lives easier, and bringing these systems into the firm has certainly done that for us. But more importantly, cutting-edge technology allows us to provide the most effective solutions for clients. Thanks to these changes, October was our best month ever, both in terms of cases closed and results obtained for our clients. We look forward to continuing this path into the new year.

### Ingredients

- 1 chicken, approx. 5-6 lbs
- Kosher salt
- Freshly ground pepper
- 1 large bunch fresh thyme, 20 sprigs removed
- 1 lemon, halved
- 1 head garlic, cut in half crosswise
- 2 tbsp unsalted butter, melted
- 1 large yellow onion, thickly sliced
- 4 carrots, peeled and cut into 2-inch pieces
- Olive oil

### Directions

1. Heat oven to 425 F.
2. Rinse chicken inside and out, removing giblets if included. Move to a work surface, pat dry, and liberally season with salt and pepper. Stuff cavity with thyme bunch, lemon halves, and garlic head. Brush outside with butter, and then season again. Tie chicken legs together with kitchen string.
3. Meanwhile, in a roasting pan, toss onions and carrots in olive oil and season with salt, pepper, and 20 sprigs of thyme.
4. Place the chicken on the vegetables and roast for 1 1/2 hours.
5. Remove from oven, and let stand for 20 minutes covered with foil.
6. Slice and serve with the vegetables.

## What Some People Are Saying About Us



"I had the pleasure to work with Attorney Marc L. Shapiro on a recent real estate dilemma. I was glad to find him well-informed and well-versed on the law as it applies to real estate. When assets are at stake, you want knowledgeable representation, and I feel that's what I had with Mr. Shapiro. The outcome exceeded my expectations."

-Anonymous ★★★★★

### How Are We Doing?

Feedback from our clients lets us know how we're doing. Please tell us about your experiences by leaving a review on Google or on our Facebook page at [Facebook.com/AttorneyShapiroLaw](https://www.facebook.com/AttorneyShapiroLaw). Your support empowers us in our mission to help as many people as possible.

## Word Search

E K A L F W O N S S C S  
I Q Q S D P G K Y A O G  
H W E T T T H A B T O N  
E T R E I N D E E R K I  
D P A I F I E F Z H I K  
E P K E L V L M G S E C  
R J E O R U R I A X S O  
D T H N R W E J O N M T  
B K Q R G L T T A I R S  
N J Y S S U N C C D W O  
N E Z O R F I K D O L N  
P D D I O E W N J T F T

HOLIDAYS  
FLURRY  
FROZEN  
PENGUIN  
WREATH  
SNOWFLAKE  
WINTER  
SLEIGH  
COOKIES  
ORNAMENTS  
REINDEER  
STOCKINGS



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## Coming to a Store Near You

### Holistic Health Products for All

Holistic wellness is sometimes seen as an inaccessible form of care. Holistic treatments and products can be hard to find, but access to them should never be restricted based on location, demographics, or affluence. Thankfully, this problem is becoming less relevant as more stores begin stocking holistic products.

Holistic health products, which were often reserved for expensive online shopping or limited boutique releases in the past, are becoming more accessible as drugstores and big-box stores around the country jump on the holistic health train. Chains like Walgreens, CVS, Walmart, and Target have started stocking their shelves with notable holistic staples, especially those related to digestive and immune health. You can even find cleaner beauty and cosmetic products from brands like Burt's Bees and Tom's of Maine in many of these stores. Safer baby products, like cough syrup made with all-natural ingredients and diapers from brands like The Honest Company, are being placed in the eyesight of more people everywhere. With this shift in availability, customers have more options than ever before when shopping for holistic care.



These stores have an incredible opportunity to bring alternative wellness to areas that haven't experienced it. Citizens in small, rural, or distressed communities where specialty stores and holistic medical practices are scarce can now explore more options. And if more options at reasonable prices result in healthier and happier people, then that's great for us all.

