



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

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Lights, Camera, Law

Filming on a Firetruck's Schedule

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arlier this year, our firm embarked on something we've never done before: We made a movie.

Admittedly, calling it a movie may be exaggerating a little. We hired a film company, Crisp Video, to make a three-minute video about our firm. The idea was to create something new clients could find when they need help and are researching law firms online. We wanted the video to look good, which meant a lot went into the process.

For example, the film crew wanted to get footage of our attorneys at the courthouse, which meant we needed to get up early and film before everyone else showed up to work. When we arrived, the sky was cloudy. Considering Naples is sunny 90 percent of the time, I saw the clouds as a bad sign. To my surprise, the film crew told me cloudy skies are actually a good thing! It means they have even lighting and don't have to deal with glares and shadows.

That was just one of the interesting things I learned about making videos. When we got into post-production, I was amazed to discover how important editing is. The way they cut the footage together could change the entire tone of the video!

This video wasn't just me talking about the office or the staff walking in cool slow motion. We were fortunate to have a few of our clients who were willing to appear in the video and talk about their recent experiences working with the firm. One of these clients was David, who gave me permission to discuss his story in this month's article.



David is a firefighter who initially took his case to another law firm. When that firm couldn't settle his case, they referred him to a different lawyer that does litigation. This isn't too unusual. Not all firms are willing to go to court like we are. However, it was very unusual when the second lawyer dropped David in the middle of the case.

When they withdrew, this attorney told David that the partners at the law firm were splitting and neither one of them wanted to take the case because they didn't think it would be profitable. That's when David came to our firm. I picked up the case, and we got him a large settlement.

Even just hearing this story again when we filmed David's feature for the video drove me crazy. I don't see my job as being all about making a profit. Lawyers are supposed to help people. This guy needed help and multiple firms let him down. I was glad we were able to get him such a high settlement. After all the trouble, he deserved some kind of relief.

When we were planning David's segment for the video, the film crew thought it would be a good idea to film him at the fire station. The fire station where David worked was too far for the film crew to make it in time, but they had a sister station near our office who gave us permission to film there. The idea was to film David in front of the firetruck, but we quickly discovered emergencies don't care about your schedule.

Right as we pulled up to the fire station, we spotted the firetruck racing out, called to a job. Fortunately, it was debris clean-up and not a major fire. The firetruck returned after half an hour, but at that point, we only had 20 minutes to get the footage we needed for the video, which meant no reshoots. I have to hand it to David, though, he did a great job.

Thank you to Crisp Video for their amazing work, and to David for letting us share his story with others. This was the first time I've ever worked on a project of this scale. I didn't fully know what to expect, but it was a good experience overall.

Everyone worked really hard on this video, and I'm proud of how it turned out. I'd love to invite you to see it for yourself and tell me what you think. Check it out at <https://why.attorneyshapiro.com>.

-Marc Shapiro





Celebrating St. Patrick's Day

Family-Friendly Activities

Celebrating St. Patrick's Day doesn't have to mean heading to the local Irish bar and drinking a large green beverage. If you're not interested in going out this year and would prefer to do something at home with the family, here are a few ways everyone can celebrate.

Irish-Themed Food

What better way to get festive than by making some St. Patrick's Day-themed dishes? You can make rainbow cupcakes, green cookies, St. Patrick's Day popcorn, or — for a more traditional dish — Irish soda bread. You can also cook up an array of greens for dinner on March 17, which could include Brussels sprouts, spinach, cucumbers, green beans, peas, or asparagus.

A Mischievous Leprechaun

To treat your kids to a fun game, leave green footprints around the house and participate in impish tricks! Empty a tissue box, hide the remote, swap out regular light bulbs with green ones, or draw rainbows on the windows. You're only limited by your imagination.

Exploring Irish Culture

Another way to celebrate St. Patrick's Day with your family is to sit down and read about Irish culture with your kids. Learn where the legend of the leprechaun came from or read other stories from Irish folklore. You can also watch videos of Irish dance performances and encourage the kids to make their own. There's also fascinating history on St. Patrick and why he became the patron of the holiday that your family members can research together. If you have Irish roots, tell your kids about your heritage.

Watch Irish Movies

For a relaxing activity, settle down in front of the TV for a movie night filled with films related to Irish culture. Try "The Magical Legend of the Leprechauns," "Song of the Sea," "The Luck of the Irish," or "The Secret of Kells."

Make an Impact

Teach your kids how to be "greener" this month by doing more for the environment. Discuss ways to save energy and water in the home, and talk about the importance of taking a break from electronics and enjoying the outdoors.



This list is not exhaustive by any means, but it's a good start to get your family to create new ways to celebrate St. Patrick's Day. You might even create family traditions that will last for years to come.

How Can I Thank You?

The Power of Your Review

When we successfully close or settle a case, the best feeling in the world is that look of relief on a client's face. After all the stress and hard work, they can finally move past this struggle and look to the future.

Often, happy clients will ask us how they can thank us for our services. Honestly, the best thank-yous come in the form of referrals, when clients are so happy with our service that they trust us with their friends and family. Fortunately, most people don't need an attorney, so the opportunity to refer our services doesn't come up all too often.

If you don't know anyone in need of a lawyer, another way a client can show their thanks is by leaving a review. Seeing a new, positive review appear online always puts a smile on our faces. Here are a few big reasons we ask clients to leave us a review online.



Homemade Corned Beef

Provided you plan ahead, it's super easy to create this beloved St. Patrick's Day staple for yourself. The results will surpass anything you'd find at all but the best delis and Irish pubs.

Ingredients

- 2 quarts water
- 1 cup kosher salt
- 1/2 cup brown sugar
- 2 tablespoons saltpeter (potassium nitrate)
- 1 cinnamon stick, broken into large pieces
- 1 teaspoon mustard seeds
- 1 teaspoon whole black peppercorns
- 8 cloves garlic
- 8 whole allspice berries
- 12 whole juniper berries
- 2 bay leaves, crumbled
- 1/2 teaspoon ground ginger
- 2 pounds ice
- 1 5-pound beef brisket, trimmed
- 1 small onion, quartered
- 1 large carrot, coarsely chopped
- 1 stalk celery, coarsely chopped

Thank You?

our Reviews

Reviews Help Other People in Need

When you leave a review, you're giving a company or product your seal of approval. We've met with many clients who told us they decided to come to our law firm because of all the positive reviews they read online. Not all law firms are created equal and when you're hurting and overwhelmed, the last thing you want is to walk into the office of an attorney who will take advantage of you. By leaving a review online, you are guiding other people in your situation to get the help they need.

Reviews Offer Priceless Feedback

We can talk about helping people until we're blue in the face, but the only way we know if the work we do is really making a difference is if we hear it from our clients. When clients take the time to write a review online — to tell us and the world how we were able to help them — it lets us know that all our hard work is paying off. This firm exists because of the trust our clients put in us. We want to know what we're getting right and where we can improve.

If you want to share your story, we would love to hear from you! Look up "Law Offices of Marc L. Shapiro" on Google and leave us a review today. Your support empowers us to grow as a company and help more people every day.

How Are We Doing?

A Firm That Keeps Clients Informed

"I am extremely pleased with the services I experienced. I was never left in the dark, and whenever I had a concern, I was quickly reassured. Patrick was AMAZING! He helped guide me and never led me astray. I recommend everyone that needs help to check this office out. Marc L. Shapiro is the best in town!"

-Shelby D.



"I want to personally thank Marc Shapiro and his office for helping me with my accident case and for always keeping me alert about what's going on and what I should do during my case. I also thank them for sending me to the Chiropractor of Naples with Dr. Matthew Davis, who has helped me physically and emotionally get healthier. God bless!"

-Manuel P.



Our mission is to help as many people as possible. 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/AttorneyMarcShapiro](https://www.facebook.com/AttorneyMarcShapiro). Your support helps our mission to keep moving forward.

corned Beef

Directions

1. In a large stockpot, combine water, garlic, and all herbs and spices to make brine. Cook over high heat until salt and sugar are fully dissolved. Remove from heat and stir in ice.
2. Once water temp reaches 45 F, place brisket in a 2-gallon zip-close bag, pour in brine to cover, lay flat in a large container, and store in fridge.
3. Brine for 10 days, checking daily to make sure brisket is fully submerged and brine is stirred.
4. After 10 days, remove brisket from brine and rinse under cool water. In a large pot, cover brisket, onion, carrot, and celery with water. Bring to a boil, then reduce heat to low and gently simmer for 2 1/2–3 hours.
5. Remove, slice across the grain, and serve.



Word Search



W	R	G	O	Q	V	T	J	K	A	R	S	R	L	C
N	U	A	H	C	E	R	P	E	L	K	L	A	M	U
P	F	M	M	A	R	C	H	Z	C	A	O	I	U	T
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ASH
BIRDS
FLOWERS
FORWARD
GRAS
LAMB
LEPRECHAUN
LION
MARCH
MARDI
PARADE
PATRICKS
RAINBOW
SHAMROCK
SPRING
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The History of Snoozing

How the Art of Sleep Has Changed Over Time



There are few things in life that feel better than crawling into a comfy bed after a long day. Sleep is an essential part of human health. After a mere 24 hours of sleep deprivation, bodily functions and mental faculties start to go haywire, and 11 days seems to be the longest a person can live without sleep. While people acknowledge that sleep has always been a necessary part of human existence, very few know how drastically nightly routines have changed over time. Here are three significantly different historical approaches to sleep.

Brain Floods

For centuries, theorists associated sleep with blood loss and other health problems. But by the 1800s, notable physicians blamed sleep on a process known as congestion theory. In this theory, sleep was thought to be brought on by an overwhelming flow of blood to the brain, effectively flooding it and sending sleepers into a dreamlike state.

Sleep Gaps

While many modern sleep experts support the consecutive eight-hour sleep regimen, historically, people had completely different sleep schedules. Medieval society actually had two sleep sessions a night — known as biphasic sleep — with a gap of wakefulness in between to eat, pray, talk, read, or write by candlelight. But by the 1920s, this practice of having two sleep sessions each night entirely receded from

the social consciousness. Historians attribute this shift to innovations in artificial lighting and work schedules during the Industrial Revolution that required workers to stay up longer and sleep less.

Cozy Blankets

Most people find it difficult to sleep without some kind of covering, like a blanket, over their bodies. While researchers of the past entertained the idea that blankets offer some kind of primal protection for sleepers, they now believe the coverings help with temperature regulation, as maintaining a comfortable body temperature is necessary for good sleep. However, according to a recent study conducted in Sweden, weighted blankets help with much more than just temperature. Due to the added pressure, weighted blankets provide deep pressure touch (DPT), which increases the body's amount of serotonin — a chemical that helps decrease blood pressure and rapid heart rate. Because of the effects of increased serotonin, weighted blankets are believed to help with anxiety and insomnia.

While sleep patterns may change over time, the human need for sleep will not. As you crawl into your bed tonight, take some time to think about the way your ancestors approached their nightly snooze sessions. It'll put you to sleep faster than counting sheep.