

NEVER SETTLE FOR LESS

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The Failure of Almost

We have all probably been guilty of making New Year's Resolutions we never keep past the middle of January. Oftentimes, our success or failure in meeting these resolutions affects no one but ourselves. But what about the failure in almost doing something for someone else?

Since the 1940s, the Ad Council has been the leading producer of public service announcements. Of the thousands of commercials they have produced, their work for the "Don't Almost Give" campaign has been particularly powerful.

One ad shows a man with crutches struggling to go up a flight of concrete stairs. The narrator says, "This is a man who almost learned to walk at a rehab center that almost got built by people who almost gave money." After a brief pause, the announcer continues: "Almost gave. How good is almost giving? About as good as almost walking."



Article: Ted DeHass & Brian Lowery and YouTube.com Photo: galleryhip.com

Another ad shows a homeless man curled up in a ball on a pile of rags. One ratty bed sheet shields him from the cold. The narrator says, "This is Jack Thomas. Today someone almost brought Jack something to eat. Someone almost brought him to a shelter. And someone else

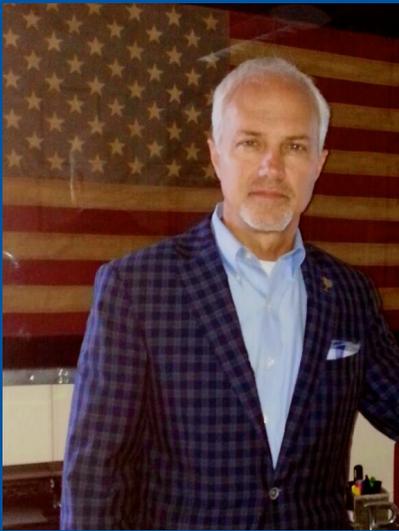
almost brought him a warm blanket." After a brief pause, the narrator continues: "And Jack Thomas? Well, he almost made it through the night."

Another ad shows an older woman sitting alone in a room, staring out a window. The narrator says, "This is Sarah Watkins. A lot of people almost helped her. One almost cooked for her. Another almost drove her to the doctor. Still another almost stopped by to say hello. They almost helped. They almost gave of themselves. But almost giving is the same as not giving at all."

Each ad ends with a simple, direct message: "Don't almost give. Give."

What if this year, we all made a conscience effort to help those who can't help themselves? What if we all made time or gave money? And didn't just 'almost give.' Best wishes for an awesome 2015--and we can't wait to hear your giving stories!

No one has ever become poor by giving. -Anne Frank



What's David Doing?

New Year's resolutions are great – no one truly expects you to keep them. It's sorta like you're expected to break your promise and that's really okay. We can do better than that.

What is a New Year's resolution that you could actually keep because you were that passionate about it? Something important to you and maybe even to others close to you? Give it some thought. Write it down and show it to those others for support.

Your resolution doesn't even have to be for the whole year. Everything is right about committing to something for even a 30-day period, as long as you honor it. Start by walking 2 times a week for just 10 minutes. Heck, have six (6) eating cheat days per week instead of seven (7). The key is to start and start small so that by next year at least you expect to honor your new resolution.

Fitbit Used in Court

Did you receive a Fitbit or other wearable fitness device for Christmas? Or maybe you bought one for your tech-savvy son or daughter? Fitness bands such as Fitbit, Traxx, Vivofit, LifeTrak and Fitbug track steps, distance, calories burned active minutes, and other data and can create statistics related to fitness goals. Such bands have now saturated the market and were one of the hottest tech gifts this holiday season.

According to Forbes magazine, Fitbit data may be coming to a court room near you! Before now, personal injury lawyers had to rely on doctors' observations to give their sometimes-biased opinions. Pretty soon, lawyers may also be able to access the abundance of measurable data made available by fitness trackers. This breakthrough could be huge for personal injury cases--offering lawyers the ability to prove that their clients can't do their jobs properly after being in a car accident.

A Canadian law firm will be first to submit evidence in a personal injury lawsuit. A young woman who was injured in an accident four years ago has been wearing a Fitbit to show her activity levels are much lower for someone of her age and profession--a personal trainer. Her lawyer says the data from her Fitbit has been backing up what's she's been saying about her condition, and he is expecting the results to show her activity levels have been compromised due to her injury.



So, is it just a matter of time before data from fitness wearables is common in the litigation? There are many factors already in question, such as privacy of data as identified by the US Federal Trade Commission. Without a doubt, prosecutors and insurance companies alike will want access to activity data--insurance companies desiring to sniff out iffy claims. It wasn't too long ago courts requested Facebook data for information, and it may just be a matter of time before activity bands become the new technology gold mine for the courtroom.

Be sure to check out our backpage--we'll be giving away a Fitbit band this month! (But we hope you don't have to use it in court!)

For more information, see [Fitbit Data Now Being Used in The Courtroom](#), Parmy Olson, [Forbes.com](#) 11/16/2014 and [Court sets legal precedence with evidence from Fitbit health tracker](#), Samuel Gibbs, [TheGuardian.com](#), 11/18/2014

New Year Wish

May all your troubles last as long as your New Year's Resolutions. -Joey Adams

People Matter

Caroline Bowers Hasty is the Events & Promotions Manager for the City of Lancaster. Although Caroline has been in her current position for close to six years, her roots in Lancaster date back to her childhood. Born and raised in Lancaster, Caroline is a graduate of Lancaster High School and Winthrop University. A mother of two, and cancer survivor, Caroline and her husband stay busy keeping up with their daughters' sports and school activities. Caroline discovered her passion for event planning while working at Belk in Charlotte as events coordinator. She served as event planner for the town of Waxhaw and for a high school before beginning her newly created position in Lancaster.

You've probably seen Caroline buzzing around every festival and event in Lancaster, smiling and greeting everyone although she's scanning to be sure everything is running smoothly and all participants are enjoying themselves. When Caroline arrived on the job as event planner, she inherited the Santa Train, Christmas Parade, and Boo Fun Fest. New events that Caroline brought to Lancaster include the Tree Lighting Ceremony, Teen Day in LA, Finally Friday Concert Series, Rosie's Easter Bash, the Martin Luther King Parade and Ceremony, and the ever-popular Red Rose Festival. These events bring thousands of folks together in Lancaster and require a lot of time, energy, and planning to pull off successfully! We are thankful to have such a dedicated person in Lancaster to create such wonderful events that have now become family traditions.

According to Caroline, the most rewarding part of her job is seeing families come together. Caroline explained that it warms her heart to watch kids dragging their parents to see something, teens running to a concert act, and families waving and smiling during the parade. Caroline always reminds her volunteers when they are helping at an event that they are creating a memory for a child. What an awesome responsibility. The next time you see Caroline—give her a high five, and tell her how much we appreciate her hard work for our town.

Know someone you'd like to see featured in our People Matter column? Email linzie@davidblackwelllaw.com



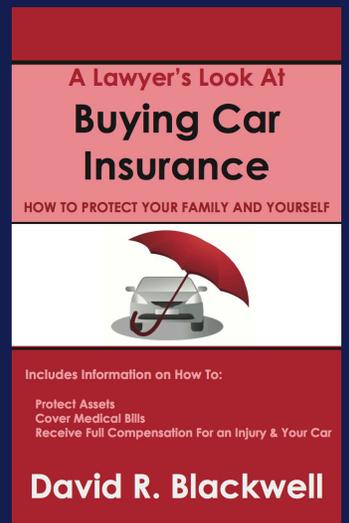
New book coming soon about buying insurance!

Most people only find out the type of insurance they have on their car after a wreck when it's too late. Understanding how much car insurance coverage you need and the type of coverage you need to protect your family is confusing.

In David Blackwell's new book, *A Lawyer's Look at Buying Car Insurance*, you will learn:

- How you can protect your family and yourself through your own car insurance company even if the at fault driver has little or no insurance coverage for a minimal increase in your insurance bill.
- What exactly you must ask to get this important insurance coverage.
- How to protect your assets if you are at fault.
- Why it is important to understand your own policy.
- How your health insurance company may get all of any insurance settlement you get—leaving you with nothing.

If you'd like a copy of David's new book, please email linzie@davidblackwelllaw.com, or call our office 803.285.0225



Breakfast Casserole

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|-----------------------------|----------------------|
| 1 deep-dish pie shell | 4 beaten eggs |
| 1-lb package sausage | 1/2 c milk |
| 1 cup grated cheddar cheese | salt/pepper to taste |

Preheat oven to 350 degrees. Bake pie shell for 7 minutes. Remove, then layer sausage and cheese in pie shell. Combine the eggs and mlk and pour mixture over the sausage and cheese layers. Bake for 35–45 minutes. This delicious recipe re-heats well, making it a great make-ahead dish. Enjoy!

Got a favorite recipe? Send it to us! linzie@davidblackwelllaw.com