

STRIVE FOR EXCELLENCE

NEWSLETTER

Informing The Injured One Person At A Time



This newsletter is for informational purposes only and no legal advice is intended.

A Peek Inside

We had huge happenings at the Gaylord household in the month of August. We celebrated Benjamin and Amy's birthdays. Benjamin turned 9 and I will not reveal my wife's age in print as I enjoy being married.



In addition to the birthday excitement Rachel also got her driver's permit. This has caused an ever-increasing number of grey hairs to reveal themselves but certainly a wonderful milestone for not only Rachel but her parents. Anna has spent the better part of August getting up at 7:00 am (not bad for a 14 year old during the summer) in order to participate in cheerleading practices and as of the writing of this article I am close to having Rachel commence her junior year at Notre Dame and Anna begin her high school career at Ewing High School. Benjamin also received notification as to whom his teacher will be, Mrs. Hanuschek, and we could not be happier.

The workouts are in full force for me as I am preparing for my winter helicopter skiing excursion and just didn't realize how completely out of shape I really am. I look forward to keeping everyone apprised as to my progress so long as I don't collapse before the writing of next month's newsletter.

If you enjoy the newsletter and know someone who would be interested in receiving a copy and being placed on our newsletter mailing list please have them contact me at sgaylord@gaylordpopp.com.



Sam

September 2015 * Vol. 2 * No. 09

Hello! We are pleased to send you this monthly issue of *Strive For Excellence*. It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors. Enjoy!

Joke Of The Day

Who's The Smart One?

A little boy visited a small a barbershop in his town every day. The barber liked to joke with his customers that the boy always fell for the same trick.

He'd put a dollar bill in one hand and two quarters in the other and asked, "Which do you want, son?"

Every time, the boy picked the two quarters. "Two is better than one," he'd say as he left the shop. One day a customer, fresh from his haircut, ran into the boy on the street. "Listen, son," he said, "you ought to know that a dollar is worth twice as much as two quarters."

"I know," the little boy said.

"Then why do you always pick the two quarters?"

"Because the day I pick the dollar, the game is over!"

How Personal Injury Law Can Help

Some are still unclear on how we help and what Personal Injury Law covers. The key is compassion, knowing the law and being aggressive enough to go after what YOU need, have rights to and deserve! Here is a brief synopsis of the areas we cover and what they mean to you.

Worker's Compensation: Many can't afford their regular bills when something goes wrong and you have an injury. With loss of wages, medical bills, and life – it becomes difficult. We help protect your rights and attain the compensation you deserve.

Social Security Disability: Knowing your rights and knowing the benefits is half the battle to get the compensation you need and bills paid! If you are disabled – we can help.

Motor Vehicle Accidents: In many instances you may have rights to a claim and compensation. Find out if you can apply.

Disability Pension Appeal: Don't assume public pension programs will protect you and look after you. You maybe victim to unfair denials. We can help!

Fair Debt Collection Practices: We protect you from unfair and illegal practices when it comes to debt collectors.

Personal Injury & Wrongful Death: Often tough and aggressive representation is what you need to obtain full compensation for your injuries!

CONT'D ON PG.3

Calling All Clients, Calling All Clients

Gaylord Popp is requesting your help in spreading the word about your satisfaction with the services received as a client of the firm. On Thursday October 15th from 9:00 am until we are done we are hosting our First Annual Testimonial Day. We are offering the opportunity for you to come to the office, have some snacks, tell your story and help us get the word out why you liked working with us, how we did, and why you would recommend our services. These testimonials will be used to help promote your experiences so that you can help us provide the same kind of value you received to someone else who may be on the fence and just needs that little nudge to get over themselves and call the firm. We are anticipating a large number of people being interested in helping us raise awareness of what we offer and as such we can only take the first 20 people. If you are interested in participating please call 609-362-6194. Please provide your name, number, e-mail and the time of day you would like to be videoed. We will make every accommodation and after we have all of the names we will reach back out and let you know what time we will need you in the office for your close up.

We want to thank you in advance for your continued support of Gaylord Popp and for allowing us the opportunity to serve you as well as those other people in need of the same quality service you have received or are receiving. We look forward to hearing from you at 609-362-6194 and seeing you soon.



Apple Enchilada Dessert

INGREDIENTS:

Original recipe makes 6 servings

- 1 (21 ounce) can apple pie filling
- 6 (8 inch) flour tortillas
- 1 teaspoon ground cinnamon
- 1/3 cup margarine

DIRECTIONS:

1. Preheat oven to 350 degrees F (175 degrees C).
2. Spoon fruit evenly onto all tortillas, sprinkle with cinnamon. Roll up tortillas and place seam side down on lightly greased 8x8 baking pan.
3. Bring margarine, sugars and water to a boil in a medium sauce pan. Reduce heat and simmer, stirring constantly for 3 minutes.
4. Pour sauce evenly over tortillas; sprinkle with extra cinnamon on top if desired. Bake in preheated oven for 20 minutes.
5. Makes 6 large tortillas; may be cut in half to serve 12.



Source: www.allrecipes.com

CUSTOMER SERVICE PART 2

In July I told you the story of *Forever 21 versus the Garage* and Rachel's, or should I say my, shopping experience. More recently, I attended a business conference and wound up getting stuck as a result of mechanical difficulties. 12 hours stuck. What I found interesting was the original attendant at the airlines didn't know her product, really how to help me or anyone else there, and in an attempt to assist me by switching flights wound up placing me last on the stand-by list. I assured the next attendant that I had no influence over the prior attendant nor their computer system and was told there was nothing that could be done and I would remain in last place.

Quickly, having at this point waited 5 hours, requested to speak with a supervisor. The supervisor came and saved the day by placing me at No. 1 in the standby line. This did not help. I had to wait another 7 hours in order to get onto the redeye flight. However, the supervisor also indicated that I could reserve a confirmed seat on the redeye and still try for standby; an option that had not previously been made known.

The conclusion I drew from this experience is that it is critical to know what it is that you do, what your product is and how to provide great quality customer service. All of these ah hah moments are translatable into how we are forever attempting to move Gaylord Popp and our culture as a firm to address these exact customer service issues.

In the same trip, I had the opportunity to listen to the owner of Zappos describe a company culture where people understand that they aren't in the shoe business but are in the making people happy business. When I came back from my trip, I met with all of our attorneys and staff to describe how we are going to become the Zappos of law firms. Our vision is to make our clients happy. It may sound simple or understated but we believe if executed as we envision it will be the most significant firm culture shift we have had in a long time. We are excited for this journey and invite you to join us. I would love to hear about your experiences with our firm good or bad, preferably bad, and if you would take the time to send me an e-mail at sgaylord@gaylordpopp.com it would be greatly appreciated.



Personal Injury Cont'd...

Criminal & Municipal: Let us help you through the system and get you the best representation possible!

Shareholder & Partner Disputes: Agreements are key to successful business ventures. We handle all elements.

If you have any questions or would like more information regarding personal injury matters in New Jersey please call 609-771-8611 or e-mail me directly at lpopp@gaylordpopp.com

Monthly Quote

"If you set your goals ridiculously high and it's a failure, you will fail above everyone else's success."

— James Cameron



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A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN OUR CUSTOMERS

September 2015 * Vol. 2 *No. 09

Word Scramble Contest! *HINT – all words are in this issue!

SLRPENOA JIYNRU _____
ZLHAE _____
CADEHLCINA _____

SLNRTEEW _____
MRSPTEEBE _____
TNYARNOT KATL _____

The first person to complete it gets a \$25 gift card every one thereafter gets a \$5 gift card. *scan and email to sgaylord@gaylordpopp.com or just email the answers. HAVE FUN!

Back to school and back to a regular routine. We all love summer and all the associated fun, but boy it also feels good to hit September. Good luck with back to school fellow parents!

Sam Gaylord



IN THIS ISSUE YOU WILL FIND:

- A Peek Inside
- How Personal Injury Can Help
- Calling All Clients, Calling All Clients
- Customer Service Part 2

...and more!

Samuel Gaylord specializes in the areas of Workers' Compensation, Social Security Disability and Disability Pension Appeals. Mr. Gaylord is certified by the New Jersey Supreme Court as a workers compensation law attorney and is admitted to practice in New Jersey, Pennsylvania and Washington D.C and before the United States Supreme Court.

Hazel's Corner



It's been several months since I've had the opportunity to have Hazel say hello and recently the troops had the opportunity to spend a long weekend at my in-laws Christmas tree farm.

The result was the attached picture, many days of running, swimming, chasing deer and otherwise exhausting herself and this is the very unlady like position she wound up in. We couldn't stop laughing.