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**INSIDE THIS EDITION**

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AUGUST 2015



# CLUE U.I.N.

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## THE LEGACY WE LEAVE BEHIND

### Sethscapades IMAGINATION IS EVERYTHING

*"Imagination is everything. It is the preview of life's coming attractions." - Albert Einstein*

The most curious person I have met is my 11-year-old son, Seth. Seth has lots of adventures, which we call "Sethscapades."

In the last year or so, Seth has found a passion for roller coasters. He watches YouTube videos of rollercoaster rides, reviews, and even tutorials on how to construct them. He has actually typed up summaries (with pictures) of the best roller coasters in America that he reads to whoever will listen. Our family has heard about Cedar point, Ohio many times.

This summer, he has been asking us daily to take him to Lagoon, our local amusement park, to ride their new coaster named Cannibal. On July 22, for his older brother's birthday, he got his chance. The ride delivered and was everything he had hoped it would be. His brother, on his birthday, was nice enough to buy Seth a Cannibal T-shirt when his mom refused.

He also rode a ride called Spider. This ride is a roller coaster with a spinning element to it. He rode this ride alone and decided he would like to video the experience on his iPod. His mom had told him no iPod on the rides, so when she left for home and it was just me, of course he took advantage.

What he didn't expect, was on the first hard spin, the iPod flew out of his hand to the ground (exactly what his mom said would happen). The ride attendants saw the iPod leave his hand and stopped the ride. They sent three people down to see if it was anything that could be a potential hazard to the ride. Afterward, Seth got off in tears, fearing his iPod was gone forever.

Seth saw the attendants find his iPod and was afraid they would not give it back. We went together to ask for it. After speaking with a supervisor and proving the iPod was his, they did, in fact, hand it over. Seth was relieved and said he would not take it on a ride again. Lucky for him, there was one really cool aspect of the event: Seth's iPod caught the whole experience on video, including the plunge from the roller coaster to the ground below.

About 10 years ago, a good friend I had known since childhood called me. At that point we hadn't spoken in about a year. He asked if I would be interested in going to a Rush concert, specifically a stop on their R30 tour. The tour marked Rush's 30th anniversary as a band with members Geddy Lee, Alex Lifeson, and Neil Peart.



Geddy, Alex, and Neil are considered among the best at what they do. Geddy is an amazing bassist and lead vocalist

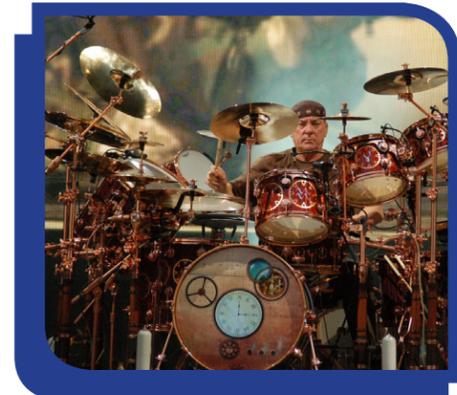
(though, I will admit, I'm not a big fan of his voice), Alex is an incredible guitarist, and Neil is considered one of the best drummers around. When they bring their talents together, it's a sight to behold.



When I was a kid, I was introduced to Rush by my dad. I remember listening to those classic albums "2112" and "Moving Pictures." I was hooked, and I had to share the experience with my friend. Before I

knew it, he was hooked, too. And I'm pretty sure he ended up loving Rush more than I ever did.

Back in 2004, I remember walking through the amphitheater as my friend and I made our way to our seats for the concert. My friend led the way. We crept closer and closer to the stage. I wondered just how close we were going to be. We didn't stop until we arrived at the front row. He had gotten us front row, center stage tickets! I was blown away. If you haven't seen a concert front row, I highly recommend it. It's worth doing at least once.



Since the R30 tour, we've gone to two other Rush concerts together. I've even introduced my own kids to Rush, and like any good father, I tried to get my 16-year-old daughter to admit the lead singer, Geddy, was a good-looking guy. She had none of that.

This July, my friend invited me to yet another Rush concert. This time, the show was a part of the R40 tour. Rush is now celebrating 40 years of music. Not a lot of bands can say they've played for 40 years. As I listened to them play, they sounded just as good — if not better — than they did 10 years ago. Their talent has not faded with age. They still clearly love what they're doing and it shows.



*Continued on pg 3...*

# MAKE THE MOST OUT OF THE Smallest of Spaces



There was a time when people thought smartphones and online social media, such as LinkedIn, would render the business card obsolete. Well, that didn't happen. Instead, business cards remain as relevant as ever, having evolved to incorporate digital elements in their design, as well as becoming more creative.

## Do you really need a business card?

A business card is a reflection of you and how you want to represent your business. One of the primary reasons to invest in cards is networking. They are a critical and powerful networking tool. It's not always practical to have a conversation with every person you want to connect with. When you need to communicate what you do and how you can be contacted, having a card at the ready means this information can be effortlessly shared. It's quick, and no one is left fumbling for a smartphone, a napkin, or short-term memory.

The design of the business card itself is dependent on a few factors. What do you want to convey about your business and

what you do? Do you want to be strictly professional? Or do you want a card to reflect your personality?

**Have Purpose.** Don't spend a cent until you know the cards will be a worthwhile investment. You don't want to have a few hundred out-of-date cards lying around weeks or months after ordering them. Let them serve you well.

**Keep the Design Clean.** You want to capture the attention of the recipient, not overwhelm them. If the information on the card isn't clear, the card can't serve its purpose. Only say what is necessary (name, profession, contact info) and leave it at that.

**Be Creative.** When you hand someone a well-designed business card, one that goes beyond the white rectangle of boring, they keep it. Not only that, if the card leaves a lasting impression, chances are they'll share it with others. Again, let it be a reflection of yourself or your business, and don't be afraid to step out of the 3.5-by-2-inch box.

# Improve Your Communication Skills IN ONE HOUR



We are surrounded by tools designed to make us better communicators. Our devices were supposed to make us more efficient, more productive, and all around better at communicating. Yet, you can easily argue that is not the case. Instead, we write emails no one wants to read. We don't need new tools to become better at communicating. All we need is a little practice.

Want to become a better communicator? All you need is one hour every week. Over five days, do these five things, and you may find yourself surprised with the results.

## DAY ONE: WATCH

Start your week with a presentation — but not any ordinary, boring presentation. Give yourself 20 minutes to watch a TED Talk ([www.youtube.com/TEDtalksDirector](http://www.youtube.com/TEDtalksDirector)). Pick one and go. Observe how the presentation plays out. Watch how the speaker delivers the message, engages the audience, and takes a potentially dry topic and turns it into something you actually want to sit through.

## DAY TWO: READ

You may spend any given day sifting through repetitive emails and uninspired content. Take 10 minutes to read content created by a top-notch blogger. Your goal is to find someone with a penchant for writing, whom you can acknowledge as a writer more capable than yourself. Then, get inside their head. How do they structure paragraphs and sentences? What words do they choose? How do they get their point across? What makes it effective? Or not?

## DAY THREE: LISTEN

Find a podcast that delivers high-quality, meaty content to listeners ("This American Life" is a great place to start). Devote 15 minutes to listening. Ideally, these 15 minutes should be quiet and free of distraction. Actively listen to what the hosts and guests have to say. The key is to remain attentive.

## DAY FOUR: WRITE

Email is a derided, but necessary, form of communication. Clutter tends to fill both our inboxes and the messages themselves. Your goal is to become clear and concise. In 5 minutes, find a wordy email someone sent to you. Rewrite it. Make it to-the-point and something you would actually want to read.

## DAY FIVE: REVIEW

Have a trusted friend or coworker read over one of your emails or listen to one of your presentations. Then, ask for honest constructive criticism. How can the message be improved? The delivery? Listen attentively to the feedback and put it into practice. All you need is 10 minutes a week.

## COVER, CONTINUED



The experience got me thinking about longevity, dedication, and the legacy we leave behind. I have another very good friend and mentor, Bill Baxter, who recently celebrated 50 years of marriage with his wife. To celebrate, Bill took his wife and family to Hawaii. This was so cool to see. A little closer to home, my father-in-law just retired after 45 years of service with one company. That's not something you hear a lot about anymore.

So, I ask myself, what am I doing on a daily basis to hone my skills as a business owner, a leader, or an individual? I want to put myself in a place so I can one day say I've been married for 50 years, my business has been a success, and I'm happy with the legacy I leave behind. You can ask yourself the very same question. What kind of legacy will you leave behind?

— Justin



## SUDOKU PUZZLE

### PUZZLE YOUR BRAIN!

2	7			5	4	
	6	8	2			5
	3		6	4	8	
5					8	
7		3			9	
		9	8		3	2
					4	3
				9		
				7		

### Answer Key

8	5	2	7	9	1	4	6	3
1	9	7	6	3	4	2	5	8
6	3	4	8	2	1	7	9	5
7	2	8	9	5	8	6	4	1
4	6	2	1	3	1	9	8	7
9	1	4	1	4	1	1	2	7
6	3	7	9	4	1	8	2	5
7	8	6	6	4	1	8	2	7
4	6	8	2	7	3	7	8	1
3	9	9	5	8	6	1	7	2

# Inventions with an Interesting Past: THE POPSICLE

When examining one's childhood, it seems like Popsicles must have been around forever. A favorite summer treat among kids and their parents, these sticky, sweet summer staples are the perfect dessert or snack when looking to cool off. But if a cavemen didn't invent grape- and cherry-flavored ice, who did?

As it turns out, it was an 11-year-old boy. Frank Epperson was a third grader in 1905 when he happened upon the first Popsicle. At the time, kids everywhere were using "soda water powder" to create a Kool-Aid-like drink that was made with carbonated water. One winter night, little Frankie accidentally left his drink outside, where it froze on the porch. The next morning, he was fascinated by his frozen drink and decided to taste it — finding it absolutely delicious.

Of course, no one takes an 11-year-old seriously, particularly when it comes to discovering the greatest invention of the century, so Frank held onto his idea for another 18 years until he was in the position to do something with it. Finally, in 1923, Frank presented the world with their first Epsicles (Epperson's icicles). But since his children didn't call him Epp or Epperson, they refused to call them by that name, referring instead to them as Popsicles or Pop's icicles. Being an obliging father, the treats were patented as such. It was merely a coincidence that the first Popsicle was actually made with just that — old-fashioned soda pop.

## Memes OF THE Month

REQUESTED EXTRA PILLOWS:  
RECEIVED MOUNT EVEREST

NEVER READ FITZGERALD?  
YOU GATSBY KIDDING ME!