



6440 S WASATCH BLVD #150  
SALT LAKE CITY, UT 84121

### INSIDE THIS EDITION

What Started as a Typical Monday Afternoon  
PAGE 1

Homebuyers Beware

Amazon's Customer Obsession  
PAGE 2

Capturing the Millennial Demographic  
Memes of the Month  
PAGE 3

Sethscapades  
PAGE 4

www.uintools.com  
www.shopacase.com  
Give us a call! 877-910-9665

PRST STD  
US POSTAGE  
PAID  
BOISE, ID  
PERMIT 411

www.uintools.com • www.shopacase.com • Give us a call! 877-910-9665

MAY 2016



# CLUE U.I.N.

Your Ultimate Resource In Life Brokerage

## WHAT STARTED AS A Typical Monday Afternoon



It was a quarter to five on a typical Monday afternoon, and I was trying to figure out how to finish three hours of work in the next 15 minutes. It was the end of the day and I was stressed, tired, and looking for a distraction.

My 12-year-old son, Seth, appeared. He asked me if we could teach his cousin Riley how to ride the dirt bike. He had my full attention. In my family, dirt bike issues become top priority. I had found my distraction.

When I made it to our back yard, Riley was already riding around on the dirt bike. Considering it was the first time he had used a clutch, he was doing pretty well. Seth was excited for his cousin to ride. He was running circles around our tennis court cheering on and following Riley as he went around. He would jump over the tennis net each time he went across. The dirt bike stalled and I was helping to get it started. I was leaning over the dirt bike and I heard my nephew say, "Seth, are you okay?" I looked up and saw Seth lying motionless right next to the net. I had not heard Seth hit the ground.

I also asked him if he was okay. I thought he might be playing around, but as I watched him and he did not answer, I realized something was very wrong. I went over to him and he started having a seizure. I leaned in to pick him up, and he fell unconscious. In a matter of seconds, he was back. But he was only with me for another second before he fell back into unconsciousness.

My wife Jami had heard me ask Seth if he was okay and had looked out the window. She came running out of the house and when she saw Seth in my arms she asked if she

should call 911. I said yes and tried to stay calm. For the next few minutes, as we waited for the paramedics to arrive, Seth continued to fall in and out of consciousness. He would wake up for a moment, throw up, and I'd lose him again.

By the time the ambulance had arrived and the paramedics met us out back, Seth was beginning to stay conscious longer. When he was awake, he was completely disoriented. I asked the paramedics if he was going to be all right. They indicated it most likely wasn't as serious as it looked.

The paramedics laid him on the stretcher and took Seth to the ambulance. They told us they were going to take him to Primary Children's Hospital at the University of Utah. As that is the premier children's hospital in the Rocky Mountain region, and I couldn't help but wonder if the paramedics knew more than they were letting on.

We got to the hospital at 6:15 pm. I was amazed at how much had changed in the last hour. Emotions were running high. I was worried about what was going to happen next. Before all of this, I had been thinking about the last 15 minutes of the workday. Now, the only thing that mattered was my son's life.

At the hospital, the doctors performed a CT scan on Seth. The results were clear. He had suffered a severe concussion. While there was no internal bleeding around the brain, his skull had two linear fractures. Since no one was looking right at him, all we can figure is that as he was jumping over the net as he had done many times before that, his

foot caught on the top of the net and it hurdled him backwards and the back of his head hit on the cement court.

During our two-day stay at Primary Children's Hospital, friends and family stopped by to support us and to see how Seth was doing. (He slept for almost 36 hours straight afterward) We even heard from Seth's teachers and schoolmates. We were so incredibly grateful for the outpouring of support, and we continue to be grateful these weeks later.

I can't say enough about the kindness of others and the strength of the human spirit during times of trouble. There were times when I questioned my own actions, wondering what I could have done to prevent this accident, but now I realize I may not have been able to do anything at all. These kinds of things happen, and they're all part of the journey of life.

Today, Seth is recovering and doing great. He has to keep his feet firmly on the ground for at least two months. And, if you know Seth, you can imagine how much of a challenge that has been; but I am here, and so is his family and friends, to help him every step of the way.

- Justin

## Sethscapades

While Seth was at Primary Children's Hospital due to his concussion, he was completely out for several hours (read cover story for more details). Every time the pain medicine kicked in, he would perk up a little. The doctor came in at one point when Seth was quite out of it and asked, "Seth how are you?"

Seth replied with his typical response of "What up." He does not remember any of that now.

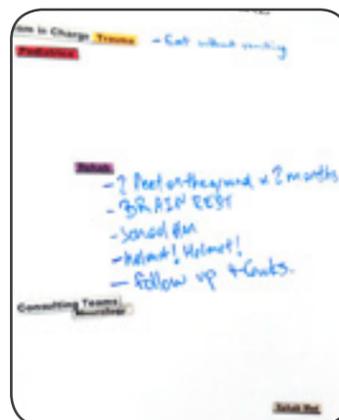
The doctor also asked him, "Where did you come from?" He was evidently trying to gauge Seth's memory to see if he could remember where he lived.

Seth quietly responded with "LDS Hospital." The doctor was

confused and looked at me and my wife. We told the doctor Seth was born at LDS Hospital, so he must have thought that was the question.

The second night Seth was at the hospital, a good friend of mine, who Seth thinks is one of the funniest people ever, stopped by for a visit. He brought Seth a super-sized Red Bull and a candy bar. He also asked Seth if the nurses were cute or not.

Seth's fall and accident scared us all, but he will recover and be back to his old self soon enough. The hardest part of the recovery for Seth (and us) will be keeping his two feet on the ground for the next two months.



# Here Comes Summer Trivia for Seasonal Fun

For the Northern Hemisphere, June through August means longer days and warmer temperatures. That's because the Earth tilts on its axis, and the Northern Hemisphere points toward the sun during this part of Earth's rotation. Here are some fun facts and trivia from our favorite time of year — summer!

In Paris, France, summer heat causes the iron of the Eiffel Tower to expand, making the tower grow by more than six inches! This is an especially dramatic example, but this seasonal growth actually happens to all different kinds of building materials. Bridges, buildings, and highways expand and grow every year as they are heated and cooled by the seasons. Luckily, engineers are aware of this change and are very careful to compensate for it when designing and building large structures.

Long before the Eiffel Tower was built, the ancient Greeks struggled to understand the heat. It brought drought and sickness during the summer months. They turned to the stars for an explanation and realized that the summer months coincided

with the arrival of the Canis Major (Large Dog) constellation. They ended up blaming the brightest star of that constellation (Sirius or the "Dog Star") for the seasonal changes, and thus the phrase "the dog days of summer" was born.

Speaking of the dog days of summer, have you ever noticed that crickets seem a lot more active during the summer months? That's because their chirping sounds change with the outside temperature. If you ever hear crickets and want to know what the temperature is outside, you can count how many times a cricket chirps in 15 seconds, then add 37, and you will have the approximate temperature in Fahrenheit.

While you're listening to crickets and enjoying the summer sun, you might find yourself craving a slice of sweet, juicy watermelon. It's a popular treat during summer months, but what you may not know is that watermelons are actually vegetables. The watermelon is part of the cucumber, pumpkin, and squash family. This refreshing snack is 92 percent water, and the average American will consume 15 pounds of the stuff every year! That's a lot of veggies!

Regardless of whether you get to see the Eiffel Tower, experience the "dog days of summer," hear crickets in the heat, or bite into a delicious piece of your favorite vegetable, we hope you have an amazing summer full of new memories and fun activities.

## Amazon's Customer Obsession

Taking a Hint From the Brilliant Jeff Bezos

Amazon is the world's top online retailer, and their CEO, Jeff Bezos, gives a ton of credit to his company's incredible dedication to customer service.

"If there's one reason we have done better than our peers in the internet space over the last six years," says Bezos, "it is because we have focused like a laser on customer experience, and that really does matter, I think, in any business. It certainly matters online, where word-of-mouth is so very, very powerful."

Amazon cares so much about customer loyalty and trust that you might even call them a little obsessed. And they wouldn't argue with you! In fact, the first item on Amazon's official list of leadership principles is "Customer Obsession."

"We're not competitor-obsessed; we're customer-obsessed. We start with what the customer needs, and we work backward."



The trust of a customer is not just highly valued at their company, it's their No. 1 concern. Amazon even trains each of its managers in the call center environment, to create a more solid understanding of customer concerns by listening and putting themselves in customers' shoes. If it were up to Bezos, however, customers would never need to call customer support. "The best customer service is if the customer doesn't need to call you, doesn't need to talk to you. It just works."

Bezos decided his company would be aware of and concerned about its competition, but would never obsess over it. Instead, they'd pay closer attention to their customers, try to better understand their patterns, and even anticipate their needs — which is why Amazon is working on a feature where order histories would help to predict a customer's next purchase and ship that item to a nearby warehouse before the customer even clicks "Place your order." The service would mean Amazon customers would receive targeted items with much less waiting time. Now that's innovative service!

In the company's infancy, Bezos would bring an empty chair to meetings to represent the customer. He wanted to keep the customer top of mind for every single decision that was made. Any successful business owner must first think about who they're really doing business for. If you ask yourself this question and the answer is not definitively "for the customer," it's time to rethink your strategy.



## CATERING TO THE COOL KIDS

### HOW WHOLE FOODS PLANS TO CAPTURE THE MILLENNIALS

Now Whole Foods is looking for a way to recover and change its image. And millennials, they feel, are the answer.

The organic grocery chain has determined that millennials are the group to watch. In order to capture the hearts and wallets of the largest demographic in the U.S. — at about 92 million individuals — Whole Foods is opening a spin-off chain called "365 by Whole Foods Market." The new chain, named after the Whole Foods in-house brand, will offer organic products at lower prices.

With an emphasis on lower prices, millennials will undoubtedly take notice. But why not simply offer lower prices in stores that already exist? According to Whole Foods, the new chain will offer a more complete millennial-targeted experience that goes beyond simply competitive prices.

What does that mean? In February 2016, it was widely reported that the new "365" stores would go so far as to incorporate tattoo parlors in their layout. The rumor made for an attention-grabbing headline, but as of yet, still has not been confirmed.

In actuality, the new stores will be incorporating a variety of elements to cater to the millennial demographic. What that looks like remains to be seen. Some stores may very well have tattoo parlors. Others may have record stores. And others still may have a corner dedicated to the latest fashions. We'll find out definitely later this month when the first "365" store opens in Los Angeles.

## SUDOKU PUZZLE

PUZZLE YOUR BRAIN!

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

Answer Key

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

## Mememes OF THE Month

