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SLIPS AND TRIPS IN Goblin Valley



Just over a month ago, some fellow dads and I decided to take our daughters on a little outing to the Goblin Valley State Park for some four-wheeling and some fun in the sun. It was a trip that we were all really excited about and an experience we couldn't wait to share with the girls.

Goblin Valley is located in Central Utah at the bottom of the San Rafael Swell. Home to thousands of rock formations known as hoodoos, this particular valley garnered some attention in 2013 when some Boy Scout Leaders intentionally knocked over one of the 165 million year old rock formations.

Footage of them doing the deed can be found on YouTube. What were they thinking?

We arrived at the valley early Thursday and I, being the only person who really knew the area, got my four-wheeler out and started scouting for a place to camp. Luckily, in a wash nearby, I found a perfectly flat spot that I was eager to plant a flag in.

Some of the other guys were worried about rain flooding the campground and that we might get stuck. Fortunately, it was nothing but blue skies the entire time we were out there.

The next day, we got everyone together and hiked over to Crack Canyon. The trek was amazing and everyone seemed to be having a good time, until one of the girls slipped off a ledge and nearly plummeted about 15 feet to the ground.

In a moment that would make even Superman proud, her dad rushed over and caught her with his left arm only in the nick of time. It was a really intense moment, where time slowed down as she



was falling and the hero Dad sped up to catch her mid-air. It's a memory that will stick with me for the rest of my life.

I was listening to a podcast called "Hack the Entrepreneur." In the podcast they spoke about how we all have a story. The phrase I loved was "Our mistakes are what make us fascinating."

On the final day I wanted to take my daughter and her three friends on a fun ride on my buddy's Razor dune buggy. I was thinking, "I am a good driver, nothing bad is going to happen." We were cruising fast down a river bed, laughing and having a great time. I then started doing some donuts; way fun. I made a turn to do donuts in a new untouched area, which looked very safe. But as soon as I hit the terrain, we stopped dead in our tracks. We were high centered in two feet of quick sand.

Continued on pg 3...

CATEGORY KILLERS *Slay* THE COMPETITION

One of my favorite trends in literary culture is the category killer. For those who have never heard of a "category killer," what this expression refers to is a book or author that fires on all cylinders and proves to be way above the standards of the genre that it's a part of.

Oftentimes, the killer sells at least twice as many copies as the next bestselling title in the category. But just as often, the category killer is one of those titles that only the inside publishing community really knows about, mostly because these titles don't always land in the hands of your everyday, average Joe.

These gone but not forgotten books live on in the publisher's backlist, but due to a lack of love from marketing and publicity departments, they don't quite get the same hype as those "Million Dollar Bestsellers" that fly off the shelves. Instead, their popularity is more underground, relying mostly on word-of-mouth type promotion.



But, even though they might not always sell that well at first, editors still go on at length about these category killers at editorial and acquisition meetings with aplomb, throwing around statements like, "I don't want to jinx it, but this could be the next 'Great Gatsby!'"

Books such as "One Flew Over the Cuckoo's Nest" and "The Silence of the Lambs," although popular now, took quite some time to rise to fame. But, given their dark subject matter and well-crafted characters, they went on to become some of the biggest books of their time, which is why I personally love both of them so much. After all, even killers deserve a little recognition every now and then.

ENTREPRENEURIAL ACTIVITY

Entrepreneurs like us need more than passion. We need action. We need to be active—out there doing things—not sitting around in touchy-feely drum circles while the bigger dogs do all the work. We have to take action—do things now, or don't do them at all. The one and only Sir Paul McCartney said it best: "What does matter to you when you've got a job to do? You've got to do it well. You've got to give the other fella hell." The point is not to think, but to do.

Get it done: There are a million and one reasons why a task "can't" be done or why you "can't" take your business to the next level. Chances are, if you "can't" get something done, you're probably standing in your own way. Do your homework, conduct research. Take proactive steps to solving your own problems. Don't wait for someone else to find solutions. Take action whenever possible.

Set time limits: You might be a perfectionist, and that's fine, but not when you're going through mundane daily tasks. Enforce a time limit on these, and stick to it. Subscribe to the two-minute rule. If something comes up that takes less than two minutes to solve, take care of it immediately. On the other hand, if a lower priority task comes up that might take up more time, delegate the work out. You need to put your focus on high-priority tasks or early-stage ideas. Those need your attention first, or they're going to be left in the dust.

Let's get visual: Don't waste your time talking out an idea. Embrace the cliché, "A picture is worth a thousand words." Visual aids spread faster than words, so let them do the talking. Also, visual planning requires a fuller comprehension of ideas and new projects. A visual aid not only gives you something more tangible to present, but it forces your hand when it comes to determining how well your team and your customers understand your visions.

No entrepreneur ever achieved anything just sitting in an office. If you're not getting out there, you're not helping your business—you're hindering it, and that's no way to get results. Strap on your boots and get out there.



COVER CONTINUED

I got out and I was up to my thighs in mud. We were 3-4 miles from our party. Needless to say I was worried.

Luckily for us, a woman and her son on an ATV rolled by and saw our dire situation. However, after hooking her winch to the Razor and stomping on the gas, she started sinking into the sand as well. So recognizing the hopelessness of our position, I convinced the lady to take us back to our camp so we could round up the troops and get the Razor out once and for all. (Which wound up taking about two hours.)

All in all, the trip was a tremendous experience. Sure, there were a few minor setbacks, but the times we shared and the memories we have made it all worthwhile. And, to some extent, it was our mistakes that made the trip so fascinating.

— Justin

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

sudoku answer key



SUDOKU PUZZLE

PUZZLE YOUR BRAIN!

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

Rock the Name Game

As a professional, you know how important it is to network and to remember the names of the people you meet. When you remember someone's name, it makes them feel important and valued and could ultimately create a lasting connection. Here are a few tricks to retaining names that usually go in one ear and out the other.



• **John, John, John:** People's names will stick better the more you say them. Say a person's name on meeting and on parting, if you can.

• **Glasses = John:** Make a memorable connection with the person's name to something you already know. "My friend John wears glasses and the John I just met wears glasses."

• **"Hello, My Name Is:"** Pay attention to a person's name tag or business card. Use your visual memory to associate the name in print with his or her face.

• **"What was that?"** Clarify any names that you didn't quite catch or that are difficult to pronounce. Repeat people's names back to them. If a name is tricky, asking a person to spell it could help further.

• **"Forgive me:"** If you really can't remember someone's name, apologize for forgetting and ask the person to remind you. Bonus points if you remember it the next time you meet!

Remembering names can be tricky, but everyone has the capacity to be an expert at it. Practice these tips the next time you meet someone new. You will surprise yourself when you meet them a second time and instantly remember their monikers!

Samantha

EMPLOYEE SPOTLIGHT



Samantha's main focus here at the UIN is contracting and commissions. It's a really important department

Here at the Unified Insurance Network, we have a remarkable team of talented and intelligent people. One of the stars is the one and only Samantha Martinez. She's been with us since early 2009. We couldn't be more fortunate to have her here, kicking butt and taking names day in and day out.

that she runs incredibly well. Samantha is very efficient and motivated.

When she's not here at work, you can find Samantha at home with her two kids. She really enjoys chilling out at home and soaking up the experience. She's also a huge fan of *Sons of Anarchy* and *Dexter*, which she loves chatting about around the water cooler with her gal pals here at work.

As for the holidays, she usually spends a week before or after Christmas with her parents and the rest of her family. She enjoys celebrating the yuletide season with the people who are closest to her, including her new dog, Rufus.

So, if you see Samantha around, don't hesitate to say hello! She's a wonderful little lady, and if you're willing to go toe to toe with her about the series finale of *Dexter*, she will gladly accept the challenge.

Thanks so much for everything you do here at the Unified Insurance Network, Samantha! We don't know what we'd do without you.

DID YOU KNOW?

FROM HUMBLE BEGINNINGS, COME *Rock and Roll* HISTORY

Although it may come as a surprise to anyone who's walked through the doors of a Guitar Center and gazed upon their wall of guitars, GC wasn't always the rock and roll emporium that it is known as today. In fact, it got its start in probably the least rock and roll thing in the world: electronic organs for church and home use.

Founded in Hollywood by Wayne Mitchell in 1959, Guitar Center, known then as the Organ Center, specialized in organs before eventually becoming the Vox Center in 1964. However, as the Beatlemania craze subsided, and artists such as Eric Clapton rose to rock stardom, the Vox Center stocked up on Marshall amplifiers and changed its name to Guitar Center.

Fortunately for the company, the popularity of rock and roll in the '70s and '80s kept profit margins high, allowing Wayne to open stores in San Diego, San Francisco, and even more in the suburbs of LA. And even though synth-driven pop music and new wave saturated radio stations at the time, GC was still able to eventually become the biggest instrument retailer in the US.

And now, after over 50 years of serving the music community, Guitar Center has become not only one of the biggest instrument retailers in the entire world, but a gateway to gear for musicians everywhere both young and old.