January's Raving Fan of the Month

"The Law Office of Mr. Boyk is top notch. I give them 10 stars. I was referred to Mr. Boyk's office by a friend after having a bad experience with another attorney. Mr. Boyk and his staff have been nothing but courteous, friendly, and most of all willing to listen to everything I had to say throughout my case. (Side note: I have been nothing but courteous, friendly, and most of all willing to listen to everything I had to say throughout my case.) Thank you Chuck for what you did for me in the court case representing my interests. Thank you so much Chuck for what you did for me in the court case representing my interests. Thank you so much Chuck for what you did for me in the court case representing my interests. (Side note: I feel Chuck and the staff fought for me tooth and nail to get the compensation that I felt I deserved and I am very satisfied with the outcome of my case.) I would highly recommend Mr. Boyk and his staff. If you have a need for a attorney, Mr. Boyk is your man! You will be in great hands. Thank you so much Chuck for what you did for myself and my family and thank you for making me feel part of your family. The Charles Boyk Law Office family. Thank you, you all are a blessing!" - Rich Crosser

How to Turn Your New Year’s Resolutions Into Real, Achievable Goals

It’s the time of year when “New Year, New Me” enthusiasm floods many of us to make goals for improving our lives. But as we all know, the memes about the gym being packed in January and empty in February are true — a lot of us fall short on our resolutions. Clinical psychologist Aimee Drescher, Ph.D., owner of Drescher & Associates Clinical Services, LLC in Toledo, Ohio, gives us some insight into why it can be so hard to stick to resolutions, noting it takes much longer than a month to make something a habit. “It takes around 3-6 months,” she says. “So you have to push past those 30 days.”

She also recommends starting goals in moderation to avoid setting ourselves up for disappointment. So, how can you make sure your resolution is a realistic goal that you’ll achieve by the end of the year? Many of us at Boyk Law take goal setting seriously, and one of the number one tips we follow is this:

1. Be Specific — Make it clearly identifiable and avoid vagueness.
2. Measurable — Use exact numbers. Instead of saying “I want to lose weight,” you might set a goal to lose 20 pounds.
3. Achievable — Do you realistically achieve will set you up for disappointment.
4. Relevant — Focus on what you need to do to get there. You want to set goals that will take you in that direction.
5. Time-Bound — Set a deadline! Deadlines help create a level of accountability to keep us on track.

Accountability is also key in goal setting. For example, if you want to save money by spending 10% less of each paycheck, find a friend who will call you out on unnecessary purchases and remind you that you can have just as much fun staying in and cooking together as you can by going out to eat.

Getting into the spirit of making our resolutions a reality by writing them down and recruiting our loved ones to help create a level of accountability to keep us on track. 

Katie Braamreuther (Paralegal) — After getting an old barn removed from her property last year, Katie’s goal this year is to dig a pond in her yard so she and her family can enjoy the water.

Kristen Johnson (Marketing Director) — Kristen’s goal is to be more present with her loved ones by reducing screen time. She wants to stop her habit of checking email and social media the minute she wakes up and has a goal to keep her phone out of sight during dinner, especially when she is able to spend time with her friends and family at restaurants.

How to Turn Your New Year’s Resolutions Into Real, Achievable Goals

Recipe of the Month: New Year’s Champagne Punch

January’s Raving Fan of the Month

“Champagne and win a gift card for being a part of our mission to share the excitement with friends and family.”

INGREDIENTS

- 1 cup Triple Sec
- 1 cup blackberry brandy
- 1/2 cup Chambord
- 2 cups pineapple juice
- 4 cups ginger ale
- 2 750ml bottles Pink Champagne
- 1 cup blackberry brandy
- 1 cup Triple Sec

DIRECTIONS

Combine the Triple Sec, blackberry brandy, Chambord, and pineapple juice in a large pitcher or punch bowl. Cover and store in the fridge for 4 hours or overnight.

Just before serving, add the Triple Sec mixture, ginger ale, and the champagne together in a large punch bowl. Serve over ice and garnish with fresh raspberries if desired.

New address or phone number?
Help us stay current by letting us know!
Call Kristen Johnson at (419) 241-3195
or e-mail her at marketing@charlesboyklaw.com

New Year’s Champagne Punch
JUUL'S MARKETING PLAYBOOK

HOW JUUL CREATED A YOUTH EPIDEMIC

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<td>Lure Kids with Flavored Products</td>
<td>Make it cool on Social Media</td>
<td>Hook Kids with massive doses of Nicotine</td>
<td>Team up with Big Tobacco</td>
<td>Fight against bans on Flavored Products</td>
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JUUL developed and marketed sweet flavors to attract kids. 97% of youth e-cig users started with a flavored product.

JUUL used models, celebrities, launch parties and social media marketing to target youth.

JUUL released flavored pods with 5% nicotine - the equivalent of 1-2 packs of cigarettes. 63% of youth users did not know JUUL contained nicotine.

Seeing profits driven by addicted youth users, Big Tobacco invested more than $12 billion in JUUL.

JUUL spent millions lobbying to try to keep banned flavored e-cigarettes.

STEP 2

Making it cool on Social Media

JUUL released flavored pods with 5% nicotine - the equivalent of 1-2 packs of cigarettes. 63% of youth users did not know JUUL contained nicotine.

Cases of Interest: January 2020

Head-On Collision on Heatherdowns Causes Serious Leg Fracture & Other Injuries

Our client was a passenger in a vehicle traveling eastbound on Heatherdowns Boulevard in Toledo, Ohio. At the same time, another driver was traveling westbound on Heatherdowns Boulevard when she lost control of her vehicle and crossed left of center directly into our client's path of travel, striking the vehicle he was a passenger in head-on. The at-fault driver was pronounced dead at the scene.

Man's Arms Pulled Into Machine & Crushed

Our client suffered a major industrial injury while working in a factory. He was working on a slitter machine when a thumb was pulled into the machine. The machine was stopped, but not before our client suffered severe and crushing injuries to his arms, hands, and fingers.

Man Ejected From Truck Suffers Internal Bleeding After Driver Runs Red Light

As our client traveled through the intersection of Talmadge and Monroe in Toledo, Ohio, a negligent driver ran a red light and slammed into the side of our client's vehicle. Our client was thrown from his truck and was found unconscious at the scene. He was taken from the scene by Toledo Fire and Rescue and was rushed to the Toledo Hospital Trauma Unit, where he was found to have fluid collection in his abdomen, a broken rib, road rash, internal bleeding, and a laceration on his head that required four staples.

All of us here at Boyk Law congratulate Katie on her admission to the Supreme Court Bar and are proud to call her one of our own!
Too often, regular people have their lives turned upside down by the acts of large organizations. Facing an uphill battle against political influence, corporate wealth, and institutional bureaucracy, getting justice for loved ones can feel like an impossible goal. Here at Boyk Law, we pride ourselves in our determination to fight for the underdog against all manner of powerful institutions—whether these are cities, religious organizations, or corporations.

In most of our cases, we take on these defendants for our clients from far behind the front pages. Occasionally, though, one of our cases generates media interest. This happened recently, when a case currently pending in Wayne County, Michigan against a prominent institution was reported nationwide and even gained an international profile when it was reported on by CBS, NBC, USA Today, and CNN among other media outlets.

When reporters come calling, we don’t shy away from their questions and are happy to guide our clients through the unique challenges that can come with a spotlight on their personal tragedy. It’s all part of doing what we love—making sure that every single person, no matter their background, has a strong team behind them when they seek justice for the injuries caused by the country’s largest institutions.

A Shelter Dog Christmas!

Lucas County Canine Care & Control hosts Home for the Howlidays ADOPTION EVENT HAPPENING DECEMBER 16TH – 23RD All dogs are $15 (Frisbee is a free gift!) There are summary dogs in the house, so please walk them by. 1409 E. 3rd St Toledo, OH 43604 419-221-1160 www.toledocityshelter.com

Former Lucas County Shelter favorite, August, made the nice list and is spending his first ever Christmas in a warm and loving home! For two years, August was in and out of Lucas County Canine Care and Control for various reasons. Over the summer, August became very stressed due to being in the kennel so long and was listed as “transfer only” which meant he desperately needed a rescue and foster family to step up to save him. The volunteers at LC4 made it their mission to find him a home for the howlidays!

The odds were against August, but he proved how much of a perfect dog he was by keeping his spirits high while he waited. After months of waiting, DogWorks, a local rescue group, placed August into a foster home with a fur sibling, Jada. He won over the hearts of his foster family, and they decided to adopt him and give him the home he’d waited so long for.

August is doing great! He knows tricks, loves playing with his family, and, of course, is still hyper as ever! 2020 will be his best year yet!

JUUL’s Marketing Playbook

How JUUL Created a Youth Epidemic

STEP 1

Low Price with Moment

STEP 2

Make it seem real

STEP 3

High value with dominance of location

STEP 4

Make it cool on Social Media

STEP 5

Light up with your own branded product

JUUL, the tobacco giant, first sold pods with 5% nicotine – 63% of youth users did not know JUUL had nicotine. Seeing profits driven by Big Tobacco invested more than $12 billion in JUUL. In connection with her role as a Trustee for the Ohio’s Association for Justice, Boyk Law Attorney Katie Harris traveled to Washington, D.C. last November to be sworn in as a member of the United States Supreme Court Bar. The swearing-in ceremony took place in the courtroom in front of the Justices, including one of Katie’s personal heroes, Justice Ruth Bader Ginsburg. Having been admitted as a member of the Supreme Court Bar, Katie is now able to argue cases there if occasion ever arises. She describes the swearing-in ceremony as a once in a lifetime opportunity.

“I was a tremendous honor to be in their presence—absolutely thrilling and humbling in the best possible way. I felt a real sense of awe sitting across from the Justices, and I know it’s a moment that will always stand out as a highlight for me. I am so grateful I had the chance to do this and...”

Cases of Interest: January 2020

Man Ejected From Truck Suffers Internal Bleeding After Driver Runs Red Light

As our client traveled through the intersection of Talmadge and Monroe in Toledo, Ohio, a negligent driver ran a red light and smashed into the side of our client’s vehicle. Our client was thrown from his truck and was found unconscious at the scene. He was taken from the scene by Toledo Fire and Rescue and was rushed to the Toledo Hospital Trauma Unit, where he was found to have fluid collection in his abdomen, a broken rib, road rash, internal bleeding, and a laceration on his head that required four staples. Our client was admitted to the hospital for several days and is currently facing a long road to recovery.

Man’s Arms Pulled Into Machine & Crushed

Our client suffered a major industrial injury while working in a factory. He was working on a slitter machine when a back-up occurred. As he was working to correct the back-up, the glove on his right hand became stuck and his right hand and arm were pulled into the machine. As our client used his left hand to try and free his right, his left hand and arm were also pulled into the machine. The machine was stopped, but before our client suffered severe and crushing injuries to his arms, hands, and fingers. Our client was taken to the hospital. After being released, he developed compartment syndrome and underwent three emergency surgeries, without which he would have lost both arms. Our office is pursuing a workers’ compensation claim on his behalf.
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Use exact numbers. Instead of saying “I want to lose weight,” you might set a goal to lose 20 pounds. Avoid vagueness.

Make it a reality by writing them down and recruiting people to help with accountability, here’s what a few of our team members will be working toward in 2020:

Katie Harris (attorney) — Last year, Katie met her goal of finally paying off the loans she took out for law school between 2008 and 2011. Her goal for 2020 is to pay off her credit card and be debt free by the end of the year.

Katie Braunreuther (Paralegal) — After getting an old barn removed from her property last year, Katie’s goal this year is to dig a big pond in her yard so she and her family can enjoy the water.

Kristen Johanson (Marketing Director) — Kristen’s goal is to be more present with her loved ones by reducing screen time. She wants to stop her habit of checking email and social media the minute she wakes up and has a goal to keep her phone out of sight during dinner, especially when she is able to spend time with her friends and family at restaurants.

Good luck to everyone! It’s a new decade, and a fantastic opportunity to make positive change!