

# THE BOYK BULLETIN

8 OFFICES >>> NW OHIO



CHARLES E. BOYK  
LAW OFFICES, LLC

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

It's the time of year when "New Year, New Me" enthusiasm leads 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 hit home because they're 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, gave us some insight into why it can be so hard to stick to resolutions, noting it takes much longer than a month to really 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 real 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: Write your goals down. Studies show over and over again that writing your goals down makes you much more likely to achieve them. We also recommend using the acronym "SMART," to set goals that are:

**Specific** – Make it clearly identifiable and avoid vagueness.

**Measurable** – Use exact numbers. Instead of saying "I want to lose weight," you might set a goal to lose 20 pounds.

**Attainable** – Like Dr. Drescher said, a goal that you cannot realistically achieve will set you up for disappointment.

**Relevant** – Focus on what you need to do to go the direction you want to in life and set goals that will take you in that direction.

**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 people to help with accountability, here's what a few of our team members will be working toward in 2020:

**Katie Braunreuther (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.

**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.

We'll check in with the Katies and Kristen at the end of this year to see how they did, and we can't wait to hear about the exciting things the rest of you in our extended Boyk Law family achieve. Good luck to everyone! It's a new decade, and a fantastic opportunity to make positive changes!



VOLUME 14  
ISSUE 2  
JANUARY, 2020

ATTORNEYS

Charles Boyk, Michael Bruno,  
Andrea Young, Katie Harris, Wesley Merillat,  
& Sam Bolotin, of-counsel

WE HAVE 8 OFFICES TO SERVE YOU

**DOWNTOWN TOLEDO**  
405 Madison Ave. Ste. 1200  
Toledo, OH 43604  
(419) 241-1395 Main  
(800) 637-8170 Toll-free  
(419) 241-8731 Fax

**FREMONT**  
1005 E. State St., Ste. 5  
Fremont OH  
**SWANTON**  
10725 Airport Hwy.  
Swanton, OH 43558

**FINDLAY**  
612 S. Main St., Ste.107  
Findlay, OH 45840  
**WEST UNITY**  
123 E. Jackson St.  
West Unity, OH 43570

**BOWLING GREEN**  
121 E. Wooster St., Ste. 255  
Bowling Green, OH 43402  
**LIMA**  
114 N. West St., Ste. 203  
Lima, OH 45801  
**DEFIANCE**  
1012 Ralston Ave.  
Defiance, OH 43512

AUTO ACCIDENTS • MEDICAL MALPRACTICE  
WORKERS' COMPENSATION • DOG BITES  
WRONGFUL DEATH • ATV & MOTORCYCLE ACCIDENTS



# JUUL'S MARKETING PLAYBOOK



## HOW JUUL CREATED A YOUTH EPIDEMIC

### STEP 1

Lure Kids with Flavored Products



JUUL developed and marketed sweet flavors to attract kids. 97% of youth e-cig users started with a flavored product.

### STEP 2

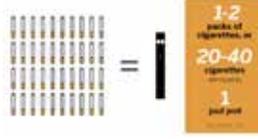
Make it cool on Social Media



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

### STEP 3

Hook Kids with massive doses of Nicotine



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.

### STEP 4

Team up with Big Tobacco



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

### STEP 5

Fight against bans on Flavored Products



JUUL spent millions lobbying to try to keep Washington from banning flavored e-cigarettes.

Lucas County Canine Care & Control hosts

## Home for the Howl-i-days

ADOPTION EVENT HAPPENING  
DECEMBER 16TH - 23RD

All dogs are \$10 (plus a license) to adopt!

There are so many dogs on the "nice list" waiting to find a home.

410 S. Erie St Toledo, OH 43604  
419.213.2800  
www.lucascountydogs.com

## A Shelter Dog Christmas!

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 a "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, Jade. 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!



# Attorney Katie Harris Sworn Into U.S. Supreme Court Bar



In connection with her role as a Trustee for the Ohio 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.

"History is made in that building, by those men and women on the bench," she said, "It 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



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!

## 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. As a result of the collision, our client suffered burns, a fractured leg, and a laceration above his eye. Our client was taken to the hospital and subsequently underwent two surgeries requiring the installation of medical hardware in order to repair his fractured leg. Our client has missed over a month and a half of work and remains off work as he continues to heal.

### 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 not 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.

### 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.





**CHARLES E  
BOYK**

LAW OFFICES, LLC



CharlesEBoykLawOffices



Charles E. Boyk



charlesboyklaw



www.youtube.com/ceboyk

**Charles E. Boyk**

*Law Offices, LLC*

405 Madison Avenue, Suite 1200

Toledo, Ohio 43604

**Phone: (419) 241-1395**

**Toll-Free: (800) 637-8170**

Fax: (419) 241-8731

OPEN IT! READ IT! SHARE IT!

## IN THIS ISSUE

- How to Turn Your New Year's Resolutions Into Real, Achievable Goals
- Boyk Law On Challenging Powerful Institutions
- A Shelter Dog Christmas!
- Attorney Katie Harris Sworn Into U.S. Supreme Court Bar
- Cases of Interest: January 2020
- January's Raving Fan of the Month
- Recipe of the Month: New Year's Champagne Punch

## 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: Amy was amazing!) I truly felt they had a handle on my case from start to finish which was refreshing and reassuring after what I went through with my 1st attorney. 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 an attorney, Mr. Boyk's 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*

*\*For a chance to be featured as our Raving Fan and to win a gift card, leave us an online review at Google, our Facebook or AVVO.*

New address or phone number?

**Help us stay current by letting us know!**

Call Kristen Johnson at (419) 241-1395

or e-mail her at

[marketing@charlesboyk-law.com](mailto:marketing@charlesboyk-law.com)

## RECIPE

# New Year's Champagne Punch

### 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
- Raspberries for garnish

### 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.

*\*\*Do you have a special family recipe you want to share with our Boyk Bulletin tribe of readers? Submit your recipe with photo to [marketing@charlesboyk-law.com](mailto:marketing@charlesboyk-law.com) to be featured in our next newsletter and win a gift card for being a part of our mission to share the deliciousness.*

