

The PACKARD PRESS

A collection of thoughts and stories to educate, entertain, and inspire.

BRIDGING WORLDS

How Active Listening Transforms Our Relationships

Embarking on a journey of effective communication, I've discovered that truly listening — immersing oneself in the essence of another's words — is a transformative experience. This realization didn't dawn on me as a sudden epiphany, but instead, it evolved through a blend of life experiences, from the enriching teachings of "The 7 Habits of Highly Effective People" to the strategic insights of "Never Split the Difference." These books offered a unique perspective on communication, emphasizing the significance of understanding before being understood, a principle that has profoundly shaped my personal and professional interactions.

My venture into active listening began during my missionary work in Peru. It was an experience that went beyond conventional language and culture; it taught me the universal language of empathy. Listening became more than just hearing; it became a way to connect, to transcend barriers, and to touch the soul of human experience. This was where I learned the art of silence, the power of pausing my own narrative to make space for others' stories to flourish.

I wove these lessons into my legal practice. I realized that the most successful negotiations and impactful client interactions are rooted in genuine

understanding achieved through active listening. It's more than the words exchanged; it's about the trust and rapport built when someone feels heard. This skill has enhanced my effectiveness as a lawyer and deepened my relationships, allowing me to connect with others more meaningfully.

However, the challenge our modern era presents is the omnipresent digital distraction that often hampers our ability to connect authentically. I've observed how easy it is to fall into the trap of half-listening, where one eye is on a phone screen while the other pretends to engage. Recognizing this, I made a conscious effort to disconnect and better connect with those around me. This meant putting away my phone during conversations, turning off the TV during dinner, and being present in every moment. It's a practice that has revealed the depth of connection from being in the moment with another person.

Reflecting on this journey, I've come to appreciate the subtleties of communication — the unspoken words, the pauses, the expressions. These elements often convey more than words could ever express. I've learned that listening involves engaging with every part of one's being. It's a skill that requires continuous refinement and dedication, but the rewards are immeasurable. It fosters stronger relationships, builds trust, and opens up a world of understanding transcending the superficial layers of interaction.

As I navigate the complexities of human interaction, I'm reminded of the power of listening. It's not just about acquiring



information but about building connections, understanding new perspectives, and sharing moments of genuine human connection. It's a reminder that in a world filled with noise, listening is a form of respect — a way to honor the person in front of us — and the most profound way to communicate without saying a word.

On my journey, I've learned that effective communication is both an art and a science. It's an art because it requires creativity, empathy, and intuition to connect with another person truly. It's a science because it involves understanding the principles that underlie human interaction and applying them to foster understanding and connection. As I continue to practice and refine my listening skills, I'm committed to fostering deeper, more meaningful connections in all areas of my life, grounded in the powerful act of simply listening.

—Michael Packard

This was where I learned the art of silence, the power of pausing my own narrative to make space for others' stories to flourish.

Red Bull Doesn't Give You Wings

Marketing Campaign Disproved in Court

For decades, Red Bull has run the marketing campaign that its energy drink gives people wings. Most assume it's a joke, an exaggeration of the beverage's stimulating effects.

The courts disagreed. A group of Red Bull drinkers in 2014 filed a class action lawsuit against the Austrian company, accusing them of false advertising. Despite the company's claims, they alleged that the drink does not give you wings.

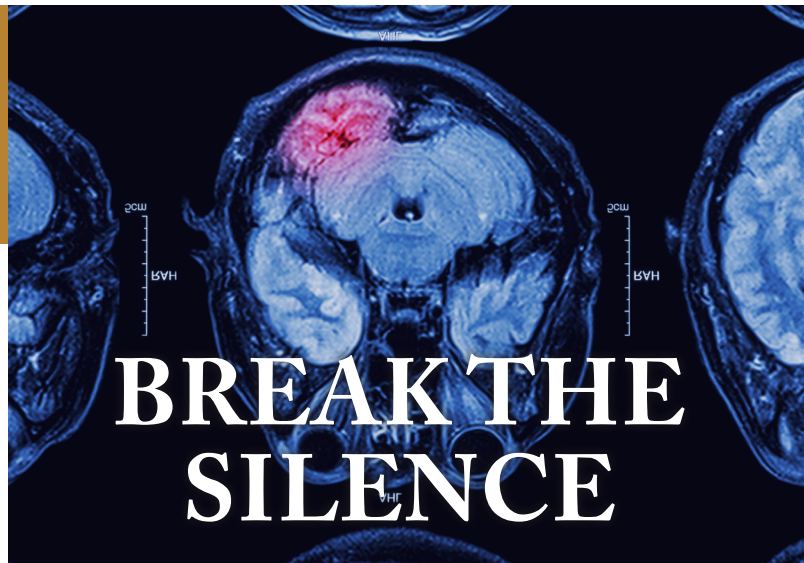
To be more specific, the suit alleged that the ad campaign uses flying imagery to convey that the beverage is better than other caffeinated drinks. While the brand's messaging claims it improves response times and concentration, the suit alleges the beverage isn't much more effective than a cup of coffee.

Red Bull settled for over \$6 million. They also agreed to compensate customers who were disappointed about the drink's wingless results. Such claimants could receive \$10 or a voucher for \$15 of Red Bull products. But before you go writing a letter to Red Bull for your voucher, know that customers are no longer eligible for this compensation.

In Red Bull's words, they settled to "avoid the cost and distraction of litigation," noting that their ad campaigns and can labels "have always been truthful and accurate." Red Bull denied any wrongdoing.

What Red Bull did was tread the line between false advertising and "puffery," the legal term for extravagant claims about a product. The law allows for some lofty claims — such as "World's Best Coffee" — so long as they are opinions. "Red Bull gives you wings" sounds like a factual statement, so it doesn't fall under puffery.

The energy drink company has continued using the slogan in its marketing in event sponsorship and TV ads. So, while Red Bull may not *actually* give you wings, it did pay out a lot of money in a court settlement over the claim.



Shattering the Stigma Surrounding TBIs

In the quiet moments following an accident, when the immediate chaos has subsided, individuals often feel subtle but significant changes in their cognitive and emotional state. These changes — ranging from memory lapses to increased irritability — are often the first signs of a traumatic brain injury (TBI). Understanding and recognizing the signs of TBIs is crucial for anyone who has experienced a head injury or a moment of unconsciousness, as early detection is crucial to a safe recovery.

Recognizing the Signs

The first step in treating a TBI is recognizing symptoms, which can vary but often include difficulties in remembering words, unexpected mood swings, or mental cloudiness. These symptoms aren't minor annoyances but indicators of a deeper issue that require immediate attention. Unfortunately, many individuals dismiss these signs as stress-related or temporary setbacks, missing the opportunity for early treatment.

The Path to Recovery

Recovery from a TBI goes beyond physical healing — it involves a journey of adapting to changes in abilities and self-perception. It requires a supportive network of healthcare professionals, legal advisors, and loved ones. Acknowledging the impact of the injury is a critical step to healing.

Finding Strength and Resilience

At the heart of the recovery process is resilience, the capacity to redefine oneself in adversity. Resilience enables individuals to find new sources of fulfillment and the ability to embrace their new reality with grace and patience. It is a testament to the human spirit's power to overcome challenges and adapt to new circumstances.

You Are Not Alone

Those affected by TBIs must remember they are not alone. A community of caregivers, medical professionals, and legal experts stand ready to support them through the challenging journey ahead. Together, they provide a foundation of understanding, advocacy, and care essential for healing.

Recovering from a TBI calls for early recognition of symptoms, a supportive network for recovery, and embracing one's inner strength and resilience. By confronting this new chapter with support and self-compassion, individuals can explore new possibilities for growth and fulfillment, reaffirming their inherent worth and potential in the face of adversity.

THE POWER OF A MEDIA FAST

Unplugging to Reconnect With What Truly Matters

My family and I recently embarked on a unique journey: a media fast. We voluntarily stepped away from screens and notifications to rediscover real human connection. Given our usual immersion in technology for work, communication, and leisure, it was a challenge. But the desire for deeper connections led us to commit to our digital detox, starting with just a few days and eventually extending to a week.

Freed from our devices, we engaged in simple yet enriching activities. Evenings were spent around a fire, sharing stories without the impulse

to document the moment for social media. Walks were taken without phones, allowing us to fully absorb the beauty of our surroundings and each other's company.

Our adventure took us to a serene retreat in New Mexico, where we reconnected over activities like swimming and just sitting together, undistracted by the digital world. This

experience reinforced my belief that technology should augment our lives, not dominate them.

To curb our screen time, we adopted practical strategies. Phones were charged outside the bedroom, and we consciously left them behind during family moments, emphasizing the value of human interaction over digital engagement.

A particularly striking analogy shared was of a deer eating alfalfa hay but starving with a full stomach. It mirrored our consumption of digital content — though we might feel “fed” by social media and online interactions, they offer no real sustenance for our need for genuine human connection.

This media fast brought my family closer and offered a fresh outlook on our relationship with technology. It reminded us of the importance of being present and valuing face-to-face interactions over virtual ones. In a world where technology is everywhere, finding a balance to ensure it enhances rather than eclipses our real-life experiences is crucial. Our digital detox was a reminder of the richness of life away from the screen and a lesson in the importance of nurturing our human connection in an increasingly digital world.

—Michael Packard

TAKE A BREAK

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Aquamarine
Basketball
Butterfly
Clover

Daffodil
Green
Ides
Leprechaun

Madness
Spring
Tangerine
Women

Chipotle-Inspired Chicken Burrito Bowl

Ingredients

Inspired by EasyChickenRecipes.com

- 2 boneless chicken breasts
- 2 tbsp olive oil
- 1 tsp paprika
- 1 tsp cumin
- 1/2 tsp chili pepper
- 1/2 tsp salt
- 1/2 tsp pepper
- 1 cup white or brown rice, cooked

- 2 cups shredded romaine lettuce
- 1 cup canned corn
- 1 cup canned black beans
- 1 avocado, cubed
- 1/4 cup sour cream
- 1/4 cup shredded cheese

For Salsa

- 1 tbsp chopped cilantro
- 1/2 tomato, chopped
- 1/2 onion, chopped
- 2 tbsp white vinegar
- 4 tbsp lime juice
- Salt, to taste

Directions

1. Cut chicken into bite-size pieces. In a medium-size bowl, add chicken, olive oil, paprika, cumin, chili pepper, salt, and pepper. Mix until chicken is evenly coated.
2. In a skillet over medium heat, cook chicken for 7 minutes or until cooked through. Set aside on a plate.
3. In a large bowl, layer the rice, lettuce, corn, beans, and cooked chicken.
4. In a separate bowl, mix together salsa ingredients, then pour over the chicken mixture.
5. Top with avocado, sour cream, and cheddar cheese. Enjoy!

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1. Break Through the Digital Clutter With the Art of Listening
2. The Marketing Campaign That Cost Red Bull Over \$6 Million
Confronting the Reality of Brain Injuries
3. Rediscover Connection in a Digital Detox Journey
Chipotle-Inspired Chicken Burrito Bowl
4. A Few of History's Hilarious Quirks

The Packard Family Is Here to Help Your Family! *Personal Injury | Social Security Disability | Car Accidents | Special Needs Planning*

SOME OF HISTORY'S QUIRKIEST MOMENTS

Grab your time travel hats! We are peeling back the layers of the past to reveal a few stories you won't find in the history books, though history class would have been much more fun if they were!

When Stillness Created History

Imagine a bustling Parisian street filled with life and activity. A photographer is there, about to take the first known photograph of a person. But the only person still enough to photograph was a man getting his shoes shined — the exposure time then was several hours, almost a whole day's work! So, the shoe-shining duo became unexpected celebrities in history as the subject of the first known photograph of humans in 1838.

A Whistle Stop for Women's Contributions

When trains first thundered across the American landscape, some women wouldn't ride them — a bizarre myth emerged claiming that traveling at

speeds of 50 mph would cause their uterus to fly out of their bodies! Thankfully, at least two women saw past the strange notion to propose genuine improvements in the iron horses. In 1870, Eliza Murfey held 16 patents for her inventions to improve how bearings on train car wheels responded to their axles. In 1879, Mary Elizabeth Walton held two patents for reducing smokestack emissions.



Tale of the Tallest Buildings

The Great Pyramid of Giza is the oldest and last remaining of the original seven wonders of the world. For 4,000 years, this architectural marvel was the tallest building in the world. But all reigns must end, and in 1311, the Lincoln Cathedral in England claimed the crown. It was the tallest building for 237 years until its spire collapsed in 1548. However, it was still the tallest building ever built until the Ulm Minster in Germany set a new record in 1890 — it's still the tallest church in the world.

Shorts Shook the World

In the sizzling summer of 1937, something extraordinary happened on the streets of Toronto that changed fashion forever. Two daring women went out in public wearing shorts. Yes, shorts! The sight was so unusual that it drew overwhelming attention and even caused a car wreck! While this moment caused quite a stir, it wasn't until after World War II that shorts gained popularity.