

# WALT SHURDEN LAW

April 2015

611 Druid Road East, Suite 712 • Clearwater, FL 33756

## Let's Go Places

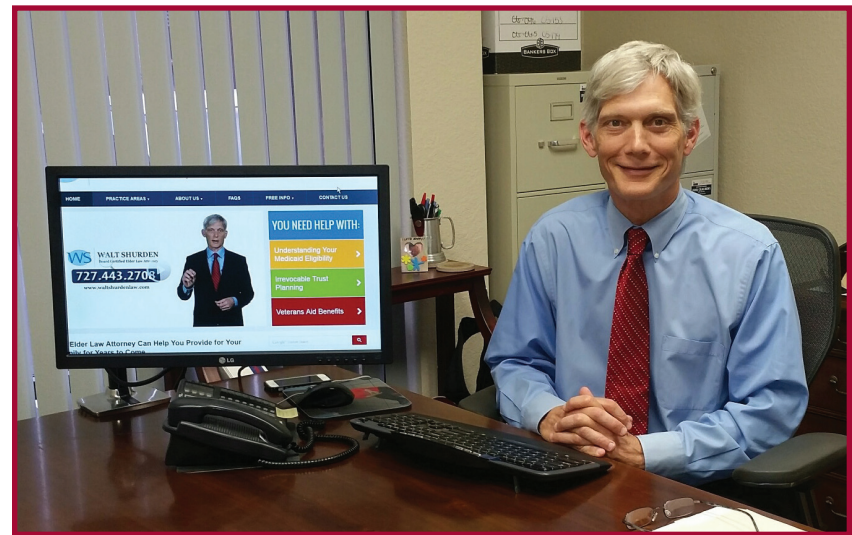
By Walt Shurden

More and more I feel like a fish in a barrel. At six-thirty in the evening the drug companies know I'm watching the national news. The next morning at seven a.m. a garage door company knows that I am watching the local news and that I will try to open my garage door soon.

We are so used to receiving marketing messages that we are pretty good at tuning them out until we think we need what is being sold. I bought a car a few months ago and now it seems I just can't hear car commercials. It's wonderful. The other day I was watching TV and the only reason that I knew I had just watched a car commercial was because my daughter, who was watching with me, made the remark that Toyota's slogan was dumb. I asked what it was. She looked at me like I was old and demented and reminded me that we had just watched the commercial, and that the slogan was "Let's Go Places!"

Sometimes we hear the term "smart marketing". Being smart is important. It is "smart" for a garage door company to advertise in the morning right before your garage door fails to open. But being *diligent* in marketing, as in so many other areas, seems even more important. "Diligence" is defined to be "careful or persistent work or effort." So it's the consistent, persistent message that gets through to the customer on the day the customer has decided they need what you have to offer.

We just launched our new website on April 7th. With this website we are going to provide a consistent,



persistent message about how you can make good estate planning moves and also protect your assets during the years that long term care is needed. The site includes videos with specific answers to questions. We are going to keep adding new content to keep the information useful and up to date. We hope that you will go to the site and spend some time, and refer others to the site as these issues come up in your conversations with friends and family. The address is:

[www.waltshurdenlaw.com](http://www.waltshurdenlaw.com).

### Our Goal

*To provide exceptional legal service to our clients.*

Estate Planning • Fiduciary Services • V.A. Benefits • Irrevocable Trusts • Medicaid Eligibility

## Who We Are



Malisa Jernigan

Malisa is the Community Relations Director for our office. She is well-versed in senior healthcare having started working with retirement communities in 1988. She started full time at the Shurden Law office in 2007 after working for Walt as a consultant for a few years.

Malisa has one daughter who lives in Washington, DC with her husband and five-year-old daughter, who is the apple of Malisa's eye. She visits them as often as possible.

Malisa is extremely active volunteering in Safety Harbor. Soon after moving to Florida from Colorado in 1981 she became involved with the Mattie Williams Neighborhood Family Center. Starting in the Children's Literacy Program, she has moved up to the Board of Directors and is currently serving as Vice President. Other community programs in which Malisa volunteers are: Paint your Heart Out Safety Harbor; Back to School Program; and the Christmas Adopt a Family Program.

Malisa loves to travel and visits a different city each year with friends. They are in San Francisco as we write this.



Painting & landscaping homes for deserving low income families.



Over 80 needy people were fed Thanksgiving Dinner.



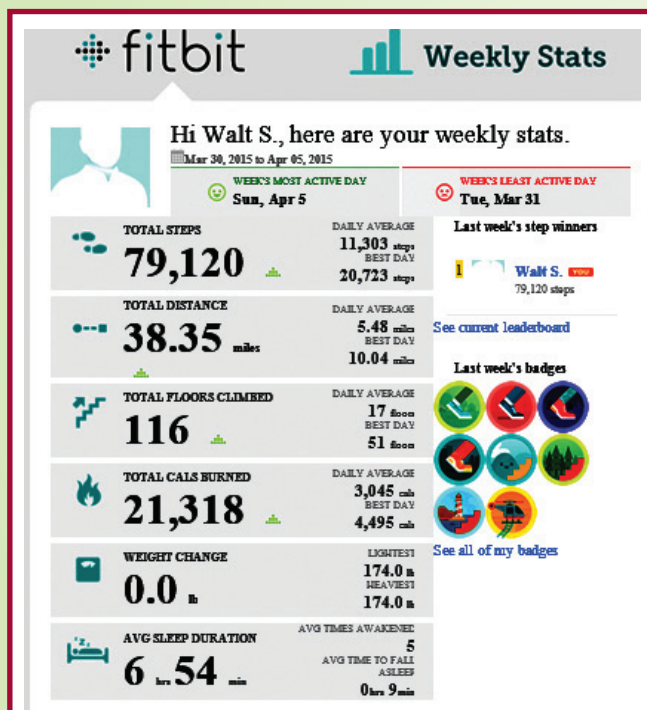
## How do I Get My Number Back on the "NO CALL LIST?"

According to the Federal Trade Commission, once your number has been placed on the "Do Not Call Registry" it will not expire, but there are other reasons your number might be removed from the Registry: 1) If your number is disconnected and reconnected; 2) If your calling plan changes; or 3) if you change the billing name on your account. If you suspect that your number is

off the list you can check by calling 888-382-1222 or visiting [www.donotcall.gov](http://www.donotcall.gov).

Having your name on the "Do Not Call Registry" will not stop all unwanted calls. It only stops "sales" calls and "robocalls." It will NOT stop: political calls, charitable calls, debt collection calls, or telephone surveys. To get more information you may email the Federal Trade Commission at [dnconconsumerinquiry2@ftc.gov](mailto:dnconconsumerinquiry2@ftc.gov).

## What is FITBIT and Where do You Wear Yours?



Remember when you saw your first pedometer? How cool it was to be able to get a reading on how many steps you had walked in a parade. Pedometers have come a long way since Leonardo de Vinci created the first pedometer in the 1500s.

Today's wearable fitness devices can do a lot more than count steps. They monitor your heart rate, calculate calories burned, sleep duration, floors climbed, and total distance walked. The size and style of fitness devices are numerous.

Why is wearable technology such a big thing now? According to Ryan Holmes on LinkedIn.com, people are ever more interested in self-knowledge and self-improvement. Knowing what you are doing can help you to make better choices. The fact that they are being aggressively advertised isn't hurting either.

According to research done by the research company IHS, there will be 17 million wearable devices sold this year and that number will increase 25% by the year 2017.

## This Month's Spotlight



Chris moved from Long Island, NY in 2001 and retired from Government Services in 2013. Two weeks into her retirement she decided she needed something to do.

Chris passed by the Matthew Williams Neighborhood Family Center on the day they were giving out Thanksgiving Turkeys to residents and decided to become a volunteer.

She provides clerical support to the Executive Director and staff by entering data, filing, and keeping records up to date.

Chris has been a volunteer since January of 2013 and works approximately 10 hours per week.

Thank you Chris, for volunteering.

## Summer Book Giveaway

Summer is the perfect time to find a favorite spot, in the shade, on the beach, or just in your own quiet spot, to read a good book. Our staff has some favorites: What Alice Forgot, by Liane Moriarty, Grain Brain, by Dr. David Perlmutter, or anything by John Grisham.

We want to hear what you like to read and what you are looking forward to reading this summer.

**The first three people who call our office to tell us WHAT BOOK YOU WANT TO READ THIS SUMMER will receive a free copy of that book.\***

Next month we will report on the summer reading suggestions we received.

# WALT SHURDEN LAW



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## Legal Term of the Month

**Holographic Will** – A Will or Deed written entirely in a person’s own hand, signed but not witnessed. Holographic Wills are not valid in Florida.

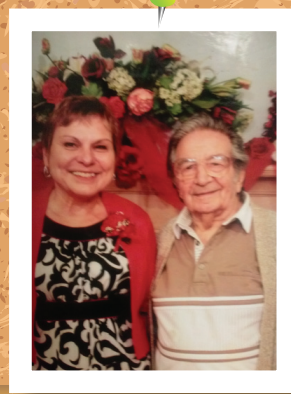
\*We really will.



**Come visit our new location.**



**Jen at her new desk**



**Malisa volunteering at Freedom Inn’s Valentine Date Night**

*Published for informational purposes only and no legal advice is intended. Each case is different, you are invited to discuss your legal issues with Mr. Shurden with no obligation.*