



INSIDE THIS ISSUE

www.MottleyLawFirm.com | (804) 823-2011

www.MottleyLawFirm.com | (804) 823-2011

The Mottley Law Firm

1 Mastering Courage and Resilience

2 The Secrets of the Deck

Risks and Solutions for Safer School Zones

3 Written Works of Wonder

Ultimate Baked Ziti

4 The Cutthroat Competition Behind Coney Island

CONEY ISLAND'S CUTTHROAT CARNIVAL

THE RIVALRY THAT REDEFINED ENTERTAINMENT

In the early 20th century, Coney Island was the beating heart of America's burgeoning amusement park industry. Three rival theme parks — Steeplechase Park, Luna Park, and Dreamland — engaged in fierce, cutthroat competition that dramatically reshaped this iconic destination.

A TAWDRY REPUTATION TRANSFORMED

Coney Island's reputation was once far from wholesome.

Known as "Sodom by the Sea," it was considered a tawdry, vice-filled destination. That began to change in 1897 when Steeplechase Park opened. Its founder, George Tilyou, sought to bring clean fun to the masses, creating a lighthearted atmosphere exemplified by his iconic "Funny Face" caricature.

STEALING IDEAS AND UNDERHANDED TACTICS

Tilyou's success soon drew the attention of rival park operators. In 1902, he lured away the founders of the popular "A Trip to the Moon" attraction from the upcoming Luna Park. These underhanded tactics were common, as the parks constantly copied each other's rides and acts to one-up the competition.



RAPID INNOVATION DRIVES CHANGE

This competitive spirit drove rapid innovation at Coney Island. Over just a few years, the parks introduced groundbreaking new attractions like the Rotating Barrel, Thunderbolt roller coaster, and the world's largest Ferris wheel. They transformed the public's perception of amusement parks, elevating them from sideshows to immersive, technologically advanced experiences.

THE BIRTH OF THE MODERN AMUSEMENT PARK

The era of Coney Island's dueling theme parks was short-lived, lasting only from 1904 to 1911, but its impact can still be felt today. The parks' relentless one-upmanship drove the rapid evolution of the amusement park industry, laying the foundation for the iconic destination Coney Island has become. What began as a vulgar locale became a glittering symbol of American ingenuity and the pursuit of wholesome fun.

While the tactics of these rival parks may have been underhanded, the lasting legacy of their fierce competition is undeniable. The rapid innovations, technological advancements, and shifts in public perception from this crucible of competition continue to shape the amusement park experience today.

FACING THE DARK, FINDING A LIGHT

THE ART OF CONQUERING FEAR

The more I think about Halloween, the more I realize its significance to our lives beyond just costumes and candy.

October is known as the "spooky season" because it allows us to enjoy a usually negative emotion: *fear*. We watch horror movies or give out goodies to little ones dressed up as ghosts, but fear in real life is no laughing matter — and it's something everyone experiences. I recently spoke to a group of young law students at my alma mater, the University of Virginia School of Law, about being a plaintiff's lawyer. I was asked "what is the biggest challenge about being a plaintiff's lawyer?" My answer was to "learn how to manage fear." Plenty of times, fear threatened to derail my dreams, and I'm sure everyone has experienced similar moments. However, I've learned not to give fear power over me and instead use it to overcome challenges and make life better. Allow me to explain.

I had a job with a large corporate law firm earlier in my career, but I wanted more. I dreamt of striking out on my own, but fear held me back from taking that bold step. My wife was a stay-at-home mom for our three children, and we had a mortgage and car payment to consider. Moving on from the firm would have been a tremendous risk to our stability and security. Then, one day, during the financial crisis of 2008, the decision was made *for* me. I suddenly found myself downsized from the firm and had no choice but to make my longstanding dream a reality. Looking back on those times now and considering how far I've come with my firm, I realize I should have followed my heart all along and not let my worry over the unknown stand in my way.

"Dark times can happen to anyone, but how we deal with those dilemmas is always up to us."

To be honest, I still face plenty of fears and challenging times. As a legal professional specializing in traumatic brain injuries and other unique cases, I work to help my clients overcome their fears through often emotional legal proceedings. Sometimes, I face my fears in my own day-to-day work. What will happen in the next trial or deposition? What will happen to my business next week, month, or year? These are challenging and inevitable questions for a husband, father, and business owner to grapple with in today's world.

Fortunately, I have a great way of moving beyond my fears; following years of life lessons, I've adopted a plan for attacking fear that gives



me the lift I need. When faced with a potentially rough case that instills that familiar fear, I start by clearing my desk, looking at the case, and asking myself, "Where do we want to end up?" From there, I can identify my primary goals — envisioning how the jury will handle the case and the monetary award I want for my client — and set a clear road map to achieve that outcome. It's a slightly different take on *GPSing* the problem (a concept I learned from famous trial lawyer Mark Lanier of Texas) because I start at the end and work backward. This process helps remove doubt and creates a clear picture of eventual success. Once I frame a case this way, I go home at night and sleep like a baby! *GPSing* can help in any facet of life, so I encourage you to try it the next time your apprehension starts to get the best of you.

Dark times can happen to anyone, but how we deal with those dilemmas is always up to us. If we approach our fears the right way, these once-scary situations can leave us with the wisdom and perspective we need to grow. We're not here to be afraid; we're here to attack the things in front of us. That's our calling.

In the words of author and motivational speaker Zig Ziglar, "F-E-A-R has two meanings: 'Forget Everything And Run' or 'Face Everything And Rise.' The choice is yours."

—Kevin Mottley

Playing Cards and the Calendar

AN UNEXPECTED SYNCHRONICITY

The humble deck of playing cards has remained relevant in a world filled with digital screens and instant gratification. Beyond card games, however, these pocket-sized wonders have a captivating history.

THE CALENDRIAL CONNECTIONS

As we explore the history of playing cards, we uncover the intricate relationship between a standard deck's components and the modern calendar. From the two primary colors representing day and night to the four suits corresponding to the four seasons, the parallels are uncannily precise.

THE RHYTHMIC RESONANCE OF THE CARDS

Dive deeper, and you'll find the 13 card values, from Ace to King, align seamlessly with the 13 weeks in a quarter and the 13 lunar cycles. When you add the numeric values of all the cards, the total is 365 — the exact number of days in a year, with the addition of the Joker card representing the leap year.

BEHIND THE MYSTERIES OF THE COURT CARDS

But the synchronicity doesn't stop there. The 12 court cards, comprising the Kings, Queens, and Jacks, mirror the 12 months of the calendar year, adding another layer of intrigue to the connection.

EMBRACING THE TIMELESS ALLURE OF PLAYING CARDS

Whether this remarkable alignment is a coincidence or deliberate, the relationship between playing cards and the calendar is a fascinating and thought-provoking revelation. For ardent card enthusiasts, this knowledge adds another dimension to their hobby.

Rediscovering playing cards can be a refreshing and enlightening experience in a world that often prioritizes the digital and the instant. So, the next time you find yourself shuffling a deck, take a moment to ponder the hidden secrets that lie within.



KEVIN'S BOOKSHELF

Books on Longevity, Life Lessons, and Leadership

As busy as work at the firm gets, I never neglect an opportunity to read a good book — or even multiple books at a time! To celebrate October being National Book Month, I wanted to share a few recent reads I highly recommend.

'Richmond: The Story of a City' by Virginus Dabney

I've always been a history buff, and this extensive exploration of our capital city doesn't disappoint. Recommended to me by my mother-in-law, this impressive tome presents nearly 400 years' worth of the key events, architectural advancements, and sociopolitical milestones that shaped the metropolis we know today. I enjoyed reading this book with my iPad next to me so I could look up the locations on Apple Maps and learn even more about them. Every city in America should have a book like this one — and if yours doesn't, maybe it's time to write one yourself!

'Traction: Get a Grip on Your Business' by Gino Wickman

Business-minded readers in search of new tools for financial growth would do well to *get a grip* on this book by celebrated businessman Gino Wickman. It showcases the Entrepreneurial Operating System, a top-to-bottom way to run a lucrative, stress-free enterprise. I'm currently re-reading it for a more careful study of Wickman's strategies.

'Outlive: The Science and Art of Longevity' by Peter Attia, M.D. with Bill Gifford

I've only just started reading this book — which my daughter was kind enough to give me — and it's already hard to take a break from it! Although its title suggests a how-to guide to living longer, "Outlive" focuses more on how to enjoy the highest quality of life for however long you're here. So far, it's been an enlightening view into achieving a happier and healthier existence.

'How to Win Friends and Influence People' by Dale Carnegie

A true American classic, Dale Carnegie's legendary guide to accomplishing greatness is one book I always make a point to revisit. If you've never read it before, I strongly encourage you to pick up a copy, absorb Carnegie's many lessons, and give it a subsequent read every year. It remains the perfect paperback for anyone striving to succeed in life — either professionally or civically.

—Kevin Mottley

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

SUDOKU



ULTIMATE BAKED ZITI

Loaded with rich tomato sauce, gooey cheese, and perfectly cooked pasta, this is a family favorite perfect for any occasion.

INGREDIENTS

- 1 (16 oz) package of dried ziti pasta
- 1 (14 oz) can diced tomatoes
- 1 onion, diced
- 1 cup ricotta cheese
- 2 cloves garlic, minced
- 1 cup shredded mozzarella cheese
- 1 (24 oz) jar marinara sauce
- Salt and pepper, to taste

DIRECTIONS

1. Preheat oven to 375 F. Grease a 9x13-inch baking dish.
2. Cook ziti according to package instructions.
3. In a large skillet over medium-high heat, cook the onion and garlic until softened.
4. Add marinara sauce and diced tomatoes, stirring to combine.
5. Stir in the cooked ziti and season with salt and pepper.
6. Transfer mixture to baking dish.
7. Top with ricotta and mozzarella cheese and bake for 20 minutes or until the cheese is melted and bubbly.

Safety Homework: Tips for Drivers and Pedestrians

STRATEGIES FOR SECURE DROP-OFFS AND PICK-UPS

It's only been a few weeks since students returned to school and put more buses and busy parents back on our roads, so the need to stay vigilant behind the wheel remains high. In addition to drivers, students must maintain awareness of their surroundings to stay safe as they begin or end another day of classes. According to the National Safety Council, most children who are killed in bus-related accidents are between ages 4 and 7 — and were walking when tragedy struck. With winter right around the corner, now is the time to read up on three simple reminders to make driving around school zones a safer experience for everyone.

Steer clear of double-parking dangers.

If your vehicle serves as a mom or dad taxi, avoid double parking when dropping off or picking up young passengers outside school. Staying within allotted spaces helps provide other pedestrians and motorists with greater visibility during these typically

hectic times. Also, *never* pass a bus from behind — and keep at least 10 feet away from all sides of buses — when looking for an ideal place to park.

Let time be on your side.

Last year, nearly 450 people died in speed-related accidents in Virginia. Research shows that school-age children are more likely to be involved in fatal collisions between 7–8 a.m. and 3–4 p.m. than any other time of day. So, manage your time wisely so you don't feel the urge to speed through school zones and endanger yourself and others.

Drop the digital distractions.

With the number of pedestrians struck by automobiles on the rise throughout Virginia, everyone needs to put away their phones when walking in high-traffic areas! Crosswalks can be especially dangerous for anyone who doesn't look up from the screens before stepping out into a busy street. Never go



back to checking your phone as soon as a signal gives you the go-ahead to walk across the street, as not everyone behind the wheel is paying attention (and may be looking at phones themselves!) Always keep your eyes and ears open — and put off that text or social media scroll for another time.

—Kevin Mottley