



## 52 Books a Year

### What to Do With a Really Good Book

*"Read something every day. It could be a newspaper, a book, whatever you have lying around; just be sure to read something every day."*

This is some of the best advice I've ever received, and, believe it or not, it came from a judge! I see this as great advice because it got me reading again. When I was growing up, I was a big reader. I was the kind of kid who could devour whole biographies in a single sitting. In law school, I read a bunch, too, usually law books, but after I graduated, I stopped reading. I was convinced I was "too busy" to read books anymore. Then I was talking to a retired judge about his reading habits, and I knew I could make time.

There's a section on my website where I list the five most recent books I've read. I'm constantly updating the list because I try to read a new book every week, with the goal of reading at least 52 books a year. At the time of writing, the last five books I've read are:

- "Go Ahead in the Rain: Notes to A Tribe Called Quest"
- "The Code: Silicon Valley and the Remaking of America"
- "The Vagabonds: The Story of Henry Ford and Thomas Edison's Ten-Year Road Trip"
- "Running to the Edge: A Band of Misfits and the Guru Who Unlocked the Secrets of Speed"
- "The Four Obsessions of an Extraordinary Executive: A Leadership Fable"

For avid readers, it can be hard to pick a favorite book. Over the years, I've had the pleasure of reading some really great books, from "The Lord of the Rings" trilogy to Edmund Morris' biographies (also a trilogy) on Teddy Roosevelt. However, if I had to pick



just one book to call my favorite, the choice is obvious. I love Amor Towles' "A Gentleman in Moscow."

The book takes place right around the Russian Revolution and follows a former aristocrat, Count Alexander Rostov. The count is put on trial by the Bolsheviks and is sentenced to house arrest in the Metropol, a luxury hotel right across the street from the Kremlin. While Rostov is lucky to have avoided the firing squad, he's still trapped in the hotel for the rest of his life. One day, a young girl comes to the hotel with her mother. When the mother has to leave the girl behind, the book centers around Rostov's relationship with the girl and what they teach each other.

How does it end? Well, I won't spoil it for you. I urge you to pick up a copy and read this amazing story for yourself. It's one of those books that is bound to be a movie someday. When Hollywood finally gets around to it,

George Clooney has my vote to play Count Rostov.

I attended a conference earlier this year, during which I had a great conversation with a fellow lawyer. Afterward, I sent him a copy of "A Gentleman in Moscow" as a thank-you for his kind words and wisdom.

Reading isn't just about consuming stories — it's about sharing those stories with other people. There are some books I keep on my shelves, but most of the time when I finish a book, I pass it on to the next person. When I finish a book, the first thing I think is, "Who would enjoy it next?" If there's one thing better than reading a really good book, it's giving someone a really good book so they can read it, too.

*-Andrew M. Ayers*

# There's No Expiration Date on Entrepreneurship

## THE JOYS OF STARTING A BUSINESS AFTER YOU 'RETIRE'

As a nation, America is getting older. By 2030, 20% of Americans will be 65 or older. With people living longer than ever before and the baby boomers approaching retirement age en masse, older adults will continue to have a massive impact on the American economy at large. Normally, we think of seniors as people who cash in on the hard work they've already accomplished. Many young people even worry social security will be wiped out by the time they reach retirement age. But who's to say older adults can't contribute to the economy?

If you've ever tried to change jobs late in your career or pick up some part-time work after retirement, you know it's hard to be hired as a senior. Quartz recently called seniors "the economy's most underused natural resource." Until more employers understand the value and potential of older workers, entrepreneurship remains the most viable avenue for seniors wanting to work after their primary career has ended. There are a number of reasons why seniors find creating their own business to be rewarding and why they tend to succeed when they do.

Unlike younger people, who often become business owners in an attempt to make a fortune, older entrepreneurs can be content with small, sustainable micro-businesses. They also approach their businesses with a wealth of experience that can't be purchased. As a result, 70% of ventures founded by older entrepreneurs are still open five years later, more than double the rate of the general population.



With so much potential to be found in senior-run businesses, it's no surprise that organizations are rushing to empower older adults with the tools they need to succeed. Senior Planet, a coworking space for seniors with outposts nationwide, teaches classes on skills like website creation in a space that makes older learners feel welcome and comfortable.

On top of being an important economic driver, entrepreneurship can be a wonderful way for seniors to generate meaning and value in their lives. It's never too late to start the business of your dreams.



## Royal Rinks **CURLING ATHLETES EVERY FAN SHOULD KNOW**

Every four years, as some of the world's best Olympic athletes battle for gold medals, the world falls in love with curling. Curling originated in 16th-century Scotland and is most popular in Canada, where many Scots immigrated. Now, 480 years after the first recorded instance of curling occurred on a frozen pond in Scotland, many devotees have left their mark on the sport's history. These are just a few of the greats.

### **Roy Thiessen**

Choosing only one devoted coach to highlight is difficult, but it must be Roy Thiessen. Roy coached championship teams — or rinks, as they are called in curling — at both provincial and national levels. His expertise led him to chair the first Saskatchewan Summer Games in 1972, the World Junior Men's Curling Championships in 1979, and the World Ladies' Curling Championships in 1983. Budding athletes can learn all of Roy's secrets and the fundamentals of curling in the numerous books he wrote.



### **Harvey Mazinke Curling Team**

In 1973, Canada held its collective breath as the Harvey Mazinke Curling Team took their final shot in a world championship match against Sweden. The rock ultimately failed to reach the rings, crowning Sweden as world champions and snapping the 10-0 record Harvey Mazinke had built during a week of competition. But regardless of that final score, Harvey Mazinke's impact on the sport was not diminished. The team was crowned the Canadian Men's Curling Champions in 1973, and the Saskatchewan Sports Hall of Fame recognizes them as "ambassadors to the game."

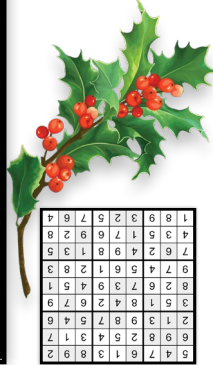
### **Joyce McKee Curling Team**

Without Joyce McKee, Sylvia Fedoruk, Donna Belding, and Muriel Coben, the Canadian Ladies Curling Association Championship, now called the Scotties Tournament of Hearts, would have never become the nationally recognized organization it is today. The aforementioned women were part of the Joyce McKee rink and were the first winners of the championship in 1960. Their style, play, and knowledge propelled women's curling into the leagues of men's competitions, proving that women could compete at just as high of a level as their male peers. To this day, the Joyce McKee rink's accuracy is unparalleled.

If you can't wait another two years before curling hits center stage at the Winter Olympics, check out the podcast "Curling Legends" to get your fix of curling greatness.

# TAKE A BREAK

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



## WHAT ABOUT DUNDER AND BLIXEM?

### The Strange History of Santa's Reindeer

We all know reindeer visit our rooftops every Christmas Eve, but what brings them there? Follow the unique and complicated history of Santa's reindeer to find out.

#### A visit from who on what night?

In the 1820s, Clement Clarke Moore penned a holiday poem that became the foundation for a phenomenon still alive today. Commonly known as "Twas the Night Before Christmas," "A Visit From St. Nicholas" is a beloved story shared by every generation. It is in this poem that reindeer were first credited with powering Santa's sleigh around the globe. Many popular songs, movies, and plays have preserved Moore's vision of St. Nick, and his reindeer and their names are no exception. (Well, kind of.) Rudolph wouldn't join the squad until a department store added him as part of their promotions in the 1930s.

#### What's in a name?

Dasher, Dancer, Prancer, Vixen, Comet, and Cupid were all brought to life by Moore, but have you ever heard of Dunder and Blixem? Though we now know the duo as Donner and Blitzen, Moore originally named them Dunder and Blixem — the Dutch words for thunder and lightning — but publishing companies wanted names that would rhyme better with the rest of the poem. Still, it was a few decades before Donner and Blitzen made their appearances in the version of the poem we know today.

#### Reindeer burgers, anyone?

Moore's poem paved the way for Santa's most famous form of transportation, but it was actually Carl Lomen, an Alaskan businessman, who mass-marketed reindeer as Santa's companions. In the late 1890s, the Sami natives of Northern Europe, who were longtime reindeer herders, made their passage from Norway to the U.S. with a herd of reindeer to invigorate the Alaskan landscape and help their native neighbors. Lomen saw the reindeer as an opportunity and partnered with the Macy's department store company to create a promotional Christmas parade in which Santa, led by his reindeer, a sleigh, and Sami herders, were prominently featured. Lomen's goal was to promote his massive reindeer conglomerate for the production and sale of reindeer meat. Instead, a holiday story was born.



## CLASSIC ROAST CHICKEN

Inspired by Ina Garten

### Ingredients

- 1 chicken, approx. 5–6 lbs
- Kosher salt
- Freshly ground pepper
- 1 large bunch fresh thyme, 20 sprigs removed
- 1 lemon, halved
- 1 head garlic, cut in half crosswise
- 2 tbsp unsalted butter, melted
- 1 large yellow onion, thickly sliced
- 4 carrots, peeled and cut into 2-inch pieces
- Olive oil

### Directions

1. Heat oven to 425 F.
2. Rinse chicken inside and out, removing giblets if included. Move to a work surface, pat dry, and liberally season with salt and pepper. Stuff cavity with thyme bunch, lemon halves, and garlic head. Brush outside with butter, and then season again. Tie chicken legs together with kitchen string.
3. Meanwhile, in a roasting pan, toss onions and carrots in olive oil and season with salt, pepper, and 20 sprigs of thyme.
4. Place the chicken on the vegetables and roast for 1 1/2 hours.
5. Remove from oven, and let stand for 20 minutes covered with foil.
6. Slice and serve with the vegetables.



877-262-9377  
AndrewMAyers.com



PRST STD  
US POSTAGE  
PAID  
BOISE, ID  
PERMIT 411

6800 France Avenue South, Ste. 190  
Edina, MN 55435

Small Business & Personal Planning Attorney  
See what my clients say about me on [MyGoogleReviews.com!](#)

# INSIDE THIS ISSUE



- 1** What Are You Reading?
- 2** The Power of Senior Entrepreneurship  
Get to Know Some of Curling's Best Athletes
- 3** Classic Roast Chicken  
How Santa Claus Became Powered by Reindeer
- 4** Glamping at Its Finest

## YURT SWEET YURT GLAMPING IN BEAUTIFUL LOCATIONS



The allure of the great outdoors calls to many, but pitching a tent and cooking over a fire isn't for everyone. If that describes you, consider the yurt: a small, permanent structure often outfitted with electricity, plumbing, and other modern amenities. Expertly nestled in remote locations, they provide comforts of home in the midst of nature. Here are just a few around the United States available for rent.

### Treebones Resort, California

For those new to the glamping scene, this is a great choice for an easy transition. With picturesque views of the Pacific Ocean, the Treebones Resort in Big Sur has an array of spaciouly comfortable yurts to choose from. The resort has heated pools, a cozy lodge, and even a sushi bar. About an hour up the coastline, you can find a few shops, restaurants, and art galleries if you decide you've gotten your dose of nature for the day.

### Spruce Hole Yurt, Colorado

Nestled in the San Juan Mountains about 10 miles north of New Mexico, this yurt is a snow-lover's paradise. Skiing, snowshoeing, and hiking trails are plentiful in this backcountry location. At the end of a chilly day, come home to comfy beds, cooking supplies, and decor made to feel like you're camping — but with sturdy walls to keep out the cold.

### Falls Brook Yurts, New York

For the glampers who truly want to get away, hike just under 1 mile into the woods of the Adirondack Mountains to discover rustic yurts beckoning you to cook over a fire or bundle up with a book. At night, the yurt's domed skylight offers excellent stargazing. For those keen on winter activities, skiing and snowshoeing trails start right outside the front door. In the summer, enjoy hiking, fishing, and swimming.