



# THE RIDER REPORT

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## Key Witness to the Legal Community

When Devin Williams began using a video camera professionally, very few attorneys saw the merits of videography in the courtroom. Now everyone is doing it. Discovery Media Productions, out of Portland, has hundreds of attorney and court reporter clients, and Devin is just living out his dream of supporting the legal community.

"I was in college and needed a 9-to-5 job," Devin drolly states as to the beginning of his career. "I got doing this as an office assistant at a court reporting firm, and so here I am 22 years later!"

Devin always had an ambition to be in the legal field, he just, in his words "didn't want to be on the firing line." So instead he fires his camera at witnesses, who give depositions as supporting evidence in cases.

"We will cover anywhere in the Northwest – Portland, Salem, Eugene, Vancouver, Longview. We've seen a shift in demand. Video depositions are more popular than ever. That's because attorneys are looking to save on costly expenses, and video or video conferencing can be a cheaper alternative to flying in expert witnesses."

Discovery Media Productions does more than video conferencing. It handles webcasting, high definition recording, film-to-video transfers and digital editing. But video depositions is Devin's bread and butter.



"I kind of look at myself as an active bystander. The pressure for me is that the recording has to be on and has to look right. Things happen. Breakdowns occur. We need to be accurate. We record raw video on camera and output to computer, or on-site to DVDs. So we have to have two different methods and two different files as backup.

"I've videotaped in a state penitentiary, and a witness walked away from his chair after two attorneys got into a fight. So I shot an empty chair!"

Concentration, focus, creativity and fortitude are the trademarks of a successful videographer. To increase his energy, Devin decided to do a cleanse diet for the next 30 days. Devin will tell you that it's about detoxing the body, and it requires great willpower.

No sugar, alcohol, baked goods, legumes, carbs or grains. Lots of protein. "I can have lots of fruit, eggs, turkey, chicken and fish. I can even have unsalted nuts," he said of the Whole30 diet. "Do you know what it's like to give up chips, guacamole and soda for two weeks?" he joked. "After all this, I'm supposed to be a new man."

And what will this new, slimmer, trimmer and hardier man do with his revitalized body? "I'm going to eat a stack of pancakes, pizza for dinner, and go to Disneyland!" ■

### American-Made Cars A Dying Species

Here's a dichotomy: U.S. automakers exported a record 2.1 million cars in 2014. Yet, there are now only seven vehicles that contain at least 75% domestic parts. Even last year's top-selling American vehicle, the Ford F-150, dipped below the 75% domestic parts mark, for the first time with its new re-designed 2015 model.

So if you want to buy a mostly American parts new care, here are your choices:

1. Toyota Camry
2. Toyota Sienna
3. Honda Odyssey
4. Chevrolet Corvette
5. Chevrolet Traverse
6. GMC Acadia
7. Buick Enclave

Five years ago, 29 cars made the American-Made Index. In contrast, American automakers are responsible for assembling and producing 101 vehicle models for the 2015 model year. Production is up, content is down. ■

## How Did They Get that Name?

Ever wonder how companies came up with their unusual names? Here's a few to add to your trivia knowledge:

**IKEA:** Founder Ingvar Kamprad, a Swede, created his company's name by combining the first initials from his name and the name of his farm (Elmtaryd) and village (Agunnaryd) where he grew up.

**LEGO:** This company combines the Danish words "leg godt," which means "play well."

**Reebok:** A derivation from the Afrikaans/Dutch word for a type of antelope, symbolizing speed and grace.

**Starbucks** (you should know this!): This coffee behemoth took the name of the first mate in Herman Melville's "Moby Dick," to connote "the romance of the high seas and the seafaring tradition of the early coffee traders."

**Amazon.com:** CEO Jeff Bezos wanted a name that would appear at the top of any alphabetical list. He settled on Amazon because he thought the world's largest river would be appropriate for what he hoped to be the world's largest business.

**Google:** It takes its name from the mathematical term "googol," or  $1.0 \times 10^{100}$ .

**Caterpillar:** A company photographer saw a tractor prototype being tested in 1905. He exclaimed: "If that don't look like a monster caterpillar." The name was trademarked five years later.

**Pepsi:** This soft drink company is named for the digestive enzyme used in the cola recipe, pepsin.

**Microsoft:** Paul Allen came up with the name in 1975, shortly after microprocessors signaled the personal computer boom. His name became the abbreviation of "Microprocessor Software," software being the language by which computers talked to each other. ■

### Teresa's Thoughts



**Teresa L. Rider, RPR, CCR, WA CCR, OR CSR, CRR**

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Summertime is vacation time. We all have great memories of the places we've been and the bucket list of the places we wish to go. I'd love to compile a travelogue of destination spots for my friends, colleagues and associates. Let me get the list started:

- 1. Italian Lake District, Lake Como:** Probably the best vacation I've ever had. Food, scenery, easy to navigate and in the shadow of the Alps. How could I resist a trip to Villa del Balbianello where the Bond movie, Casino Royale, was filmed?
- 2. Augusta National, Georgia:** The most beautiful golf course I've seen. Pristine, pimento cheese sandwiches and green jackets. A tradition unlike any other!
- 3. Pinehurst, North Carolina:** Another golf mecca, but slower paced. The Carolina Hotel is where you can sit in rocking chairs on their wide veranda and sip Mint Juleps. Filled with Southern charm and hospitality.
- 4. Spain:** Such a diverse heritage. Drove from Costa del Sol and Granada, where the Moorish influence is still alive, to Seville where we visited the Alcazar and Jewish Quarter. Traveled to Africa from Gibraltar while there and meandered through the Casbah for lunch and a futile attempt to find a magic carpet.
- 5. St. Andrews, Scotland:** Home of golf, pubs and haggis (NOT)!
- 6. Cotswolds, England:** English charm, honey-colored limestone villages in a beautiful rural setting. Shakespeare country. Who wouldn't want to visit the quirky names of towns you only read about – Stratford-On-Avon, Chipping Norton, Warwick, and all the lovely castles to explore!

Now it's your turn. Post your favorite spots to me on my Facebook page: Rider & Associates, Inc. I can't wait to hear your memories!