YOUR BUSINESS *MATTERS*™

Enjoy Your Business and Your Life

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A Publication of
Alexander Business Law

September 2026

We met William Shatner at the King Center in Melbourne, Florida, April 2024. He was 93.

Sixty Years OF GOING WHERE NO ONE HAS GONE BEFORE

By Ed Alexander

On September 8, 1966, a television show about a starship and its crew premiered on NBC. Sixty years later, I am still watching.

My introduction came from my father. One of my earliest memories is sitting in the den of my childhood home in front of our color television watching Star Trek with him. By the time I was in middle school, the original series was running in syndication (6 p.m. on WPIX Channel 11), and I watched the episodes over and over again. Faith will tell you that any time I have the television on, I can find Star Trek somewhere.

What has held me for all these years is the possibilities.

We are living through an extraordinary moment. The data coming back from the James Webb Space Telescope keeps revealing objects and physics that we did not know existed. The universe is stranger and larger than we imagined, and we are only scraping the surface. Star Trek asks a simple question that I find irresistible. What if we could actually go and see it for ourselves?

Picking a favorite series is close to impossible. I loved The Next Generation and Enterprise, and I am enjoying Strange New Worlds, although I wish the release schedule were more predictable and it wouldn't have been cancelled. Picard and Archer are my favorite captains, though Pike gains ground with every episode. Spock has always been my favorite of the crew, and the version of Spock in Strange New Worlds is especially good.

If you have never seen an episode and you want to understand why people care about this show, watch *The Inner Light* episode. It is moving, beautifully constructed, and stands on its own as a serious work of science fiction. If you prefer action, *The Best of Both Worlds and Redemption* episodes are the best the franchise has produced, although both build on story lines from earlier episodes, so they are harder to jump into cold.

I have never been to a convention or on a Star Trek cruise. But I did see both Leonard Nimoy and William Shatner speak in person.

Here is where the show has actually earned its keep in my professional life.

There is an episode called *Tapestry* in which Captain Picard is given the chance to go back and undo a reckless decision from his youth. He takes it. He plays it safe. The result is a smaller, lesser life,

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PATHWAYS TO LAW FIRM TRANSITIONS

Alexander Business Law helps law firm owners transform their practices into ones they actually enjoy, into assets that are worth more than they are today, and into a source of lasting retirement security. Whether you want to transfer your firm to a trusted associate or partner, to sell to an outside buyer on your own timeline, to create a profitable law partnership, or to grow by acquiring another practice, we build a clear plan around the goal that matters most to you. We guide you through every stage of your firm's transformation or transition, from knowing its value today, to a smooth closing that protects your legacy, your clients, and your team. Take the first step toward a practice that finally works for you. Call us to stop grinding and start living.

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Guide to Partnerships & Partnership Agreements

In this valuable guide, learn the secrets to building strong business partnerships and the key role partnership agreements play in the success of a multi-owner business. To get your FREE copy, call **(407) 649-7777** or visit **TheGuideToPartnerships.com**.

Connecting with BUSINESS-MINDED ATTORNEYS *in* NORTHERN VIRGINIA

By Ed Alexander

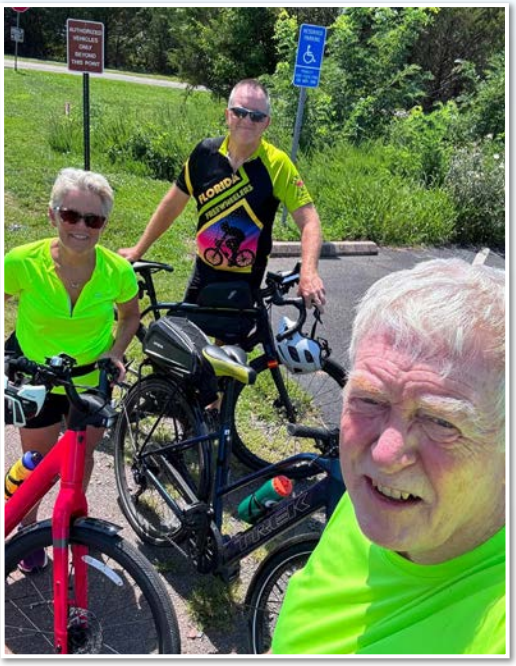
Last month I spoke at the *Great Legal Marketing Money and People Bootcamp* in Fairfax, Virgina.

My presentation, *How Smart Lawyers Exit Their Firms for Top Dollar – And Why Most Leave $500K or More on the Table,* walked attendees through the real choices law firm owners face when it is time to leave, and why so many lawyers leave money on the table when they don't adequately plan ahead. It was a great room, and I thoroughly enjoyed the other speakers. I love connecting with fellow attorneys who are thinking seriously about the business of law and am grateful to Ben and Brian Glass for inviting me to speak.

I was able to go up a few days before my talk for some biking on the northern Virginia and Washington bike trails, including an enjoyable ride to Leesburg, VA, with Ben and Sandi Glass. It was a good reminder that some of the best conversations happen outside the conference room.

"Mastermind" really is the right word for these gatherings. I had the opportunity to sit with a lot of sharp minds, exchange ideas, and leave with a few new perspectives of my own. □

Ed speaking at the GLM Boot camp on the following topic: How Smart Lawyers Exit Their Firms for Top Dollar (and Why Most Leave $500,000 or More on the Table)



Ed biking in VA last month with Ben and Sandi Glass before the GLM Boot Camp and mastermind meeting.

WHAT OTHERS ARE SAYING ABOUT ALEXANDER BUSINESS LAW*

Ed was key in advising me how to complete the transaction with my law partner's trustee."

"Ed and his staff helped me with the business transaction to acquire 100% of the law firm. I was so thankful for their diligence and care, especially after the passing of my partner. Ed was key in advising me how to complete the transaction with my law partner's trustee. I highly recommend Alexander Business Law."

– Roberta Getzan

QUOTE OF THE MONTH

"It is possible to commit no mistakes and still lose. That is not a weakness. That is life.

– CAPTAIN PICARD

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Sixty Years of Going Where No One Has Gone Before

Here's a photo from a while ago when we met Leonard Nimoy (aka Spock) at a VIP Meet & Greet. He was a very interesting speaker and a friendly guy.

and he wants his old mistakes back. I bring that episode up more often than you might expect, usually with people who are second-guessing decisions they made years ago. Your choices, including the ones you regret, are what carried you to where you are standing right now. A different set of choices would have produced a different life, and there is no guarantee it would have been better.

There is one more idea in Star Trek worth borrowing, and I only recently thought about it in these terms.

Every episode features a small crew of specialists with clearly defined roles. The captain sets direction and then delegates work to the people trained to do it. Nobody on that ship is doing four jobs at once. Most importantly, the mission continues when any one person leaves the bridge. Kirk gave way to Picard, Picard to Sisko, Sisko to Janeway, and the story keeps going.

That is exactly what a well-built law firm looks like. Defined roles, real delegation, and an operation that does not stop when the owner steps away.

My favorite line in the whole franchise belongs to the Borg, the villains of The Best of Both Worlds: ***Resistance is futile.***

They were talking about assimilation. I think about it differently. Every firm owner leaves the firm eventually. Resisting that is futile. The only real choice is whether you plan for it or whether it happens to you.

Sixty years in, the show still gets it right. □

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A Personal Message from Ed Alexander

I recently had the pleasure of speaking at the GLM Boot Camp in Virginia, and it reminded me why I enjoy doing this work so much. Before the Boot Camp and mastermind sessions got underway, I also had the chance to catch up with Ben and Sandi Glass. We took a break from the usual pace and went biking together, spending some quality time outdoors before diving into the discussions ahead.

Faith and I are looking forward to a trip to North Carolina in October for a family visit and to enjoy some early fall weather. I'll tell you all about it in the next issue.

– Ed

YOUR REFERRALS MAKE A DIFFERENCE

This month, we'd like to thank **Chance Sweat, Business Broker,** and **Lori Goetz, Atticus Practice Advisor,** for believing we are the right firm to help their friends and business colleagues. Your support gives us the ability to reach more individuals and make a positive difference in their lives. If we can help anyone you know that needs our services, please send them our way!

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With Attorney
Ed Alexander

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