

THE BUTTON LAW FIRM

HOT-BUTTON ISSUES

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5 BIG WINS OF 2022 I Can't Wait for More This Year!

*"The firm is growing too quickly for me to be involved in every decision, so I've found ways to lead differently and delegate to keep us on track."*

Did you know The Button Law Firm is turning 8 years old this January? The firm's anniversary always makes me nostalgic, so I thought this would be a great time to look back over 2022 and share a few highlights.

Some of these are things

the team achieved, and some are big wins for me personally. Combined, they made 2022 one of my best years yet.

**1. I PROPOSED TO MY NOW-FIANCÉE, SAMMY!** That's right — in case you missed the news earlier this year, I'm engaged! I proposed to Sammy at White Rock Lake back in August. We rode our bikes to a beautiful spot and were enjoying a picnic when I popped the question. Sammy is incredibly intelligent and funny, with the biggest heart of anyone I know. I can't wait to start the next chapter of our relationship together! Now that we're officially tying the knot, I'll tell you more about her in an upcoming newsletter.

**2. I TRAVELED TO 3 AMAZING PLACES: THE FLORIDA KEYS; COLORADO SPRINGS, COLORADO; AND BIG BEND NATIONAL PARK.** I'll never forget relaxing on the beach in the Keys, hiking through the mountains of Colorado (where Sammy and I caught a few trophy trout), and soaking up the silence of Big Bend.

Not only did I make memories with Sammy that I'll cherish for a lifetime, but I also tested BLF's autonomy. The firm ran just fine without me! Thanks to the team, I also managed to squeeze in more time with my family at home. I fished with my dad, hung out with my niece, and visited my relatives in Lubbock a half-dozen times throughout the year.

**3. THE BLF TEAM DOUBLED IN SIZE.** At the start of 2022, Ashley and I were running the firm with four amazing team members. Now, we have eight hardworking, dedicated people with us in the BLF family! Thanks to their efforts, we resolved several

long-standing and life-changing cases with criminal components this year (you can read about one of them on Page 3 in this newsletter).

The biggest leap forward was adding our operations team. Elizabeth, our new operations manager, is the bridge between every other aspect of the firm, and James, our operations assistant, took office maintenance and inventory off my plate. Because of their help, Ashley and I can focus on the big picture. We truly have a team of superstars!



**4. I LEARNED — AND AM STILL LEARNING — TO BE A BETTER LEADER WITH HELP FROM VIVID VISION.** The firm is growing too quickly for me to be involved in every decision, so I've found ways to lead differently and delegate to keep us on track. The book *Vivid Vision: A Remarkable Tool for Aligning Your Business Around a Shared Vision of the Future* by Cameron Herold helped me put things into perspective. I shared those lessons with Ashley and the team, and we plan to use *Vivid Vision* to reverse-engineer our goals and start 2023 strong.

**5. MY PUP, CHUIE, MADE IT TO AGE 12.** Chuiie is my best friend, and I'm glad my parenting hasn't failed her! She seems to get healthier and stronger every year. I hope she'll be by my side for many more birthdays.

Overall, 2022 was a massive success for me and BLF. I can't wait to see what the team accomplishes for our clients in 2023!

*-Russell Button*

# JAMMING WITH JACKY

*PETS, WEIGHTS, AND CARS KEEP OUR PARALEGAL BUSY!*

Our firm's paralegal, Jacky Bejarano, grew up spending weekends at her aunt's horse stable in Mexico. Looking back, she thinks those experiences riding around a dusty corral and brushing out her favorite horse's mane fostered a lifelong love of animals.

"When my family moved to Texas, we were in the city, and there wasn't as much space for us to own big animals," she recalls. "It wasn't until 2012 when we moved out of the city to the little ranch where we live now that I was able to pick up my work with animals again."

Today, Jacky helps her parents look after a wild horse named Anna; three big, rowdy dogs; and a dozen or so chickens. Her husky, Tom, has been a longstanding family member, but the other two pups — Blue, another husky, and Barco,

a blue heeler mix — are new additions. So are the chickens, which Jacky hatched herself last year.

"At the beginning of the spring, I bought an incubator and put eggs in there. Sixteen of them hatched! Not all of those chicks made it, but we still have some of them," she says.

Jacky puts in so much work here at BLF that it's hard to believe she takes care of an entire menagerie in her spare time. Even more impressive, the animals aren't her only hobby. She's also an experienced mechanic and an amateur powerlifter! Right now, she's training for her first powerlifting competition and working



side-by-side with her dad to restore a 1991 F-150 pickup truck. The truck is a temporary project until she finds her next Camaro.

"I recently sold my 1979 Z28 Camaro, and I'm still on the search for another one, the '92!" she says. "I was close to buying one a couple of months ago, but the guy ended up selling it, so I'm still on the search. I want to find a red '92 if possible because I like the look of it. 1992 was the year before the body [style] completely changed, so it still has that old Camaro look."

Next time you talk to Jacky, wish her luck with her weight training and car search!



Lindsay go above and beyond to make it a friendly, inclusive place for people of all genders, ages, and political affiliations.

"Maggie and I really want people to be themselves," says Lindsay. "You can be loud, and you can say whatever you want — there's no judgment."

Lindsay is a trained life coach, and Maggie has a psychology and sociology background. They pride themselves on really listening to their clients' personal troubles and helping them not only look better but feel better, too!

The duo are experienced hair stylists and best friends. They worked together at two other Dallas-area salons before opening Transformation Station in the middle of the COVID-19 pandemic. Lindsay was inspired to help people after immunocompromised

## A HAIR SALON FOR EVERYONE

### Transformation Station Takes Inclusivity Seriously!

When BLF Marketing and Brand Coordinator Jacqueline Golan wants a haircut, she turns to her favorite salon, Transformation Station! Co-owners Maggie and

members of a local Facebook group she's in were worried about visiting salons during the pandemic — so she made hairstyling house calls!

"It sounds crazy to open a business during a pandemic when doors are closing, but it really was in response to the pandemic and to fill a need for [safe, social-distanced hair styling]," Maggie says.

Today, Transformation Station's space is a welcoming hub and a safe space for various marginalized populations, including women, LGBTQ+ communities, POC, and more. Lindsay even runs a Beauty Boot Camp for kids and parents to help young people — especially trans youth — master the art of hair and makeup so they can "feel good about what they're seeing in the mirror."

As she puts it, "We just want people to feel welcome, loved, and like they can be themselves, and no one will bat an eye." No matter their background or beliefs, everyone is welcome at Transformation Station.

**To celebrate the new year, Maggie and Lindsay have a special offer for our readers: 20% OFF your first salon service! To take advantage of their offer, visit [TransformationStation.studio](https://TransformationStation.studio) or call 214-771-8224.**

# A 6-YEAR BATTLE FOR CLOSURE

## Securing Justice for a Road Rage Victim

BLF closed several enormous, life-changing cases in 2022, but one was particularly close to our hearts: the personal injury case of a woman we'll call Maria. It took us six long years to get justice for Maria, but in the end, the results we achieved were worth the wait!

Before the incident at hand, Maria was a loving wife, mother, and grandmother. She was also a hardworking woman with a special certification in her field, making her a valuable employee. But on a cold winter night in 2016, something happened that turned her entire life and career upside down.

Maria fell victim to a Texas trucker overcome with road rage. The man tried to force her off the highway, then followed her to her destination and blocked her

vehicle in. While she was trapped, he pulled a terror-stricken Maria from her vehicle and threatened her at gunpoint.

Fortunately, Maria survived this traumatic, heart-pounding encounter — but its aftermath affected every area of her life. She left the hospital with severe injuries and incalculable mental and emotional damage. She could hardly sleep or eat and was in too much pain even to play with her grandchild, let alone continue working.

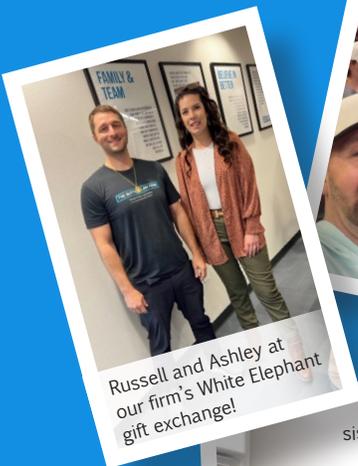
As soon as our team heard about Maria's case, we knew it would take everything we had to bring her attacker to justice. But we didn't let the stakes stop us! We poured hours of effort into building Maria's case and proving just how damaging the truck driver's actions were to her life.



It took us six years to secure justice for Maria, but in the end, a judge awarded her a life-changing resolution. The money won't turn back time or heal her trauma, but it will give her and her family the financial security they need to move forward.

Our team was honored to meet Maria and her family and help them achieve the life they deserve. If you know someone in a situation like Maria's, don't hesitate to call — we're here to help. No case is too big or too small.

# BLF HIGHLIGHT REEL



Russell and Ashley at our firm's White Elephant gift exchange!



Rena with her family at Monster Jam.



Ashley, Cristina, and their sister Serina celebrate an early Thanksgiving with family.

## CLIENT REVIEW

*"Words truly cannot express my love and gratitude for this firm and Russell's team. The communication was consistent, kind, and honest throughout the entire process. Russell and his team went above and beyond for my son and our family. The circumstances surrounding our case are heavy and emotionally painful, but this team of professionals handled each detail with compassion, knowledge, experience, and a beast-mode mentality that ultimately brought us closure and set my son up for a successful start into adulthood. I am more than thankful and HIGHLY recommend The Button Law Firm."*

*-Tonia J.*

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## 3 BOOKS TO READ IN 2023

### Check Out Ashley's Top Picks!

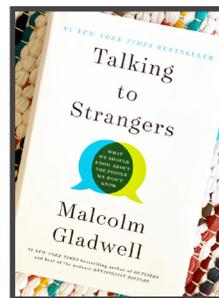
When I was a kid, I never went anywhere without a book. If my current read wasn't in my hand, it was inches away in my backpack! I devoured novels like the *Harry Potter* series and the works of John Grisham. Nowadays, I still love to read, but my library includes books that help me better myself as a lawyer and advocate.

My passion for reading falls neatly into BLF's core value of education, and my top three books for 2023 illustrate another pillar of our firm: communication. Each book analyzes how to understand, empathize, and communicate with others — things I think we can all improve on. I hope one or all of these books will make your must-read list.

**1. TALKING TO STRANGERS BY MALCOLM GLADWELL** — This is one of my favorite books of all time, and I reread (and relisten

to) it every six months. *Talking to Strangers* is a powerful exploration of how little we know about other people and how much harm we can do by failing to take a step back and empathize with others. Gladwell uses the tales of Sandra Bland; the trial of Amanda Knox; and my favorite, the story of Ana Montes, one of the CIA's brightest Cuban informants who turned out to be a double agent, to illustrate how often misjudgment has tragic consequences.

**2. PERSUASION BY LEE HARTLEY CARTER** — A highly respected trial lawyer and friend recommended this book to me. He described it as the book that changed his career and life, so I had to see what it was about! *Persuasion* explains how to



persuade others in work, life, and personal relationships with empathy and sincerity. The book convinced me that if you want to connect and exchange ideas in this deeply divided world, it is not enough to simply understand someone — you need to empathize with them.

**3. WORDS THAT WORK BY FRANK LUNTZ** — This book explains that while the words you choose matter, what people hear and feel as a result of those words matters so much more. We understand each other through the prism of our own emotions, preconceptions, prejudices, and preexisting beliefs. This book helped me realize emotion is just as important as logic.

*-Ashley Washington*