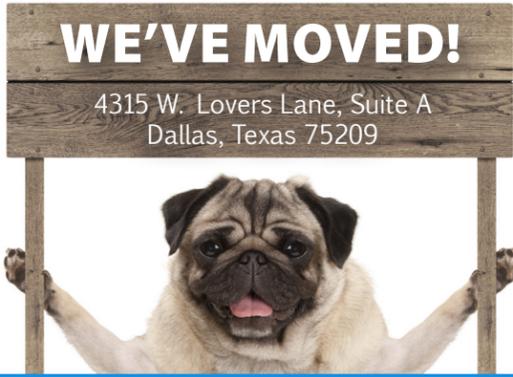


INSIDE THIS ISSUE

- 1 Finding the Perfect Intersection
- 2 Meet the BLF Team!
Russell's Small-Business Leadership Series
- 3 The 2 Types of Insurance You Need to Consider
Highlight Reel
- 4 Community Spotlight



PRST STD
US POSTAGE
PAID
BOISE, ID
PERMIT 411

HOT-BUTTON ISSUES

www.buttonlawfirm.com | 214-888-2216

4315 W. Lovers Lane, Suite A, Dallas, TX 75209 | 1900 W. Illinois Avenue, Suite 101, Midland, TX 79701

MEETING AT THE INTERSECTION

Where Personal and Professional Meet

In December, I flew to Costa Rica to speak at a trial lawyers seminar. Traveling is one of my passions, and this was the perfect opportunity to share my knowledge with peers while visiting a beautiful place.

My plan for the trip was to spend six days in Costa Rica: three at the seminar giving my presentation and connecting with other attorneys, using the downtime for planning, and three truly resting on vacation — no checking my email and no taking calls, just enjoying the beautiful country I was in.

And you know what? I truly honored both intentions. Those three days at the seminar, I didn't tune in to the day to day of the firm. Instead, I used that time for my 2020 planning. I worked on things that get lost in the everyday hustle and grind or that I often don't have the time or mental freedom to do.

During my three days off, I relaxed and soaked up my environment, spending time on the beach and walking along the water. I took a book I was working through and sat on the beach, read, and actually relaxed. It felt miraculous.

It was the intersection of the happy place between my personal and professional life. It was only possible to tune out of the work grind and in to my surroundings because I have an incredible team who is 100% behind me. Without them or the systems we've put in place over the last year, I wouldn't have felt confident stepping away.

Reflecting on the year, we made huge strides in building sustainable systems and processes, ones that allow all of us to do what we do best. Our marketing is no longer compartmentalized; everyone is involved in planning and execution. It allows for all of our stories, instead of just my own, to be reflected in the things we put out. Team members' personalities are being brought into the stories we share about our firm, and it's really cool to see this in motion.

In large part thanks to the flowchart we developed, we have such a good support system in place, and everyone knows their role. But even better, we know who else can perform that role or help out.



Something else big shifted in 2019. I'm no longer the only person responsible for the majority of day-to-day operations at our firm. Members of my team have taken new responsibilities in stride, and they've taken ownership over their projects. It's so rewarding as a business owner to see this transformation take place. It feels like magic, but I know it's the result of the vision we've developed and the planning we've done over the last few years.

Now that we have our team in place, we're refining our systems, ones that play to everyone's strengths. This is building in more personal time for me. I'm always going to think about the firm 24/7. It's who I am. But the way our firm is set up now allows me to grow both personally and professionally in ways that strengthen the firm. Going to Costa Rica was a beautiful example of this. I'm getting to those intersections where I can become a better person in both my personal and professional life.

Going into the new year, I encourage you to find those intersections in your life — the areas that can strengthen each other. I think you'll find it's immensely rewarding when you get there.

-Russell Button

TURNING THE SPOTLIGHT TO OUR GOOD FRIEND, TOBY
President of the Houston Trial Lawyers Association

You might remember Toby Cole, an amazing local attorney who's become good friends with Russell, Ashley, and The Button Law Firm over the last few years of attending seminars and working on cases together.

Building on his prestigious career and proof of the esteem and respect with which fellow attorneys view him, Toby was elected president of the Houston Trial Lawyers Association last year. For our team, it was awesome to see our good friend's drive and hard work recognized. We are so honored to know Toby and to celebrate the contributions he's made to everyone at our firm, the legal world, and our community.



As Russell attests of Toby, "He is always trying to get better. He also values family and relationships like I do. It's been one of the best working relationships I could have imagined. He's become like a brother to me. Seeing him become the president of this very well-known organization is a tribute to his talent and skill and what he's done under the toughest of circumstances. I'm so proud of him."

For Toby, stepping into this role was an honor — and a little daunting. "It's the biggest trial lawyers association in the state; there are over 950 members," Toby shares. "It's where you go to get information and get involved. I've been a member for several years, and I figured it was time to give back. As president, it means giving back to other lawyers involved in the organization, showing up, and being available to my peers."

How does it feel a year out, having served as president through 2019? "It's been better than I could have expected," Toby says of the role. "Being able to work with so many different lawyers and help guide the ship we've all built through the years has been a great experience. We also have a really good executive director who made my role easier."

Congratulations to Toby, and thanks for all you do for your peers and your community!

DESIREE JUMPS IN WITH CONFIDENCE

OUR LEGAL ASSISTANT SHARES THE BLF VERSION OF SUCCESS

We're so excited to introduce our newest legal assistant, Desiree! From day one, she was a natural fit at BLF, and we know 2020 is going to be even better with her on the team.

BLF founder and attorney Russell Button affirms this sentiment, "From a culture standpoint, she was an immediate fit. Desiree has a confident attitude and a great way of connecting with people. She bonded with clients and jumped right in. She's a quick learner and has taken ownership over her role, helping us start the process really well for folks who've gone through something rough."

For Desiree, joining The Button Law Firm was "a no brainer." From her first meeting with Russell and the team, it was clear to her that this is a one-of-a-kind place. "I could tell their version of success was different than other firms where it's all about money," Desiree explains. "Here, it's about helping clients and building a community."

Being welcomed by the team made jumping into her role easier for Desiree. "Starting any new job is nerve-racking, but everyone here was so welcoming and eager to help," she describes. "Everyone has been so kind to me. It was almost weird at first; I wondered, 'How is everyone so nice?' But that's the culture here."

Desiree describes making a mistake during her first few weeks on the job and feeling discouraged. She tried to keep her discouragement to herself, but it didn't go unnoticed. "When I got home that day from work,

I had three long texts from Russell explaining that he could tell I was upset, that I was doing great, and that I shouldn't be so hard on myself. It was the nicest thing," Desiree says.

Beyond an awesome attitude and shared values, Desiree shares another important passion with her BLF coworkers: a love of animals. This year, she adopted her dog, Hope, after fostering her for several months. Hope had been thrown out of a car and was recovering from broken bones, abuse, and neglect when Desiree got connected to her. "The plan was to foster her until she was ready for adoption," Desiree says, but several months in, she knew Hope was family. "I grew to love her; she's so patient with me. She's literally the most perfect animal."

We're so glad to have Desiree on our team, and we know our clients will be too!



SMALL-BUSINESS LEADERSHIP

'The Compound Effect'

One of the biggest lessons I've learned from the people I look up to is that as a leader, your time is better spent tweaking your own performance than comparing yourself to others. Once you've identified a goal, invest your time in it by slowly but surely working toward it.

This idea of focusing on small actions is a concept Darren Hardy talks about a lot in "The Compound Effect." His book focuses on the idea that small, deliberate actions done consistently lead to big results. Goals aren't achieved overnight — it takes intentional decision-making and consistent action every day. It's one of the principles that we're taking with us into 2020.

TAKE ACTION, EVERY DAY

The day after Thanksgiving, when we could have dragged our feet into the office and put in a B-minus effort, our team came in ready to go. We operate on the mentality of "no days off." It's not a literal practice, but when we're at work, we're bringing our all. We live our values even on our days off.

It's this type of mentality that gets us to the point where every single day we see the opportunity to get better, and we take it.

Our Friday meetings have been huge in terms of coming together as a team and identifying areas for improvement for the coming week.

Each Friday, we block off time to reflect on the week, train, and review performance. If there's an intake call that didn't go well, we talk about it and come up with ways to improve the next one. We can review what's working and come up with a plan to improve upon what's not.

At our team meetings, we've started getting everyone involved with improving procedures. At each one, everyone completes a procedure template, and I've seen how it's given each person on our team ownership and buy-in. We're all more excited to be there.

Going into 2020, we've also started leadership meetings, where we meet and go over the entire month's game plan so that we're all on the same page. We've gotten to the point where if Ashley and I are tied up, then Rosie can still run the team meeting on Friday, or if Rosie and Ashley are tied up, then I can run it. Nothing slips through the cracks. We all know what needs to be covered, not just me. It's a big relief, and it's exciting to get to this point.

It all comes down to making these small shifts each day and each week that add up to big progress. Like the tortoise, we're making moves slowly and steadily toward our goals, in ways that are sustainable for everyone on our team.

WOULD YOU BE COVERED?

2 Life-Changing Options for Your Auto Insurance Policy

Lately, we've seen cases where our clients do not have uninsured or underinsured motorist coverage. If you are in a collision and the other driver does not have insurance, these important policies can be life changing.

UNINSURED MOTORIST COVERAGE (UM)

Unfortunately, even though it is the law, 20% of all drivers in Texas don't have insurance. UM coverage comes into play when you get hit by a driver who doesn't have insurance coverage. Uninsured motorist coverage also comes into play when you are involved in a hit-and-run. It is hard enough to be involved in accidents and try to heal and get better. The reality that you may have to pay for your own injuries even though another party was at fault makes moving on even more difficult, and UM coverage can provide crucial protection in this situation.

UNDERINSURED MOTORIST COVERAGE (UIM)

UIM coverage comes into play when you get hit by a driver who doesn't have enough insurance to cover the damages that you

sustained. For example, we have seen people come through our door with severe brain injuries where the other driver only has a \$30,000 insurance policy — the bare minimum in Texas. This is *not enough* to cover the care and impact for a severe brain injury. This is where UIM coverage kicks in to help pay for necessary medical care.

Making sure that you have UM/UIM insures you will be covered and is the best way to avoid a situation where *you* have to pay for being injured. Most people opt out because they think, "I'll never need it." Your insurance agent may not know how the claims process works, which is why they didn't tell you to get UM/UIM and get a lot of it. The importance of this won't seem like a big deal until you or a loved one are faced with these circumstances, left to figure things out on your own.

Did you know that as part of our free VIP program we review your insurance coverage for free? Send us your declaration sheet, and we will be happy to take a look and make sure you're protected.



BUTTON LAW FIRM HIGHLIGHT REEL



Me and Amy in Seattle on Thanksgiving



Nicole hosting her first Thanksgiving with her family



Rosie and her family on Thanksgiving — go Cowboys!