

## THE BUTTON LAW FIRM

## HOT-BUTTON ISSUES

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## INVESTING IN WHAT MATTERS

## Building Quality Relationships

One of the big areas we focus on as a firm is building quality relationships with people, especially when it comes to those we are working with on cases and our referral partners. Rather than quantity, we're much more interested in quality. In this process, we've gotten to know some really good people we're lucky to call family.

Someone who comes to mind immediately is Toby Cole in Houston. Toby and I met while taking trial seminars together over six years ago. During that time, we would travel the country together attending seminars. Then, we began speaking at the seminars and teaching at the trial lawyer colleges. We became close friends. About two years ago, he started his own law firm, and we immediately began working on cases together. We routinely have our unique abilities and gifts work together beautifully, and just as importantly, we flat-out enjoy each other's company. If we're going to spend a lot of time working on a case with someone, camaraderie is a pretty important factor, and we thrive off of working with Toby.

In February, Ashley, Toby, and I attended a seminar in Miami, and one of the coolest things we did, besides working and learning together, was eat all our meals together. During that time, we got to know one another well. We talked about life, work, our families, and our passions. In the process of breaking bread and talking, we strengthened our relationship with Toby. We're so grateful we get to collaborate with him and can each bring our best to the table to complement one another's work. It's been pretty cool to watch this relationship grow over the years.

Another relationship that has blossomed is with Scott Snellings in DFW. Scott started his own law firm a couple of years ago. One day early on, we got introduced by a lawyer we both knew because Scott had a case where a child was neglected at a day care. When he referred us the case, we immediately hit it off. I took him to a Persian restaurant and we ended up eating and talking for over three hours. Since then, we have co-counseled on several cases. In fact, over Christmas, Ashley, Calvin (Ashley's husband), and I joined Scott at a big community event in DFW, and we had a really great time getting to know him and his wife, Sara. Now I can say we are truly friends. We get together as a family, including cookouts at his house.



It's a joy living and working in the same community as people like Scott and Toby. They're prime examples of how relationship building is at the forefront of our priorities as a firm. It extends to our clients, too. We're selective about who we take on because we want to make sure we can best serve the people we represent.

Our intention is always to provide quality over serving a large quantity. Even at events like our day care seminar, I'd much rather speak to 20 or 30 people and get to know each of them as opposed to briefly meeting 100 or 300 people.

When I think about this emphasis on relationships, there's one person I ultimately have to thank for teaching me its importance early on: my dad. He built his company on people he trusts and who trust him, and he takes really good care of his team. Across the board, he's always been focused on emphasizing relationships, and over the years, I've seen what they mean to him. You get out of a relationship what you put in. With the best relationships, collaboration is the source of ultimate productivity. Even as our firm changes and grows, I can tell you one thing I know: Quality relationships mean everything.

Thank you to our friends and family, Toby and Scott, and thank you, Dad, for teaching me this lesson early in life. It's meant everything.

Happy Father's Day,

*-Russell Button*

# TEACHER OF THE MONTH: FERNANDO CEPEDA



## WHAT DO YOU DO, AND HOW WOULD YOU DESCRIBE YOURSELF?

I am Fernando Cepeda, and I am a full-time teacher. I teach engineering, robotics, and Spanish at Harmony Science Academy Dallas High. I am a robotics coach for FTC teams #7904 and #12207, as well as for FRC #3282, known as the Dallas Robo Tigers. I am also the founder and sponsor for the Society of Hispanic Professional Engineers Jr. (SHPE Jr.) in our school, and I am part of our discipline committee. I would describe myself as energetic, committed, down-to-earth, inspiring, family-oriented, ready to make things happen, and real.

## TELL ME A LITTLE BIT ABOUT YOUR JOB.

### When did you realize you wanted to become a teacher?

I originally wanted to become an electrical engineer and work for an engineering company, but then I saw a big problem: Minorities in the U.S. were not graduating from college. Many were graduating from high school but not universities, so I thought I could do something about it. I began to teach and share my passion for engineering with my students, always using my personal experiences without sugarcoating anything. Many students listen, but others look the other way. I am trying my best to encourage our youth to become better versions of themselves.

### What inspired you to take on this career?

Teaching was my plan B, but once I began doing it, I fell in love with it. I know as an engineer, I could probably double my salary, but teaching does not feel like a job. I am certainly not doing it for the money. What I get every month is enough to have a roof, a meal,

and take care of my daughter and see her grow. The field is full of rewarding experiences. Kids are phenomenal and intriguing, and I am always looking for better ways to teach and include diversity in my classes. I am constantly learning something new.

### What is your proudest or favorite moment?

My favorite moment is when I get a call, email, text, Facebook message, or Instagram message from one of my alumni graduating from a four-year university. That feeling of accomplishment and knowing I helped someone reach their goal does not compare to anything else.

## WHAT'S YOUR DEGREE IN, AND WHAT SCHOOL DID YOU GO TO?

I've been everywhere. I have a bachelor's in electrical engineering from the University of Texas at Dallas and a bachelor's in modern languages (Spanish literature) from the University of Texas at Arlington, where I am also working on a professional translator certificate. I have a few degrees from Mountain View College: an associate in electronics, an associate in arts/science, and a technical electronic certificate. Pretty soon I will have a master's in Spanish literature, culture, and teaching from the University of Granada in Spain, and I have also studied at the University of Liverpool in England.

## TELL ME ABOUT YOUR FAMILY.

### Do you have any kids?

I have a beautiful princess. She is 6 years old and is my world.

### What does your daughter enjoy doing, or what is she involved in?

My daughter is about to graduate from kindergarten and will be going into the first

grade. She has been active in sports and is part of soccer and basketball teams. She is also in dance class and likes to play chess.

## WHAT DO YOU HAVE ENVISIONED FOR YOURSELF FIVE YEARS DOWN THE ROAD?

I don't really plan much. I enjoy every minute life has to offer, so I don't tend to think ahead of time. In five years, I'll probably still be teaching engineering, since I enjoy it, and I will probably do another degree in curriculum or get a principal certification. Maybe I'll become a principal, even though I enjoy teaching a lot.

## IN WHAT OTHER WAYS DO YOU GIVE BACK TO THE COMMUNITY?

I often take my robotics teams to libraries to share our robotics and automation practices with kids in the community. I also do small projects with SHPE Jr. to clean parts of our city. I am usually involved with our programs, such as PTO, banquets, celebrations, and more, where I actively participate as a host and sometimes sing Mexican music.

## WHAT DO YOU LIKE TO DO FOR FUN?

I like to sketch, paint, play the guitar, do photography, collect coins, and spend time with my family.

## DO YOU TRAVEL? WHERE WAS THE LAST PLACE YOU VISITED?

I love to travel, and I have been to many different places. The last place was Spain, and before that, I went to Italy and Germany. I have also been to Paris, Amsterdam, Dublin, and Mexico.

# CHECK OUT OUR NEWEST GUIDE!

This free guide was created for people who find themselves in the aftermath of a serious car wreck. The overall aim of this guide is to make sure you know what to do & how to protect your rights in such a stressful time.

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THIS FREE GUIDE ANSWERS SOME OF THE FOLLOWING ESSENTIAL QUESTIONS:

- *What should I do immediately after a car wreck?*
- *In what case do I seek medical attention?*
- *Will the insurance company pay for my medical expenses? What do I do if they won't?*
- *How do I know if I need a lawyer? What can they do to help my case?*

And much more!



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[WWW.BUTTONLAWFIRM.COM/CAR-WRECK-GUIDE](http://WWW.BUTTONLAWFIRM.COM/CAR-WRECK-GUIDE)



# THE BUTTON LAW FIRM'S TEACHERS OF THE MONTH

Spring Semester 2019



With the end of the 2018-2019 school year, we have completed a full semester of our Teacher Appreciation campaign! Meet our wonderful Teachers of The Month below. Learn more about them by going to the website listed for each teacher. We look forward to awarding more teachers for in the coming school year!

## COURTNEY GALBREATH



*"She goes above and beyond every time."*

*"Mrs. Galbreath makes all of her students feel safe and loved while pushing them to do the best they can."*

*"We simply love her to pieces."*

[www.ButtonLawFirm.com/Galbreath](http://www.ButtonLawFirm.com/Galbreath)

FEBRUARY 2019

## MICHELE OLER



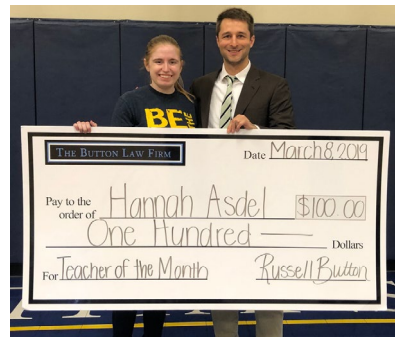
*"Mrs. Oler is an absolute godsend to our family and all students who have the privilege of having her!"*

*"She is the epitome of the definition of a teacher."*

[www.ButtonLawFirm.com/Oler](http://www.ButtonLawFirm.com/Oler)

APRIL 2019

## HANNAH ASDEL



*"She has such a wonderful attitude and tackles anything that comes at her with grace and ease!"*

*"She started teaching a whole new subject this year on the fly and has excelled!"*

[www.ButtonLawFirm.com/Asdel](http://www.ButtonLawFirm.com/Asdel)

MARCH 2019

## FERNANDO CEPEDA

*"I don't know how he does it all, but we are very proud, and we know how lucky we are to have him as one of our dedicated staff members."*



[www.ButtonLawFirm.com/Cepeda](http://www.ButtonLawFirm.com/Cepeda)

MAY 2019

# THANKS TO ALL WHO WERE PART OF OUR FIRST DAY CARE SEMINAR!

At the end of April, we had the honor of hosting our first Day Care Seminar for parents and other community members, and we are so happy with how it went! The material was amazing, and our attendees joined us from all different backgrounds and areas of child care, bringing a balanced, diverse lens to the presentation.

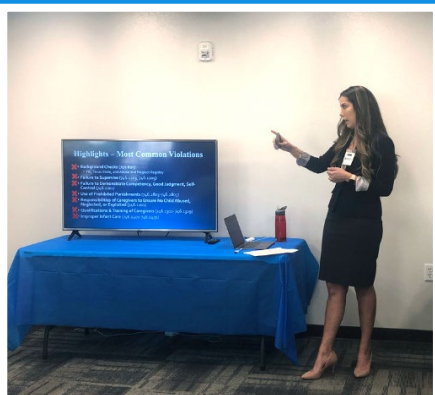
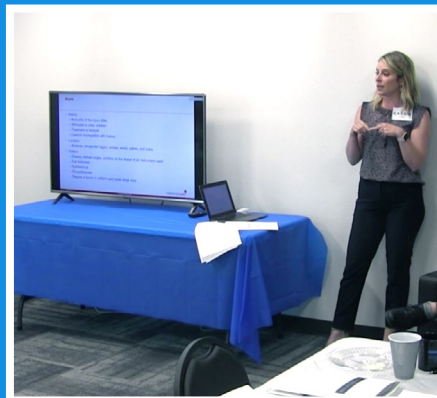
Our speakers included our own attorney Ashley Washington, our founder and attorney Russell Button, past client and lifelong friend Rena Piper, and local pediatric nurse Cassie. We covered topics related to day care safety, what to do when a child is injured at day care, and Rena's firsthand experience after her child was injured at day care. As Ashley shares of the seminar, "I really enjoyed the fact that everyone who attended learned something new, no matter their background or experience. It was awesome."

We know this is just the beginning. As founder and attorney Russell Button says, "This was a launching pad. It feels like we're starting something to make a difference on all levels." Russell sums up the intent of the seminars perfectly: "Helping families through a case is one thing; if we can prevent a family from having to go through it in the first place, that's even better."

We'd like to give a special thanks to Rena Piper and Cassie from Children's Hospital for sharing their experience and knowledge with our attendees. You are so appreciated! And thanks to everyone who came out to this event!

## BUTTON LAW FIRM HIGHLIGHT REEL

Thank you all for coming. We can't wait to host our next event!



## 5-STAR GOOGLE REVIEW



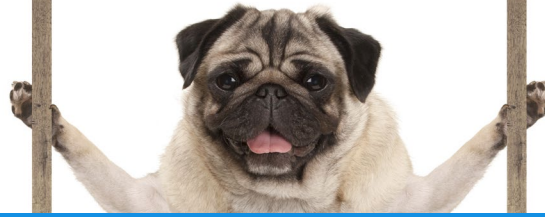
"My fellow lawyers, I highly recommend you refer cases to Russell for the best possible results. On the national stage, he is at the leading edge of case workup and trial courtroom tactics. From working with Russell on two cases, I saw he has the knowledge, facilities, and resources to get the critical information or evidence that will show the path to the best result. But much more important than all that expertise and technology, I saw he has a real-world drive to help others on a human to human level. He and his staff walk that every day, and it shows in his results."

*-Rick Sarabia, San Antonio lawyer*

## WE'VE MOVED!

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# A CASE WORTH FIGHTING FOR

## Finding a Win for Wronged Family Members

Last month, The Button Law Firm won a major case for our clients and our greater community. Featured in the legal publication "Law 360," it sets a precedent for the use of arbitration. In this unique case, a funeral home switched the bodies of two deceased individuals. After the truth came out, the funeral home tried to hold the deceased's family members to a contract their relative had signed. Recognizing the need for legal counsel, the family turned to The Button Law Firm for help.

Our attorney Ashely Washington, who took the lead on this case, says the win was an important one for the family and for the precedent it sets going forward. "Arbitration is another way of solving problems outside of the judicial system," she explains. "Alternative dispute has its place, but that doesn't mean it should be used all the time. If companies can hold people to the terms of a contract they didn't sign, there's no boundary to how far that can go."

Ashley worked diligently on this case, though she's quick to share credit for the success. "This was a huge team effort. Everybody played an awesome role in getting this win," she says. Since this was her first appellate brief, Ashley is also grateful for the support and guidance of attorneys experienced in this realm. "Fortunately, we had Heather, an experienced appellate attorney who helped articulate the arguments in our briefs," Ashley says of fellow attorney Heather Long. Ashley also attributes her



education to giving her the tools to craft a compelling argument. "I owe the majority of my writing and research talent to my LSU law school professor Grace Barry. She is as fantastic a human being as she is a writer and researcher," Ashley says. "There's no way I would have been able to craft that argument without the foundation she taught me."

Concluding this experience, Ashley says, "We fought the fight that needed to be fought. This case narrowed the scope of arbitration and how far a contract can go. At the end of the day, what motivates us to push forward and not give up is upholding what's right."

Congratulations to Ashley and Russell and to all of our team for this momentous win!