

THE BUTTON LAW FIRM

HOT-BUTTON ISSUES

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MISSING AUNT NANCY

The Fighter Who Taught Me 'Never Give Up'

When my Aunt Nancy Gavek found out she had Stage 4 pancreatic cancer, the doctors gave her three months to live. But Aunt Nancy was having none of it. She had too much family to love and too much to live for — so she decided to stick around.

Over the next two years, Aunt Nancy truly perplexed her doctors. She had a lot of ups and downs with her health but every time she went in for an appointment she seemed to be doing better than the time before. She fought off that nasty disease for as long as she could, and ultimately she won herself an extra year and nine months with her husband Donnie, their kids, and their grandkids.

"It would be easy to see Aunt Nancy's story as a sad one, but for me it's incredibly inspiring. She died the same way she lived — giving it her all with a positive attitude."

The cancer finally caught up with her this winter. But she never quit fighting it. Even in the end she hung on long enough for everyone to visit her, reminisce, and say goodbye. I got my chance last year, and she was still the same fiery lady who came to my graduations, cheered on my sister at her wedding, and sent me photos posing in the latest and greatest Button Law Firm gear.

It would be easy to see Aunt Nancy's story as a sad one, but for me it's incredibly inspiring. She died the same way she lived — giving it her all with a positive attitude. Over the last two years she taught me exactly how important it is to always keep fighting, never give up, and hang on to that positive outlook. But that's not the only lesson I'll remember.

Aunt Nancy also taught me about loyalty, and she did that way before her diagnosis. She and my uncle Donnie were high school sweethearts who enjoyed 50 years of marriage together. She was unwaveringly loyal to him and always kept their family close. Watching her, I realized that once you've earned someone's trust it's vital that you keep it and always have their back. I put that lesson into practice both at work and in my personal life.

Finally, Aunt Nancy taught me to always put family first — and for me, that includes my Button Law Firm family. Like I mentioned, Nancy was always there for me and my sister growing up, even when making it to my basketball games threw a huge wrench in her plans. She talked to every one of her kids and grandkids regularly and made each of them feel special. She would drop everything for them no matter how small their need was, and I took that lesson to heart. I do the same thing for my family because of her.



Aunt Nancy's story reminds me that even though people often say life is a marathon, it's really a sprint (you can read more about why I think that's true in business on Pg. 3). Our time on this earth isn't guaranteed so we need to cram as much life as we can into every day.

Aunt Nancy reignited that fight in me, and I hope reading her story does the same for you. With perseverance and positivity, we can create a better life for ourselves and bring other people along for the ride.

-Russell Button

CONGRATS TO ERNIE ZEPEDA

BECOMING THE POLICE CHIEF OF KEMP

When you're trying to get to the bottom of a car crash case or find out what really happened at a daycare, it pays to have an investigator with more than 20 years of law enforcement experience on your side. For our team here at BLF, Ernie Zepeda is that guy.

Ernie is the police chief of Kemp, Texas, but before he took that job last year he started his own private investigations company, which he still runs on nights and weekends. It's called EZ Investigative Solutions — a play on both his initials and the word "easy" — and through it, he puts his decades of experience with the Kaufman County Sheriff's Office to work.

Ernie helps with interviewing witnesses, taking photographs, and tracking down and delivering information. Ernie helps law firms like us get justice for our clients faster and more efficiently. His help interviewing

witnesses, taking photographs, and tracking down and delivering information has been invaluable. Thanks to him, we've gotten justice for our clients faster and more efficiently. We love that Ernie is as careful about choosing his partners as we are about choosing our cases.

"One thing I look for in attorneys I work with is, 'Will that attorney be mindful of the client and try to treat them right?'" Ernie says, "From what I see, BLF has always done that. They treat their clients right, and they're good people."

Ernie has done "just about everything" during his time in law enforcement. He started out working at the local jail, then went to the police academy and worked his way up from there.

"I worked on patrol at nights and worked day shift answering calls. Eventually I was



promoted up and became an investigator working burglaries, thefts, robberies, murders," he says.

Ernie says his favorite part of working in law enforcement is helping people. "On the private side and also the police side, I'm always trying to help people out and listen to their concerns," he says.

To learn more about EZ Investigative Solutions, visit Ernie's website, **EZInvestigations.com**.

JACQUELINE CELEBRATES ONE YEAR

Sharing Her Secrets to Success

If you've read one of our blog posts or looked at something we've shared on social media, you've seen Jacqueline Golan's work up close. Jacqueline is our marketing brand coordinator. She came on board just after the giant winter storm hit Texas, so this month she has officially been with the team for one year!

In that time, Jacqueline has killed it on the marketing front. She learned how to keep our brand consistent across channels and responded like a pro when a campaign hit a snag. She also started directing our YouTube videos and learned to translate our personal injury "legalese" into blog posts non-lawyers would understand. She attributes that success to our core value of "Education" and the books she's read through the BLF Book Club.

"My favorite book was 'Extreme Ownership' by Jocko Willink and Leif Babin. ... I understood the concept of accountability previously, but the book helped me realize that in a team setting, owning what you do and being accountable for what you do will help you *and* your team, and help you improve," she says, later adding, "I think about it every day."

Over this past year, Jacqueline has been moved by how much of an impact our firm has on peoples' lives. She has witnessed,

firsthand, how our team's work has helped clients and their families in our community.

"It's almost indescribable," she says. "It's sad because they are in this situation to begin with, but at least there's something we can do to help them recover from what happened."

When we hired Jacqueline, her last name was Lacoff, but she hit a big personal milestone in 2021 along with her work achievements: She got married! Jacqueline and her husband, Ben Golan, traveled to Mexico in October with 60 of their closest friends for a destination wedding. It was the first time many of them had seen each other since the pandemic started.

We were thrilled that Jacqueline finally got to enjoy her big day, but even happier to have her back afterward.

"Jacqueline has learned so much already," Russell says. "I'm looking forward to watching her grow and continue to rise in our marketing division at the firm in year two!"



Jacqueline's wedding in Mexico.

7 LESSONS FROM 7 YEARS IN BUSINESS

Cheers to Beginning Year Number 8!

This January, BLF hit a major milestone: We've officially been in business for seven years! Can you believe it? When our anniversary arrived, I sat down to reflect on the journey and came up with seven lessons I've learned — one for each year. If you're an entrepreneur or manager, feel free to steal these takeaways for your team.

1. **Aim to set a personal record (PR) every day.** The phrase "life is a marathon, not a sprint" is dead wrong in business. Each day of operating BLF has been a sprint to overcome the previous day's personal best. That mentality helps us stay focused and avoid complacency.
2. **Treat every project as its own mountain.** When we take on a new case, we don't assume our past experience has given us a leg up. We always start from the bottom. This allows us to continually adjust our systems and processes instead of getting stuck in the way we've always done things.
3. **Evolve every 18 months.** BLF is constantly innovating and developing, but we hit a new phase of our evolution every 18 months. Going forward, I'll keep pushing for that timeline.

4. **Autopsy everything.** When an obstacle pops up, we always document how we overcame it and build out processes and systems based on what worked and what didn't. That helps us overcome future obstacles more quickly and efficiently.
5. **Don't be afraid to reshuffle your team.** It's a gamechanger to have all of your team members in the right seats, with responsibilities that reflect their strengths. Experimenting with this was key to our 18-month evolution.
6. **Live by the 40% Rule.** Retired Navy SEAL and Endurance Athlete David Goggins says when you feel like giving up, you're only giving 40% of your true potential. Living by this rule helps us tap into new reserves of strength during tough cases.
7. **Strive to be uncomfortable.** The more you challenge yourself to succeed in unforgettable situations, the more you'll grow.

Ultimately, running a business is like climbing a mountain over and over again. Every time you reach the top, you discover you can push yourself farther. I can't wait to see what I learn in year eight.

-Russell Button

BLF HIGHLIGHT REEL



Ashley, Toby and Mary at Mary's baby shower!



The BLF Team on National Pizza Day enjoying Bona Pizza.



Aria's favorite chair with her BLF "doggie."

CLIENT REVIEW

"I can't say enough good things about the Button Law Firm. From Russell being extremely trustworthy and caring to all of his office staff being extremely patient and kind. They helped us through a terrible case where my son had a heat stroke while in the care of a local childcare program. He got us the top offer and I couldn't be more appreciative of the hard work done by Rosie, Desi, Russell, and everyone at the firm. If you're looking for an attorney to represent you and your family, I highly recommend the Button Law Firm."

-Molly

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HOLDING A DANGEROUS DAYCARE ACCOUNTABLE

BLF Secures Justice for an Injured Child

When daycares try to cover up the bad behavior of their staff, security cameras always tell the truth. That's exactly what happened in the case of our young client, Rex.

Rex's Sad Story

Rex woke up from his nap one day in pain. He refused to move his left arm. After his mom contacted our firm, we were able to get a hold of the security footage and see what happened to Rex. In an attempt to put him down for a nap, one of the daycare employees pinned him down on the bed, then yanked him hard by the arm. This wasn't a gentle pull — the caregiver *dislocated Rex's left elbow*!

Rex's mom pulled him out of that daycare, but he wasn't the same kid anymore. He hid his clothes and shoes to avoid his new daycare, and even resisted and fought with his mom when she tried to get him in the car. He had nightmares and angry outbursts. When we took his case and learned about the abuse, we knew that there must be more going on at that daycare. So, to get justice for Rex, we started to dig.



The Dangerous Daycare

Despite the fact that it had been open for less than a year, the daycare center had a long list of state citations and allegations from parents. According to those records, one employee had *literally washed a child's mouth out with soap*. Another had roughhoused with a child until they fell over and hit their head.

We used those past reports as leverage with the daycare's insurance company to resolve our client's case. Rex and his mom were able to use the settlement as closure on what happened and also know that no future kids would be harmed by this daycare provider.

Keeping Your Child Safe

Here at BLF, one of our missions is to close dangerous daycares like this one and ensure every child has a safe, nurturing experience. To make sure the kids you love aren't in danger, search for their child care facilities in our Daycare Injury Investigation and Inspection Database (ButtonLawFirm.com/Library/daycare-database-items/). You'll be able to see any reports and forms filed about the facility and spot red flags before the worst happens.