

THE BUTTON LAW FIRM

HOT-BUTTON ISSUES

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THE DAY-TO-DAY PROCESS OF BEING YOUR BEST

I have a weakness for giving people gifts. In my professional life, it brings me a lot of joy to show my appreciation for my team and clients by giving flowers, food, and other little presents. However, when it comes to my personal life, I have some room for improvement.

Two years ago, my dad and I both got 8-point bucks on a hunting trip. I thought, "Wouldn't it be cool to have them mounted and give them to Dad for Father's Day?" But coming up with the idea was easier than putting it into place. Father's Day came and went — the antlers sat in my garage. My dad's birthday passed in the same way. The holidays passed and came around again.

It took two years of those antlers sitting in my garage before I finally got around to getting them mounted and framed. But once I did, my dad thought it was the coolest thing ever. They looked really good, and they meant a lot to him. Better late than never, right?

Completing goals is a lot like giving an elaborate gift: I had a great idea, but I failed to follow through on the execution. No one else could do that but me. Goals and gifts have been on my mind as I put my game plan into place for 2019.

Each year at about this time, I make 10 goals for myself. Why wait for the new year to start working on habits you want to change right now? Planning my goals in advance allows me to be invested in the day-to-day process of being my best and fulfilling my responsibilities now rather than after the new year.

As I sat down to write my 2019 goals, there were so many things I was excited about that I thought, "Why don't I do 19 goals for 2019?" To my team, this came as no surprise. But it allowed me to include some personal ones for the first time, like doing a Thanksgiving getaway and fishing, which is written in all caps on my list. (I'm going to make it happen.)

Being invested in the process of being my best means setting and resetting goals to align with my overall vision. Putting my goals onto paper and then setting them in motion keeps me from falling into that letdown trap at the end of the year. Why would I put my goals on hold



for the holidays when I could start them today? Working toward them now makes me excited to come into the office and get to work.

This is also a period for reflection for me to think about what our firm has accomplished this past year, including the implementation of our Teacher Appreciation program. It's officially launching next month! It's been several months since my team and I came up with the idea, so I'm ready for it to start. I'm also eagerly anticipating putting our Makeovers for Moms program in place; it's going to be so beneficial for the community! Gabriela was at the forefront of this program and we collaborated to make it happen. My team has been a HUGE part of actualizing all these goals. I couldn't do this without them.

My whole point is that it's never too early to start your goals. Don't wait until an arbitrary date arrives on the calendar to start working toward them. No more antlers sitting in the garage. What are you excited for in 2019?

-Russell Button

HOW TO GET THE MOST OUT OF GOAL-SETTING

Don't Let the End of the Year Go to Waste

As I shared on the cover, I'm a big believer in maximizing time and not waiting until the new year to start planning. The end of the year is a valuable goal-setting time that's often wasted. Don't let that happen. When things slow down because of the holidays and everyone else is taking a break and relaxing, use the downtime to fix some of the systems in your office.

This is what I've found to be most effective for my team: Sometime after Thanksgiving, we get together to review our processes and brainstorm how to maximize the year ahead. When everyone else is away from work, we're getting better, bonding more as a team, and understanding what each person brings to the table.

Here are some of the questions we ask:

- What are three big things each person does that we want to help them do more of?
- What are three things that cause bottlenecks and how do we eliminate them?
- What are three things that my team is consistently waiting on me for that I could delegate?
- What training do I need to provide to help my team member do a task as well as I could or better?



These questions become jumping-off points for implementing improvements everywhere. We also do cross-trainings where one person teaches the rest of the team about their role. For example, a month ago we did a cross-training about our follow-up campaigns. These are just as important for me as they are for everyone else on the team. I'm no exception to learning how all of our processes work and understanding the value of each person's role. If you don't know how to do everything from top to bottom, you're doing your team a disservice.

I get so pumped for this time of year because of how much we get done at our firm. We have a lot of fun and get better at the same time. I highly recommend making use of this valuable planning time.

HOW OUR TEAM SURPRISED RUSSELL FOR BOSS APPRECIATION DAY SAYING THANK YOU TO OUR FEARLESS LEADER



It all started in August when Rosie noticed that Oct. 16 was Boss Appreciation Day. She knew instantly that the team needed to celebrate their fearless leader, attorney Russell Button.

"He's such a great person, and such a great boss, I knew for sure we had to plan something to celebrate him," Rosie explains. Ashley and Gabriela were 100 percent on board. A cookie cake and balloons were ordered, the conference room was reserved, and the day was planned — all as a surprise for Russell.

And it worked. On the day of the celebration, Russell walked into what he thought was a conference room full of balloons and gifts for someone else — only to find out it was all for him. "I was completely surprised," Russell says. "It was awesome; I didn't expect it, and it ended up being the perfect end to the week."

"He's not somebody who likes to take credit for anything," Ashley says. "He's

a very hard person to say thank you to because he always bounces it back to you." In true Russell style, he tried to turn the celebration into an appreciation day for his team, but they were insistent that he be the center of appreciation for once.

"It was a lot of fun, and it was really great to show Russell how much he means to us," Gaby adds. "We are so lucky to have him as a boss."

In addition to other gifts, the team ordered a framed quote from someone Russell looks up to for his philosophy on teamwork, Bill Belichick. "He is always quoting him and referring to him when he talks about the future of our firm and what he sees for all of us," Ashley explains.

The quote reads, "*There is an old saying about how the strength of the wolf is the pack, and I think there is a lot of truth to that. On a team, it's not the strength of the individual players, but it is the strength of the unit and how they all function together.*" —Bill Belichick

As Ashley shared, "Rosie, Gaby and I selected this quote from Bill Belichick because it encompasses what Russell stands for as a leader. He believes that while every person has their individual talents and their own unique perspectives and ideas, we cannot be successful if we don't function together. If we don't help each other when needed, if we can't pick up the slack when another team member is busy, and if we don't all work together and value each other's input, we cannot be the best at what we do. The individual wolf is nothing without its pack."



THE BUTTON LAW FIRM

Congratulations

CAROLINE & RENA

Thank You To Everyone Who Nominated A Mom

We had such a high response to our Mommy Makeover campaign that we decided to give away TWO makeovers!

Don't be discouraged if you didn't win this time as we will be running **Mommy Makeovers all year long in 2019**. Everyone that has signed up for this round will automatically be added to the next mommy makeover!



Why The Mommy Makeover Giveaway Started

We know how hard all of our moms work, and how hectic their lives are managing the kids, all of their activities, work and keeping the home running. When we ran into Mary, at The Orange Salon, we saw the need to show appreciation for all of those strong, hard-working mothers out there, *including the one that raised me*.

One of the things that most moms don't do is put themselves first. So we decided to start a community campaign dedicated to allow moms to have a moment for themselves and we couldn't think of a better way to honor them. This is why we decided on pampering them with a chance to win a FREE makeover!

We read very sweet comments that others said about all of the moms that were nominated. It's those very reasons that mothers deserve to have a day to themselves to be pampered and reenergize from their hectic schedules!

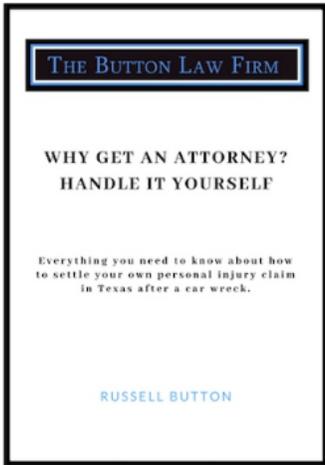
We couldn't be more honored to give moms gift certificates for a makeover. As stated above, don't be discouraged if you didn't win this time.

We will be running these through out the year!



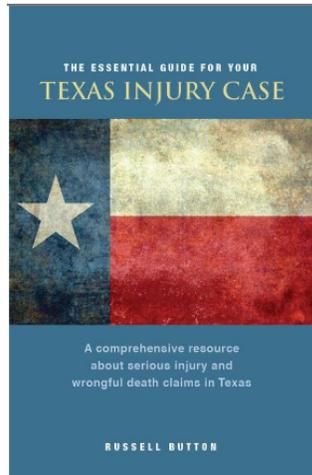
The Orange Salon

THE BUTTON LAW FIRM



WHY GET AN ATTORNEY? HANDLE IT YOURSELF

If you were involved in a car wreck and not seriously injured, you likely don't need a lawyer to get the claim resolved and move on.



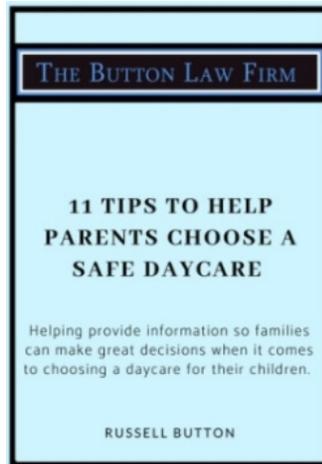
THE ESSENTIAL GUIDE FOR YOUR TEXAS INJURY CASE

This book will cover your options when dealing with a serious injury or death caused by someone else's choice to violate a simple safety rule.



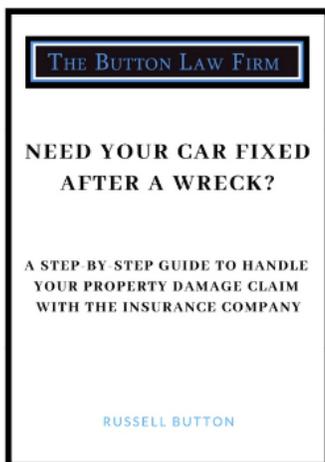
SECRETS ABOUT RECORDED STATEMENTS

The truth about what the insurance company doesn't want you to know.



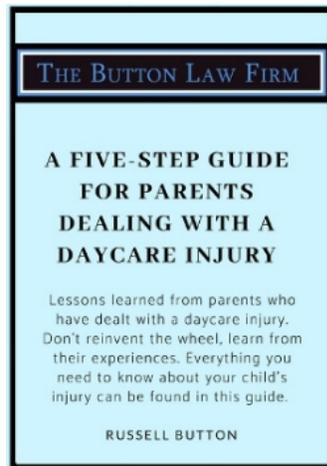
11 TIPS TO HELP PARENTS CHOOSE A SAFE DAYCARE

Are you in the process of looking for a daycare? Check out our consumer guide before making your decision.



NEED YOUR CAR FIXED AFTER A CAR WRECK

A step-by-step guide to handle your property damage claim with the insurance company.



A FIVE STEP GUIDE FOR PARENTS DEALING WITH A DAYCARE INJURY

Was your child injured while attending daycare? This free consumer guide written by a daycare negligence attorney will show you the proper steps to take after.

"Helping Provide Information So Families Can Make Great Decisions"

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CREATING A CENTRALIZED LEGAL RESOURCE

Find an Attorney Who's the Right Fit

One of the big problems we've noticed at our firm is that people are hesitant to call lawyers. It's daunting to know where to start when you're looking for legal help, and you don't want to just call the first face you see on a billboard or email the first name you read on the Google search. Even if you know an attorney, it can be a hurdle to find one who covers the type of law that you need help with.

This challenge is exactly why The Button Law Firm created the Dedicated Referral Program Network. The Referral Program is a network of attorneys we know and have worked with. It includes a wide swath of attorneys that acts as a community for people who need legal aid. When a client calls, we let them know first off whether or not they have an issue that requires legal help; secondly, if they do need legal help and it's not within our purview, we let them know who the best person is for the job. And if that referral attorney doesn't work out for them, we can go back into our extensive network to find someone who is the right fit.

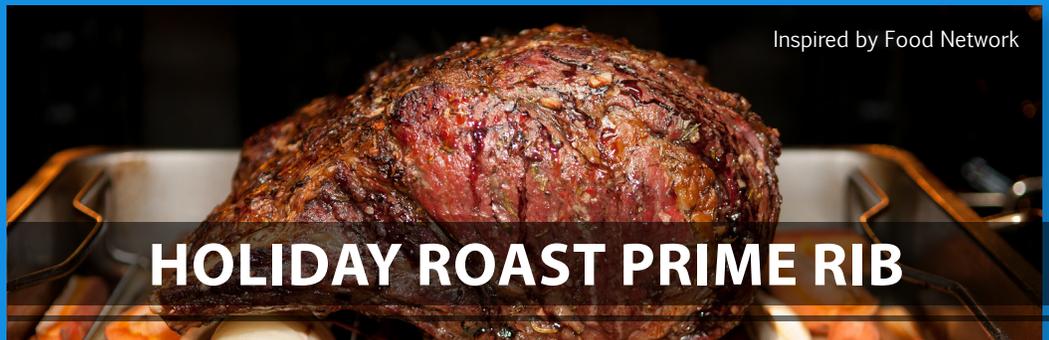
It goes something like this: Imagine you've been dealt an unfortunate hand, and now you're trying to find an attorney. You call up the attorney you know, but they don't cover the area of law that this case pertains to. Instead of telling you they won't take your case, though, they connect you with an attorney. That said, they don't just hand you contact information and leave you on your



own — they set up an introduction between the two of you. You feel supported and hopeful.

The Button Law Firm wants to provide support to our community through the Dedicated Referral Program Network. And it's one of the awesome services that's available through our VIP program. As Russell Button says, "I wanted to create a program for our best clients and friends that was aimed at making their lives, and those of the people they care about, better." Learn more at buttonlawfirm.com/library/join-our-vip-program.cfm.

MEMES



Inspired by Food Network

HOLIDAY ROAST PRIME RIB

Looking for an easy holiday roast that still feels elegant enough for the occasion? Look no further than this delicious prime rib flavored with garlic, thyme, and red wine.

INGREDIENTS

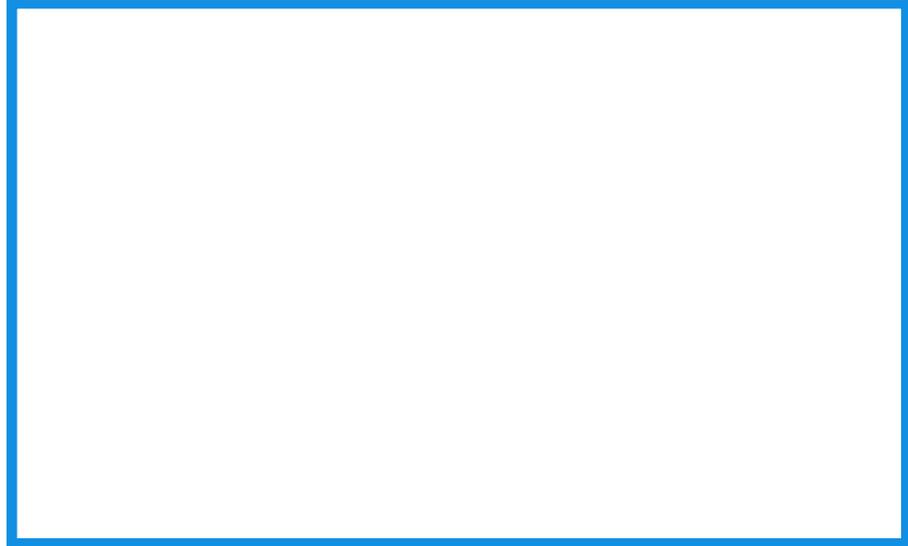
- 1 bone-in prime rib (6–7 pounds)
- 4 cups beef stock
- 8 cloves garlic, thinly sliced
- 1 tablespoon fresh thyme, chopped
- 2 cups red wine
- Salt and freshly ground pepper, to taste

DIRECTIONS

1. 30 minutes before cooking, remove roast from fridge and let sit until it reaches room temperature.
2. Heat oven to 350 F.
3. Make small slits in prime rib and stuff with slices of garlic. Liberally season with salt and pepper.
4. Place a rack inside a roasting pan and roast prime rib for 2 hours, until medium-rare.
5. To make au jus, place roasting pan with drippings from roast over 2 burners on high. Add wine and scrape pan as liquid reduces. Add beef stock and cook until reduced by half. Finally, sprinkle in thyme.
6. Slice roast and serve topped with au jus.

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TURNING THE LENS ON A LOCAL PHOTOGRAPHER

Jesse Nogales' Passion for Photographing Joy



For the last 20-plus years, Jesse Nogales has used a camera to capture joy, from family gatherings and weddings to quinceañeras. A look on his Instagram feed or Facebook page is a peek into the world Jesse sees through his lens. "It's very joyful," Jesse says of his work as a wedding and special-events photographer. "It's very social. I meet new people, and they make you feel like you're part of the family, like you're a friend."

Given his friendly and calm nature, it's easy to see why people like having Jesse around to capture the most important moments in their lives. He has a way of capturing not only the joy but also the love and compassion people feel in the moment he snaps the shutter.

His illustrious career began by recording videos for events and editing them. This led him to photography, which allowed him to hone his skills over the years, practicing and perfecting each shot. When a family member who was also a business owner invited him to work with them, he embraced the opportunity. Three years ago, he took the next step in his creative journey and started his own photography business, Nogales Studio. "I felt confident stepping out on my own," Jesse says. "It's been great." Nogales Studio offers photo and video services, and when he's not taking pictures, Jesse spends his time editing them.

Jesse's favorite part of his business is meeting new people and having the chance to find something new each time he looks out from behind the lens. "It's always something new. [I have] the chance to capture something different each time. I love coming up with new ideas to photograph," Jesse says.

You can find Jesse's beautiful images and videos on his website, NogalesStudio.com, his Facebook page, [Facebook.com/JesseNogalesPhotography](https://www.facebook.com/JesseNogalesPhotography), and on his Instagram, [jnogales_photography](https://www.instagram.com/jnogales_photography).