

THE BUTTON LAW FIRM

HOT-BUTTON ISSUES

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BUILDING A LEGACY IN OUR COMMUNITY

Part of DFW for the Long Run

Mindfulness plays a big part in my life, but when it comes to the firm, it's not easy to keep my mind in the moment. Most of the time, I'm thinking a year or more out — I have plans in an idea journal that are mapped out for the next 10 years. All the pieces have to be in place to get where I want to be, and I work backward to determine how to get us there.

So when someone asked what it felt like to be celebrating the fourth anniversary of our firm, it brought me back into the present. *Four years.* In some ways, it feels like we've been here much longer. But I recognize how The Button Law Firm has grown and strengthened, and it makes me so proud to see where we are and what we've built in this time.

In four years, we've gone from being in survival mode to being in growth mode. I've built an awesome team, and they make it fun and worthwhile to do what we do. We love making The Button Law Firm a quality of life business. It's a place with a passionate team and a place our clients confidently turn to for help.

At the beginning, things were not so easy. Now, after four years, I can go fishing with my dad on the weekends. I can plan a vacation to take this summer just because I want to. Because of what we've built and the strength of my team, I can confidently disconnect for a day and know our clients are being taken care of to the standard of quality I've set in place.

At four years, it feels like it's time to think about the legacy of The Button Law Firm. When I think about our time so far, I reflect on all we've accomplished up until this point. We've connected with other attorneys and business owners, created our Teacher Appreciation program, and developed partnerships with local business, like Orange Salon and Red Star Bicycle, which you can read about on Page 4. We've gone from being end-game trial attorneys to being a community law firm. We want to be there for our clients during their cases and beyond. We're growing into that next phase and developing the systems we need to deliver at an even higher level of service for our clients and community.



I want this to be a place that lasts beyond my time here. When I'm long gone, and my team is long gone, my hope is that the next generation of passionate legal professionals will continue The Button Law Firm legacy. It's about more than just our business as it stands; it's about leaving a lasting, positive impact on our community.

We've built an awesome team and found our place in the community with a network of people who live here, from our clients and our referral attorneys to our community partners. My hope is that four years will turn into 40.

-Russell Button

CREATE A CULTURE OF LOVE IN YOUR COMPANY

Company growth is the top priority for many entrepreneurs. If a business stagnates, it will eventually fail. However, when leaders focus solely on finding the best ways to reach new customers, they often overlook an integral part of running a cohesive company. While an operational-minded approach will do wonders for the efficiency of your business, behind every company's success are the employees who made it possible. That's why this Valentine's Day is the perfect time to create a culture of love in your company.



FAMILY

One of the best things you can do is invest in what matters most to your employees: their families. A familiar problem for many business owners is that their families can fall by the wayside amid the complications of running an organization. Your employees can also

2 Tactics That Will Create Loyal Employees

face this struggle. The chaos of trying to raise children while balancing a career and a personal life is a significant stressor. As the leader of your company, you can help ease these burdens. A date night for an anniversary, spontaneous time off, or even added vacation time are all simple gestures that go a long way to create a company culture where your employees feel loved.

AUTONOMY

A dangerous pitfall for many entrepreneurs is developing a detachment between their own work life and the work lives of their team members. During the growth of the business, owners can fall into the age-old employee-boss mindset, and that hierarchy often creates a rigid environment. The moment an employee starts to look at their manager as a boss is also when they start to see their work as a job rather than a career they're excited about. Trust and autonomy are essential to developing a productive professional relationship, and offering your employees remote work, flexible schedules, and the freedom to take control of their workdays are great ways to establish reciprocal relationships and foster entrepreneurial mindsets.

Try some of these tactics at your company this February to create a culture of love where your employees and customers thrive.

THINGS ARE LOOKING ROSIE

CELEBRATING OUR TEAM'S ANCHOR



We just celebrated our fourth anniversary in January and now we get to celebrate Rosie's one-year anniversary with The Button Law Firm. Her role as our litigation paralegal covers a lot of different areas, and it's the reason Russell calls Rosie our anchor. "She's really the anchor of how we keep up with everything," Russell says. "One thing I can say about Rosie is she always says yes. She's always willing to jump in and do the work."

Russell recalls the day Rosie came in for her interview. She was meeting with us around lunchtime, and there was not a parking spot to be found that day. "I saw this car driving by our office. It circled the block, then it came around again. This

happened four or five times; the person drove around for maybe 30 minutes to find a spot." The team correctly guessed that the driver was Rosie and, upon meeting her, loved her instantly.

What they didn't know is that, panicked that she was going to be late to her interview, Rosie almost left. "I'm so thankful that Rosie walked in that day," Russell says. Regarding her being late, he adds, "I didn't hold it against her because I saw her driving around. I thought, 'If someone is that dedicated, they must really want to work here.'" Russell turned out to be right, and Rosie has been an amazing part of our team ever since.

Coming up on her work anniversary, Rosie finds it hard to believe that a year has gone by. "It's so great working here. It doesn't even feel like it's going to be a year. Time flies!" she says. "The past year of being here has been so great. I've learned so much working with Russell and Ashley."

Rosie says it's her team as a whole that makes working here awesome. "Getting to work with this team is amazing," she says. She loves the team events, like their recent escape room adventure. "It was really fun getting to do that with everyone outside of the office." What is she excited about in her second year here? "What I look forward to the most is continuing to grow as a team and as a firm," Rosie says.

We look forward to that, too! Thank you for everything you do, Rosie, to keep our team running smoothly. You're our anchor!

THE BUTTON LAW FIRM'S ATTORNEY OF THE MONTH:



KENNETH G. WINCORN

Get to know Ken:

Ken has been an attorney for the past 47 years. His interest in law started when he first got his license and *unfairly* got a speeding ticket for going 45mph in his Corvette. Instead of paying the ticket, he decided to fight it at court. The judge and clerk laughed at him and told him "My officers don't lie." Ken remembers how "scared to death" he was but felt that he was wrongfully ticketed.

He attended Southern Methodist University for undergrad and law school through a bowling scholarship - he's the only student at that university to receive a bowling scholarship. He chose SMU because he wanted to stay close to Lovefield Airport - which is where he kept his airplane for his business, American Airland.

Kenneth loves what he does and still practices at a high level:

- [Criminal](#)
- [Guardianship and Adoption](#)
- [Immigration](#)
- [Personal Injury](#)

About The Law Offices of Kenneth G. Wincorn



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What Ken's team Said About The Button Law Firm

I am pleased to offer my endorsement to The Button Law Firm. I have found the firm to take the utmost care in serving their clients.
-Bryan S. Attorney at Law Office of Kenneth G. Wincorn

*Here's what happening this month
at The Button Law Firm:*

HAVE YOU NOMINATED A TEACHER?



We are excited to announce that we are starting a teacher appreciation contest in 2019. At the beginning of every month, our polls will open and you will be able to nominate your child's teacher to help the teacher win a **\$100 gift card** to the school supply store of their choice and a Pizza Party for the classroom! Nominate at: www.buttonlawfirm.com/teachers

CASES THE BUTTON LAW FIRM HANDLES

Daycare Negligence & Abuse

Our children are the most vulnerable members of our society. The Button Law Firm has a passion for keeping kids safe and holding caregivers accountable for every child they harm directly or through negligence or incompetence.

Serious Injury Car Wrecks

If you or a loved one has been in a serious injury car wreck in the DFW, Midland, Houston area and want some guidance, please reach out to us. We are here to help you understand your rights, the process, and the truth about these car wrecks.

Truck Wrecks

At the Button Law Firm, we represent injured victims of truck crashes when a trucking company resists paying a settlement, but we also fight to compel that trucker or trucking company to make changes to ensure that another person is not harmed

Negligent Security

When a company chooses to ignore red flags regarding the safety of their premises, any member of the public who sets foot there is at risk of serious injury or death. Most people do not think about the fact that land or business owners have a responsibility to protect the public that they invite onto their premises from the dangerous acts of others.

THE BUTTON LAW FIRM
VIP PROGRAM
MEMBER

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*"When you join our VIP Program,
you have a lawyer for life."*

JOIN OUR VIP PROGRAM

Why call a lawyer referral company when you can get VIP treatment? If it is a legal matter outside of what we can help you with, we will introduce you to a lawyer in our dedicated referral network. Each of these lawyers is who are ones who I would call myself. Learn more at:

www.ButtonLawVIP.com

CAROLINE'S DAY AT ORANGE SALON

Our Mommy Makeover Winner Revealed

We're so happy to show off our Mommy Makeover recipient, Caroline! Caroline got to spend the day with Mary and her wonderful glam team, and received pampering and styling tips. Here's what Caroline shared about her fabulous makeover at Orange Salon.

"It was such a delightful experience. Mary and her team are all so kind and talented. They did exactly what I asked them to do with my hair and a beautiful job on the makeup. They even taught me easy tricks

for my daily application. I truly appreciate Russell and his team's generosity; it's shown in everything they do."

We look forward to bringing more smiles to the community through programs like the Mommy Makeover. Sign up for your chance to win our next mommy makeover contest at buttonlawfirm.com/mommymakeover.

-Caroline



TAKE A BREAK

WITH THE NEW DAY
COMES NEW STRENGTH
AND NEW THOUGHTS

- ELEANOR ROOSEVELT



5-STAR GOOGLE REVIEW ★★★★★

"I have worked on several cases with Russell. He is very efficient on the legal side of things but takes his time getting to know each client and addressing their individual needs. I highly recommend Russell and look forward to continuing to work with him on future matters."

-Snellings Law PC

BISTECCA ALLA FIORENTINA

INGREDIENTS

- 2 bone-in porterhouse steaks
- 1/4 cup olive oil
- 2 sprigs rosemary
- Kosher salt and fresh ground black pepper, to taste
- Lemon wedges, for serving

Inspired by Saveur magazine

DIRECTIONS

1. 30 minutes before cooking, remove steaks from fridge to bring them to room temperature.
2. Heat a grill or large cast-iron skillet to high. While heating, brush steaks with half the oil and season liberally with salt and pepper.
3. Place steaks on the hottest part of the grill or pan and cook for 5 minutes.
4. Flip steaks and baste with remaining oil, using rosemary sprigs as a brush. If cooking in a pan, place sprigs next to steaks after basting.
5. Cook for 5-6 minutes for medium-rare.
6. Let steaks sit for at least 5 minutes, slice against the grain, and serve with bone.

The real holiday is February 15th...



...When the Chocolate is 70% off.

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- Meet the People Behind Red Star Bicycles

ENJOYING LIFE ON A BICYCLE

Christian Shares the Story of Red Star Bicycles Shop

Christian and Maria are the husband-and-wife team behind Red Star Bicycles, a local DFW bike shop that carries a range of brands and styles from entry-level bikes and high-end BMX bikes to recumbents. Recently, they've added custom-built electric bikes to their inventory, which they build from scratch in the shop.

In many ways, the story of Red Star Bicycles starts with Christian's father. "My father was a professional cyclist," Christian explains. "Growing up, I learned all the ways to ride and fix a bike. Cycling was Dad's passion, and it became mine. He got me into racing and professional cycling, and I worked in different bike shops owned by my mother's family."

If you couldn't already tell, Christian and Maria are passionate about sharing the joys of cycling with their community by connecting each person with their perfect bike. "The first question we ask a customer is where they're going to be riding. That tells us a lot," Christian says. "That way, we can find the right bike for them."

In addition to matching people with a ride that fits their needs, Red Star Bicycles Shop also hosts weekly group rides and monthly social rides. The rides have been growing as Red Star Bicycles' fan base grows. "We see more riders every time, especially in warmer weather," Christian says. "We want to get in better shape together — mentally

and physically — and have fun." One of Christian's favorite rides is the newer Skyline Trail along the Trinity River. "It was built five years ago, about the same time we opened our shop," he says.

Red Star Bicycles celebrates its fifth year in business this April, and Christian and Maria plan to celebrate both their customers and their community. It's their love for what they do that keeps them excited to open the shop each day. "Every time someone walks through our door and says 'I'm looking for a new bike,' it creates happiness for me, thinking they're going to do what I love," Christian says. "It's about helping people do what I'm doing — enjoying life on a bicycle."



You can learn more about Red Star Bicycles Shop and their group rides at redstarbicyclesshop.business.site or by calling them at 214-741-6069, and stop on in next time you're in the neighborhood. Christian and Maria will be happy to help you enjoy life on a bike as much as they do.