

HOT-BUTTON ISSUES

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IN IT FOR THE LONG-RUN

FINDING NEW WAYS TO TEST YOUR FITNESS

Besides my law firm, my three passions are fishing, hunting, and fitness. On Easter weekend, my fitness was put to the test as I competed in a duathlon with my sister, Roxana. We have both done these types of races before, but we had never done a duathlon together. This particular duathlon was a 3.1-mile run, followed by an 18-mile bike, followed by a final 3.1-mile run. As you can guess, it was a challenging and rewarding experience.

When Roxana and I started talking about the races we wanted to sign up for this year, she mentioned this one that takes place about 45 minutes from Oklahoma City, which is where she is in her OB-GYN residency program. It happened to be on Easter weekend, so I thought it would be perfect — good race weather, fun family time, and enough time to train. Roxana and I both played basketball most of our lives, but we have really enjoyed doing triathlon-type races. When we got there, there were about 100 other racers, and most of them looked like Ironman competitors doing their first race of the season. We got pumped by the talent around us and were ready to compete.

At the start of the race, Roxana flew out of the gate and kicked my butt on the first run. I was three minutes behind her. Then, when we hit the bikes, I saw her and started gaining. I ended up being able to really pick up speed on the bike and maintain it. I passed her 3 miles into the bike race and never slowed down. However, the run slowed me down again. On the last half of the final run, I saw Roxana was gaining on me again, and I picked it up. I wasn't going to lose this race to her. Once I saw the home stretch, I gave it all I had. In the end, Roxana finished first in her age division, and I finished second in my age division. It was not just fun, but it was a great escape from both of our intense work lives. Then, we treated ourselves with a childhood treat consisting of a root beer float and Tater Tots from Sonic.

I actually didn't begin running until I quit playing basketball. I was used to sprints, and it took me time to develop the mental and physical stamina to do long distance. We worked out all day long in basketball, but a long-distance run takes a different approach. You need to train your mind, not just your legs, to be committed for the long haul.

When I started traveling a lot for work, I really got into running. I would visit two to three cities a week and needed a way to stay in shape. I realized that no matter where you go, every place in the world has somewhere you can run — from trails to sidewalks and sand. Whenever I went to a new city, I found the best route for a jog. Montana is one of the most beautiful places I ever ran. Each summer, I travel there to speak at a trial lawyer seminar, and I look forward to winding my way through the trails and mountain views. The beaches in Florida are also cool places to run.

Over the last few years, running has become an outlet for me. Similar to patio time and fishing, running provides me with an opportunity to think and step outside of myself. When I am in the zone, I can let my thoughts wander for a while. Even better, when I get a “runner's high” — yes, it's really a thing, and no substances are needed! — I find that I'm able to approach a problem from a new angle. It's often when I come up with my best ideas.

It was a fun experience to participate in the duathlon with Roxana, and we already can't wait for the next one this year! Be on the lookout for pictures!

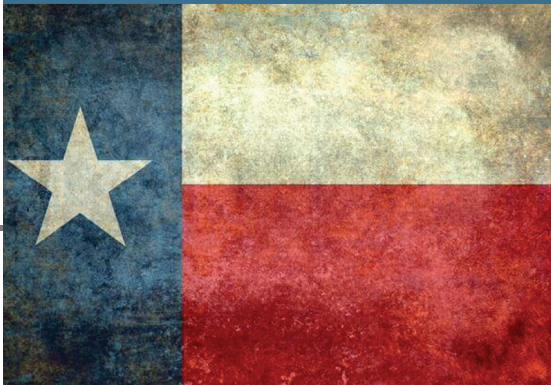
Inside the newsletter, we share more about how Ashley ended up becoming the perfect fit for The Button Law Firm. If you're looking for a bite to eat this month, you should also check out the local restaurant we feature on Page 4.

Enjoy May, and if you ever want to talk running, I'm happy to share my knowledge!

-Russell Button



THE ESSENTIAL GUIDE FOR YOUR
TEXAS INJURY CASE



A comprehensive resource
about serious injury and
wrongful death claims in Texas

RUSSELL BUTTON

THERE IS HOPE

Your Guide to Managing a Serious Injury or Wrongful Death Claim in Texas

As many of you know, I published my first book in 2017. From time to time, all of us will know or meet folks who will want a guide for a personal injury or wrongful death matter. If that is you, feel free to direct them to a copy of my book, "The Essential Guide for Your Texas Injury Case." Since I did not grow up with lawyers, I understand it is difficult to know where to turn. That's why we made this book available for *free* for anyone in need.

We can mail you a hard copy. If you want to download a free copy or need one mailed, just go to our website www.buttonlawfirm.com and sign up to request it today! We would love to send it to you. If you have any questions after reading the book, call us to find out more.

A NEW BEGINNING

TWO LIKE-MINDED ATTORNEYS TEAM UP



It's been a year since Russell and Ashley met, and as the occasion warrants, we're celebrating the anniversary of that game-changing meeting with a trip down memory lane. We share the journey that led Ashley here from a random meeting with Russell to their success in the legal arena.

Russell Button first met Ashley while he was teaching at a nationally known trial lawyer college in Austin. A few months later, as he was looking to bring on a new attorney, Russell thought of those same skills Ashley had demonstrated in class. Russell recalls, "I remember how thorough and detail-oriented she

was." He reached out to her, first to ask about an insurance case he was working on. Ashley told him how she would handle such a case. Russell says, "She walked me through all the laws and statutes. It was organized and detailed; she handled it exactly the way I would have."

After that, Russell says it was an easy decision to ask Ashley to join the team. And a year later, Russell exclaims, "It's worked out better than we ever imagined. It's a perfect fit!"

As for Ashley? She couldn't agree more. When Russell reached out to ask her about his case, she explains, "I was excited because I had a really good first impression of him, and I hoped it would mean I'd get to work with him down the road ... [Russell] asked me generally what I knew about the insurance code, changes going on in the legislature, the process, and what kind of outcomes I'd expect. Without me knowing it, he was asking all these questions to see if I would be a good fit."

It certainly has been a good fit — both attorneys bring their strong skills to the firm. Ashley says, "Russell has a really good reputation, and people respect him because he's passionate about everything. It's really rare to find someone who's so passionate. You could just tell he's good at this. He's passionate about it, and he works hard because he loves what he does. He's constantly thinking; his brain doesn't shut off. I've finally met my match."

Ashley sums it up for us with an expression of gratitude: "I absolutely love my job. Everything happens for a reason, and all the little steps along the way ended here. It's a new beginning."

'NO PROBLEM' VS. 'MY PLEASURE' SENDING THE RIGHT MESSAGE

When someone says “thank you,” how do you respond? It’s a core tenet of customer service that has inspired much debate. It may seem trivial, but the way you talk to customers matters. With branding, R&D, marketing campaigns, and relationship building, chances are that your business invests heavily in attracting new clients and retaining old ones. But often, a customer’s decision of whether or not to continue to do business with you comes down to old-fashioned conversation.

That’s why Forbes, The New Yorker, The New York Times, and countless internet forums have published think pieces on the phrase “no problem.” People can and will get irked by the wrong response to gratitude. The Chick fil-A franchise goes so far as requiring its employees to always reply with “my pleasure.” Should you pay this much attention to what your employees say? Absolutely.

In his book “Age of the Customer,” Jim Blasingame observes that products and services don’t set you apart from the competition in the minds of your clientele: their *experience* with you does. Ensuring that the unique relationship you have with your clients stays positive is well worth developing some standard practice guidelines for your team. What these guidelines should look like depends on your business.

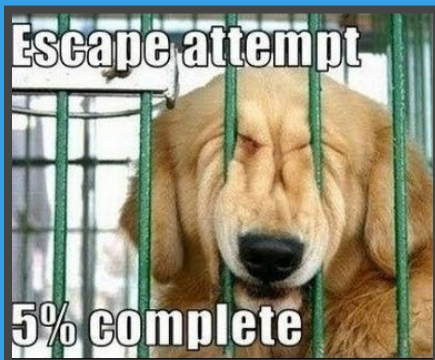
Examine your marketing materials and your demographics. What kind of experience do your customers expect from you? How can your customer service meet or reinforce this expectation? Work with your team to create a standard for customer communication that fits your company culture and the people you serve.

For some businesses, this means that “no problem” may be just that. If an informal, down-to-earth vibe fits your business, this millennialism may be harmless. But it doesn’t do you much good, either. The problem with colloquialisms is that everyone uses them, and the whole idea is to stand out in the minds of your customers. In many cases, “You’re quite welcome,” or even “It’s my pleasure,” can make an otherwise forgettable interaction stick out in the minds of your customers.

The **AGE** of the
CUSTOMER
PREPARE FOR THE MOMENT OF RELEVANCE

Jim Blasingame
FOREWORD BY STEVE FORBES

MEMES



GRILLED RANCH POTATOES

If you want to be the hit of this year’s Memorial Day cookout, don’t overlook the star power of a well-made side dish. These smoky, tangy grilled potatoes will be the talk of the party. The best part is how easy they are to prep and make!

INGREDIENTS

- 2 pounds baby potatoes, halved
- 1/4 tablespoon extra-virgin olive oil
- Juice of 1/2 lemon
- 1/2 packet ranch seasoning
- Ranch dressing for drizzling
- 1 tablespoon chopped fresh chives
- Bacon bits (optional)
- Salt and pepper to taste

DIRECTIONS

1. Heat grill to medium. In a large pan, toss potatoes with olive oil, lemon juice, and ranch seasoning. Season generously with salt and pepper.
2. Skewer potatoes. (If using wood skewers, be sure to soak in water an hour before grilling.) Grill until tender and lightly charred, about 15 minutes.
3. Drizzle with ranch and garnish with chives and bacon bits.

Inspired by delish.com

INSIDE THIS ISSUE

- 1 How I Discovered the Joy of Running
- 2 A Free Guide to Texas Injury and Wrongful Death Claims
- 2 Attorney Ashley Washington's Journey
- 3 The 'No Problem' Problem
- 3 Have a Laugh
- 3 Grilled Ranch Potatoes
- 4 Peace, Love, and Fresh Food at Flower Child

PEACE, LOVE, AND FRESH FOOD

HEALTHY AND HAPPY EATS ON LOVERS' LANE

Lovers' Lane is indeed for lovers — lovers of great food! What was once a tree-lined dirt road that attracted amorous young couples is now home to a myriad of businesses, including the fresh health-food-oriented eatery Flower Child.

"Healthy food for a happy world" is the restaurant's slogan, and it's easy to see why when you step into the bright space. Positive messages like "Radiate from within" line the walls. Flower Child uses local ingredients and works with local farmers and ranchers to source their food. Everything is made fresh, and it tastes like it.

The menu features a variety of produce and protein, with vegetarian, vegan, and gluten-free options. Their signature salads include the aptly named Strawberry Fields and Vietnamese Crunch. We also suggest trying their "bowls," like the Late Riser, which is a dish with eggs, quinoa, chilis, salsa, avocado, yogurt, and queso blanco. Another reliably

delicious choice is the Thai Cashew Quinoa, featuring zucchini, snap peas, celery, onion, shiitake mushrooms, jalapenos, Thai basil, cashews, and red quinoa. Add chicken, salmon, steak, or tofu to any of these dishes or pair them with a plate, with everything from grilled asparagus to spicy Japanese eggplant to choose from.

To wash it down, Flower Child has a diverse beverage menu that includes fresh-daily juice, on-tap kombucha, iced tea, and seasonal lemonade. There's also a "Healthy Kids" section of the menu that is just as nutritional as the grown-up version.

When you find yourself in Dallas craving a meal that makes you feel better about eating out, Flower Child offers some mouth-watering options.

Russell's favorites? The kale salad with chicken and the soup of the day.

Find out more about Flower Child and order online at iamaflowerchild.com.

