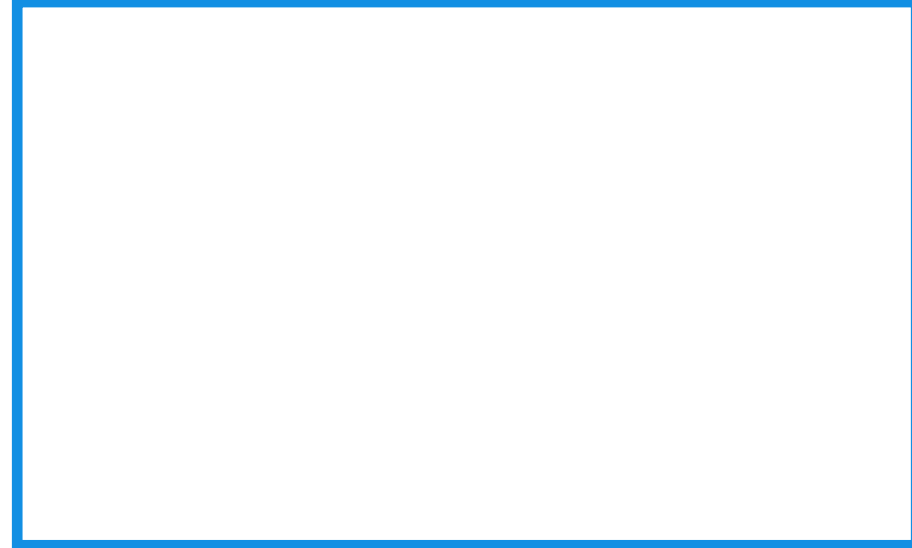


PRST STD  
US POSTAGE  
PAID  
BOISE, ID  
PERMIT 411

## INSIDE THIS ISSUE

- 1 The Top 10 Lessons from a Decade of BLF
- 2 BLF Welcomes Attorney Danice Serna!
- 3 Justice After a Preventable Daycare Tragedy  
Highlight Reel
- 4 Russell Shares Expertise on Pediatric TBIs at Annual TTLA Event



## FIGHT FOR A BRIGHTER FUTURE Russell Button's Powerful Message at TTLA 2024

This November, Russell Button, founder of The Button Law Firm, had the privilege of speaking at the Texas Trial Lawyers Association's 2024 Annual Meeting & CLE Seminar. His presentation, "Pediatric TBI Cases and Developing Child Injury Damages," was an opportunity to share BLF's passion for helping children and families navigate the challenges of traumatic brain injuries (TBIs), which are unfortunately all too common in our cases.

Russell's talk centered on how TBIs uniquely affect children, often resulting in long-term developmental, educational, and emotional challenges. With this incredible opportunity to share with other professionals, Russell highlighted the critical role attorneys play in ensuring that young clients have the resources they need to thrive — not just now but for the rest of their lives.

"Children with TBIs face a lifetime of obstacles," he shared. "It's our job as trial lawyers to ensure they have the resources and support they need to thrive. This requires us to look beyond immediate damages and build a comprehensive case that reflects the long-term reality for these families."

Russell was able to connect with other attorneys and encourage them to combine medical evidence with the heartfelt human stories behind each case, painting a vivid picture of the child's journey and the support they'll need to overcome their challenges.

For Russell, the event wasn't just about teaching — it was also about connecting. "It's always inspiring to be surrounded by attorneys just as committed to fighting for

justice as you are," he said. "TTLA fosters an environment of learning and support invaluable to our work as trial lawyers."

Between sessions, the BLF team participated in discussions about innovative case strategies, new legal precedents, and creative approaches to advocacy.

Reflecting on the event, Russell expressed deep gratitude for the chance to share his experience while gaining fresh perspectives from others. "This seminar reaffirmed why we do what we do," he remarked. "Every child deserves a chance at a brighter future, and it's up to us as trial lawyers to make that happen."



# HOT-BUTTON ISSUES

www.buttonlawfirm.com | 214-888-2216

4315 W. Lovers Lane, Suite A, Dallas, TX 75209 | 1900 W. Illinois Avenue, Suite 101, Midland, TX 79701

## 10 LESSONS FROM 10 YEARS

*How We're Building on 10 Years of Innovation and Advocacy*

As we look back on a decade of the Button Law Firm, one thing is clear: Every lesson learned, and every challenge faced has molded us into the firm we are today. Both of us — Ashley and Russell — have gained unique insights from this journey. Together, these lessons define BLF's purpose, culture, and relentless pursuit of justice. Here are our 10 takeaways from the past 10 years.

### BUILDING WITH HEART AND PURPOSE

#### 1. Passion drives purpose.

When we first shifted our focus to daycare and child injury cases, it wasn't just a business decision but a mission rooted in a need for change. I'll never forget the first case we worked on involving a child. It was deeply personal and profoundly meaningful. Those moments solidified our direction, aligning our passion for advocacy with a purpose that fuels us to this day. Helping children and families isn't just part of what we do; it's the heartbeat of BLF.

#### 2. Success comes from a strong team.

One of Russell's and my greatest joys has been building a team that excels and is all-in on everything we do. At BLF, each team member plays a vital role in every case, bringing their unique strengths and passion to the table. The heart, drive, and shared alignment with our mission within our team have become the foundation of everything we achieve together. Their energy and

dedication inspire us every day and are the true cornerstone of our success.

#### 3. Learning never stops.

At BLF, growth is essential. We prioritize continuous learning, whether it's reading a new book or attending a webinar. By staying sharp, we stay ahead of the curve and bring fresh perspectives to every case. We support our team's growth, both professionally and personally, to help them thrive in and out of the office.

#### 4. Relationships are everything.

The connections we've built — whether with clients, mentors, or our community — are priceless. These relationships have given us strength, insight, and motivation. I'm incredibly proud of the community impact we've been able to create. And the community has undeniably impacted us. Helping others and being helped in return has been one of the most fulfilling parts of this journey.

#### 5. Core values never change.

For over 10 years, we've stayed true to the core values that define who we are and guide everything we do: Family And Team, Make A Difference, Education, Keep It Simple, and Believe In Better. These values are more than just words—they're the foundation of every decision, every case, and every interaction. They remind us to prioritize the people around us, strive for



meaningful change, share knowledge, and approach challenges with clarity and optimism. By staying rooted in these principles, we've built a team that not only helps others but continually inspires us to grow, evolve, and be better every day.

### INNOVATING AND DRIVING FORWARD

#### 6. No two cases are the same.

From day one, I've treated every case as if it's our most important. There's no cookie-cutter, one-size-fits-all approach here. Every client has a unique story, and every case deserves a tailored strategy. Even when we first started, we treated our "small" cases as if they were our most important, because that's what they are for our clients. This mindset has allowed us to deliver life-changing results time and time again.

#### 7. Experience isn't about age.

I've always disliked the idea that experience is solely tied to years. It's about passion, preparation, and perspective. BLF has never let age define us. Instead, we focus on mastery, creativity, and finding innovative

## ... CONTINUED FROM COVER

solutions. Younger lawyers can excel by mastering case details, consulting experienced peers, and using their unique backgrounds to approach challenges differently, showing that passion and preparation trump age. This approach has set us apart and allowed us to challenge expectations at every turn.

### 8. Adaptation is key to survival.

The legal landscape — and the world — is constantly shifting. Laws change, demographics shift, and technology transforms the way we work. The only way to thrive is to adapt. At BLF, we embrace change with open arms, seeing it not as a hurdle but as an opportunity to grow stronger and smarter. If there's one mantra I live by, it's this: don't settle for "how things have always been done." I firmly believe in this personally and professionally:

### 9. Giving back is a privilege.

When we adapt and evolve, it sets our whole team apart from the rest. For me, giving back is personal. Whether it's speaking at seminars, creating free resources, or supporting local causes, I believe in making an impact beyond the courtroom. Helping others has been one of the most rewarding aspects of our work. It's about creating a ripple effect of positivity and support. That's why we will always spend the time and effort creating resources and participating in community outreach.

### 10. Resilience is built through experience.

The early years weren't easy, but they were formative. Each challenge taught us something valuable, shaping the team's resilience today. From economic crises to the pandemic, we've faced difficulties head-on, emerging stronger

each time. These experiences remind us that no obstacle is insurmountable. We've done hard things before; we can do it again.

### WE'LL CONTINUE TO LOOK AHEAD

These lessons weren't learned overnight. They came through challenges, triumphs, and years of relentless dedication. As we step into the future, we're grateful for the experiences that have shaped us, the people who've supported us, and the opportunities to make a difference.

To our team, friends, and community: thank you for being part of this incredible 10-year-long journey. Here's to the next decade of growth, impact, and innovation!

*-Russell Button and Ashley Knarr*

## EVERY INJURED CHILD DESERVES AN ADVOCATE FOR JUSTICE

### How We Helped Liam's Family Move Forward After a Daycare Injury

At just 2 years old, Liam suffered a traumatic injury that would likely alter the rest of his life. One moment of neglect left Liam with a partial amputation of his right middle finger, a permanent disfigurement, and emotional wounds that will follow him for years to come.

The incident occurred when an inattentive caregiver accidentally closed the door on Liam's tiny hand, causing a severe crush injury and partial amputation. Instead of acting swiftly and responsibly, the daycare failed to contact emergency medical

services, leaving Liam's family alone to navigate the immediate aftermath. At the hospital, Liam underwent stitches and painful wound care, enduring weeks of bandage changes and cleaning as his finger healed.

Even after the wound closed, Liam's life was forever changed. His finger remained disfigured, with the nail bed growing at an upward angle, making everyday tasks like buttoning his shirt or holding a crayon frustrating and uncomfortable. Being right-hand dominant, he has had to adapt his writing grip, which may impact his penmanship as he grows. Beyond the physical challenges, Liam developed severe anxiety, crying whenever he passed his former daycare and refusing to open or close doors out of fear of injury.

Liam's parents turned to our firm for guidance, desperate for answers and justice. We immediately began investigating the daycare's practices and held the daycare accountable, ensuring that their negligence was recognized and addressed.

Through our efforts, we secured a resolution that provided Liam's family with the necessary resources to begin moving forward. This included reimbursement for Liam's medical expenses, emotional trauma, and the future care he may require as a result of his injury. Just as importantly, the outcome helped Liam's parents feel empowered, knowing they had fought for their son and his future.

With this burden eased, Liam and his family have been able to focus on healing, both physically and emotionally. While the scars of this incident may never entirely disappear, the resolution has given them hope and a foundation for a brighter future.

At The Button Law Firm, we are committed to advocating for families like Liam's, ensuring that negligent daycare centers are held accountable and that no child has to endure the pain and trauma he faced. Liam's story reminds us why we do what we do — every child deserves safety, care, and a chance to grow up free from preventable harm.

## FROM CASA TO THE COURTROOM

### A Passionate Voice for At-Risk Youths Joins the BLF Team

We're excited to introduce our newest team member, attorney Danice Serna, who joined the BLF team in August! With over a decade of experience in the insurance industry and a passion for helping kids and families, Danice brings a unique blend of professional experience and personal dedication to her role.



environments gave Danice her first taste of what it meant to fight for others. "Children have always had a special place in my heart," she shared. "I know how much early experiences shape a person's future."

This calling inspired Danice to pursue law, where she combined her commitment to protecting children with her

experience in personal injury and insurance litigation. But what sets Danice apart is her ability to connect with clients on a deeper level. "BLF gives me the perfect blend of everything I've wanted in my career — helping families and children while using my professional background."

Outside the office, Danice leads a vibrant life with her husband and three energetic children, ages 8, 9, and 12. From football

games to wrestling tournaments, their family stays on the go. To recharge, Danice and her husband enjoy date nights and music festivals.

As a new attorney, Danice is diving headfirst into her role, eager to expand her skills. With the guidance of her mentors, Russell and Ashley, she's already taking a leading role in negotiations and case development. "I'm looking forward to taking depositions, stepping into the courtroom, and maybe even tackling my first trial," she shared.

Danice's compassion and drive perfectly align with BLF's mission of doing more to keep you moving forward. Her dedication to protecting children and supporting families makes her an incredible addition to our team, and we're excited to see the positive impact she'll have on our clients and community!

## BLF HIGHLIGHT REEL



## CLIENT REVIEW

**"So grateful for all the help Ashley at the Button Law Firm has given me. She has helped me with every legal issue I have had since I met her a few years ago. The Button Law Firm team always makes sure they get me to the right lawyer for whatever I need, even when it isn't an area of law they handle. It doesn't matter what the issue is, I will always turn to them first for help!"**

*-Joshua Ihnen*