

The Townsley Law Firm

April Newsletter



Staff Member of the Month

Jeanine Blanco is a paralegal at The Townsley Law Firm, who has been with the firm for almost three years. She works under attorney Jordyn Goody, primarily handling medical malpractice cases. As a paralegal, Blanco conducts legal research, drafts documents, manages case files and aids attorneys with preparations during trials and hearings.

Blanco was born and raised in Lake Charles, Louisiana. Before TLF, Blanco worked as a leasing assistant for an apartment complex and worked as a paralegal for a defense firm. At TLF, she has found an environment of respect at every level, and she sees the innovative techniques the firm uses to make a difference for their clients.

Blanco is married and has two kids. In her free time, she loves to spend time with her family. They like to go camping, fishing and shopping together. Blanco also volunteers at her church, where she is on the robe-cleaning committee and is a part of the altar society.

Townsley Tips...

When Insurance Providers Fall Short

Acting in bad faith means that an insurance company denied valid claims or slowly rolled out payments without reasonable justification. Simply put, instead of being met with fairness in the wake of a disaster, people are met with fighting, and their best interests were set aside or outright ignored.

Bad faith can take many forms like:

- refusing to acknowledge or evaluate a claim
- delaying investigations
- unreasonable denials
- denying a claim without explanation
- underpaying a claim
- putting up obstacles regarding specific information

If any of these tactics are used, victims have the right to seek justice and compensation. Victims of natural disasters, specifically, should

know that the initial refusal is not the final verdict, and there are steps they can take to make a difference.

Maintaining a proactive approach is paramount. Insurance agencies are powerful companies that take steps necessary to protect their respective bottom lines. In the end, an attorney could help secure amounts paid after a devastating event.

If you or a loved one feels like an insurance company is taking advantage of your situation, you should seek help from a trusted attorney.

An attorney will be able to perform a thorough review of your insurance policy, do an analysis of what is covered and excluded, and request a written denial explanations, providing necessary information that includes everything from the date or the loss to the policy number.

Results

\$4,410,000 - Settlement
MED MAL - (Opelousas, 2020)

\$2,000,000 - Settlement
Personal Injury - (Saint Martinville, 2020)

\$2,508,000 - Jury Verdict
Car Crash/Accident - (Lake Charles, 2022)

*****Visit our website for more information about how our firm can win for you*****

Visit Our Website:

townsleylawfirm.com

Check out our Social Media:

[@townsleylaw](https://www.instagram.com/townsleylaw)



McNeese Sports:

townsleylawarena.com



Story of the Month

Standards of Excellence

In the Lake Charles community, the expectation is to win. Two pillars and standing examples of this culture are The Townsley Law Firm and the Barbe High School baseball team.

Both of these entities have a great deal in common, one thing being the people. TLF attorney Grant Castillo has been a part of both programs and has contributed to their successes.

Castillo began his working career in Lake Charles as an assistant coach for the Barbe baseball team under head coach Glenn Cecchini. His first year with the team was in 2013, and Castillo knew after that year what it meant to be a part of something great.

“Glenn runs the baseball programs the way somebody would run a Fortune 500 company,” Castillo said. “The level of expectation is so high, and I really needed to work for him because I had a lot of growing up to do and a lot of things to learn.”

Before Barbe, Castillo said that he had never been a part of a program like that, and still today, he applies what he learned into his work as a lawyer. Castillo explained that Todd Townsley has helped to build TLF to hold similar standards and values.

“Todd and Rex have built this firm like how Glenn and Raissa built the Barbe baseball team,” he said. “I think it’s important to hold yourself to that level of excellence and expect the absolute best from yourself, no matter what, and really being accountable to that standard.”

The friendships and shared values are a big reason why The Townsley Law Firm sponsors the Barbe baseball team. TLF’s one and only billboard is on the Barbe baseball field, featuring Castillo and Justin Morales, a partner at TLF who played baseball at Barbe.

This billboard not only represents a sponsorship between TLF and Barbe, but it also represents the possibilities for students outside of sports. Pictures of Castillo and Morales in their Barbe gear and in their work suits are on the billboard to inspire students to follow their passions.

“They’re always trying to inspire and motivate people, and they felt like if other people can see the players that were a part of the program that ended up becoming very successful after baseball, then that might motivate one person to try and take that path,” Castillo added. “I’m very thankful they did that.”

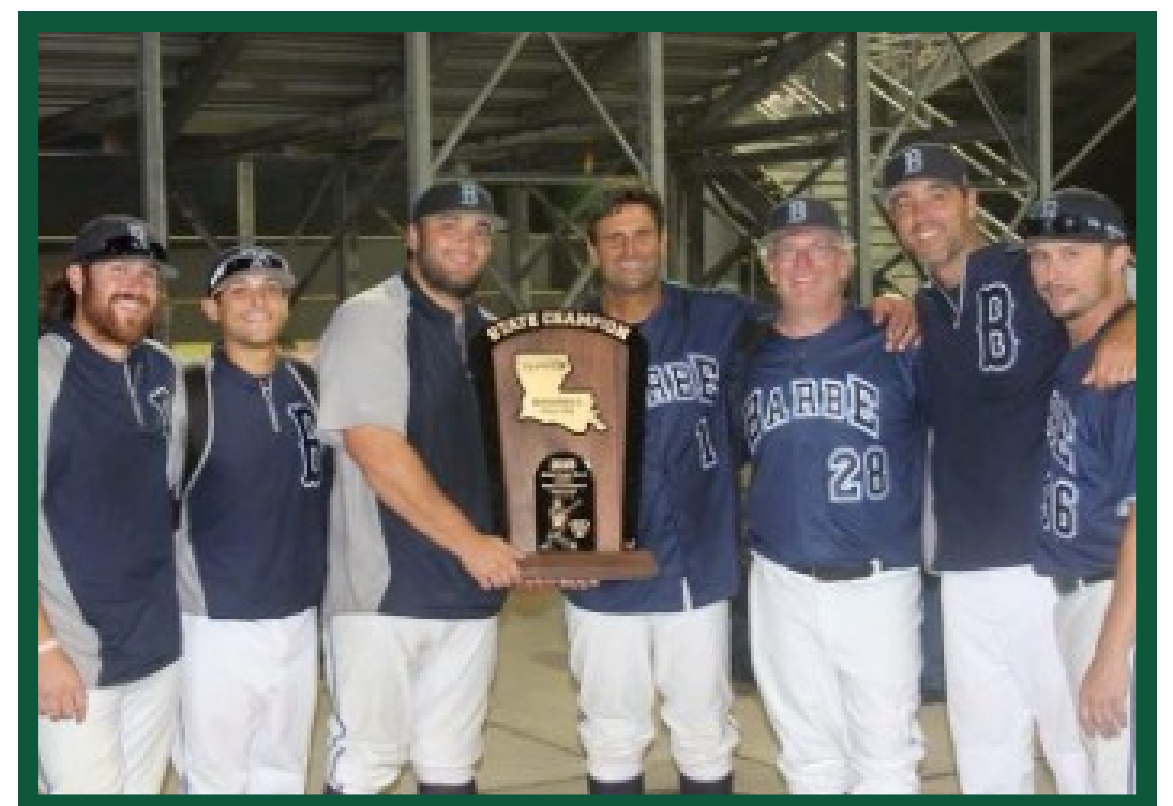
The level of success of both the Barbe baseball team and The Townsley Law Firm can also be found in their love for the community. Castillo explained that Cecchini and Townsley really value developing relationships and strive to take care of the people in Lake Charles and beyond.

“If the people that are a part of those organizations have the vision and leadership to do the right things, you can be elite no matter where you are geographically,” Castillo said. “Both the Barbe baseball program and The Townsley Law Firm, their success and the impact they have on the community, is a testament to the leadership of both places.”

Still today, Castillo shows his support, watching the very team he used to coach. Now, from the stands with kids of his own. He said that he admired the team growing up, and he is thankful he got to be a part of it as a coach.

“It’s so much fun to get to go watch and still be a part of it, but now in a different way,” Castillo said. “It’s great baseball, so it’s fun to still support them and watch them do great.”

This season, the Barbe baseball team is 37-1 overall, ranking first in their district. The team is currently making their way through playoffs, most recently defeating Mandeville High School 2-0 in regionals. Their next matchup is Dutchtown High School in the quarterfinals on May 1.



Jargon Junction

Learning the Language of the Law

Source: Legal Information Institute - Cornell Law School

decree de • cree

an order handed down by a judge that resolves the issues in a court case.

Firm Fun



On April 18, The Townsley Law Firm's staff attended the Gatsby Gala,

Hosted annually by the McNeese Athletic Foundation, the gala allows for the Lake Charles community to dress in their finest 1920s-inspired costumes to help raise funds for McNeese Athletics.

This year, TLF was a Diamond Sponsor of the event.

The Gatsby Gala is a fun-filled event that begins with a 6 p.m. cocktail hour. The evening proceeds with dinner and themed entertainment. A live band also performs, and guests are encouraged to step onto the dance floor to show off their best moves.

In the COMMUNITY

.....Autism Awareness Month.....



On April 18, the Autism Service of Southwestern Louisiana and St. Nicholas Center for Children held their annual Joining Hands for Autism walk. The event, which began in 2011, consists of a one mile walk to raise awareness and promote inclusion for children, adults and families affected by autism.

This year marks the 16th annual walk, and it took place in the McNeese State University Quad. Along with over 600 other people, one of The Townsley Law Firm's attorneys, Hannah Watkins, participated with her family in the event.



Watkins' goddaughter, Isabel, has autism and goes to St. Nicholas Center. She and her group represented the St. Margaret's team, all wearing matching tie-die t-shirts to show their support.

Over \$19,000 was raised so far, approximately \$10,000 above the organization's initial goal. Starbucks coffee, water and snacks were provided to fuel walkers, and medals were awarded to the largest team, team with the most donations raised over registration, best team t-shirt design and best team theme.

April is Autism Awareness Month, and the Autism Service of SWLA hosts events throughout the year to promote and raise funds for the cause.

The Townsley Law Firm is a proud supporter of the Autism Services of Southwest Louisiana and St. Nicholas Center for Children and Early Intervention.

You can show your support by visiting: autismserviceswla.com.



Townsley Talks

Trial as an Art Form

When a case goes to trial, attorneys and staff spend hours upon hours preparing. From gathering evidence, to conducting research, to deposing witnesses, attorneys work tirelessly to ensure that the facts of the case are clear and precise.

Along with information gathering, an important piece of the trial puzzle is developing a convincing story for the jury. The primary goal for an attorney in the courtroom is to connect with a panel of jurors to persuade them to believe one side of any case.

This element of strategic storytelling that keeps the jury engaged and attentive takes a lot of practice and skill. An attorney wants to appeal to the hearts and minds of the jurors by developing a central theme and narrative to the case, rather than just presenting the facts.

Using this methodology is essential in establishing a rapport with the jury and building credibility. However, there is a balance to storytelling because doing too much or too little when presenting a case can heavily impact a jury's ultimate decision.

A trial typically takes place in five stages: jury selection, opening statements, presentation of evidence, closing arguments and finally, jury deliberations.

In four of these stages, it is up to the attorney to effectively get their point across and provide a clear analysis for the jury to make a decision upon. In each of those four stages, though, different strategies can be used to the attorney's advantage.

In the jury selection phase, otherwise known as *Voir Dire*, attorneys are able to talk with potential jurors, asking them questions directly. This is the one and only time an attorney can speak back-and-forth with potential jurors, so it is important to take this time to ask the right questions and gauge key responses.

For an attorney's opening statement, the goal is to present the theme and narrative of the case. In an opening statement, the attorney wants to introduce the case in a compelling way, presenting crucial information early and really developing a clear narrative to pave the way for the rest of the trial. Key strategies for opening statements also include addressing bad facts early and using demonstrative aids to not only build credibility but damage the credibility of the opponent.

The rest of the trial essentially builds upon what was laid out in the opening. Attorneys call key and expert witnesses to provide evidence to the jury for their case. They will also cross-examine opposing witnesses to disarm the defense. All of these aspects together affect the jury's thought processes, and it is important that there is a sense of consistency throughout an attorney's case.

The details really shine throughout a trial, down to the clothes attorneys choose to wear. Everything an attorney does can impact the outcome of a trial, and every decision must be meticulously thought out and every possibility considered.

In essence, trial is an art form in which an attorney must transform technical legal knowledge into a compelling, persuasive, and creative performance within the courtroom.

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McNeese Sports:

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The Townsley Law Arena

Home of McNeese State University Cowboys and Cowgirls



April was a busy month for McNeese Athletics. Head coach Ayla Guzzardo announced her departure for a head coaching position at The University of Georgia, new head coach Ashton Feldhaus was hired to replace her, and Bridget Martin was officially named the new athletic director after former AD Heath Schroyer was hired at LSU.

Amidst the twists and turns, both of McNeese's basketball teams have started to "reload their rosters."

Feldhaus retained Avari Berry, Carley Hamilton, and Jaslynn Walter from last year's team. She also officially signed four new players to join the Cowgirl's roster.

Men's basketball head coach Bill Armstrong has seven new players who announced their commitments to McNeese via social media. Larry Johnson also announced that he would be returning to play for the Cowboys.

Next season will be exciting for both basketball teams, who will do their best to stay on top of the Southland Conference.

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RIDE FOR THE BRAND
McNeese Athletics

