

The Townsley Law Firm

June Newsletter

Staff Member of the Month



Damon Beard is a partner at The Townsley Law Firm. He began working at the firm in 2006 and has built his practice around helping injured people in Southwest Louisiana.

In college, Beard majored in microbiology, originally considering medical school. Ultimately, he chose a different path, but still uses his medical background in his work as a medical malpractice and personal injury attorney.

Outside of the office, Beard stays active, enjoying outdoor activities like hunting, fishing, and playing golf. He and his wife, Lori, have two kids, Jackson and Addison, who motivate and inspire him every day.

At TLF, Beard relies on his team to achieve justice for people in need. He and his team strive for excellence when handling cases, acknowledging the change they could make in people's lives.

Townsley Tips...

Spinal Cord Injuries and Quadriplegia

Spinal cord injuries can be some of the most severe injuries and can cause lifelong suffering and disability. Two potential outcomes of spinal cord injuries include partial or complete paralysis.

The severity of a person's impairment largely depends on the severity of the damage to the spinal cord, as it is an integral part of the nervous system. Repairing spinal cord nerve damage is highly unlikely. Rehabilitation and therapy is essential to allow people to learn how to live with these injuries. Although treatment for spinal cord injuries is evolving, many people experience life-long pain and suffering.

In some instances, spinal cord injuries are preventable, in which the victim could be subject to financial compensation. Lifelong medical expenses for spinal cord injuries can cost millions of dollars, which adds an

extra layer of distress for people who suffer these injuries.

Therefore, if someone has suffered a preventable injury, seeking legal counsel is recommended to ensure justice for the parties accountable. Payouts can be determined by medical costs, lost wages, and pain and suffering.

In the United States, approximately 18,000 new traumatic spinal cord injuries occur each year. The leading cause of such injuries are motor vehicle accidents, making up about 39-percent, followed closing by falls, making up about 31-percent.

Common causes of spinal cord injury lawsuits also include motor vehicle accidents, falls, and medical or surgical complications.

If you or a loved one has experienced a spinal cord injury at the hands of a negligent party, The Townsley Law Firm is equipped to represent you and seek justice on your behalf.

Recent Wins

\$575,000 - Settlement
MED MAL - (New Orleans, 2020)

\$600,000 - Settlement
MED MAL - (Lafayette, 2020)

\$660,000 - Settlement
MED MAL (Lake Charles, 2024)

*****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



McNeese Sports:

townsleylawarena.com



Story of the Month

• Light Up Media •

From an early age, Dylan Alvarez had a passion for storytelling. He became invested in stories he saw on TV, specifically recalling sports stories on ESPN as some of the most inspiring.

These stories allowed Alvarez to heal from the hard times in his life, eventually leading him to pursue a career in which he could make an impact on others through the media. In college, Alvarez went to LSU, where he joined Tiger TV, a student-led news organization, and even started a YouTube channel with hopes of growing a platform.

“I fell in love with the idea of being a storyteller because there were so many inspiring stories out there that let me know that I could get through whatever I was going through,” Alvarez said.

Eventually, Alvarez decided to branch off and create his own media company, called Light Up Media. This year marks the company’s sixth year in action, telling the stories of people throughout the Lake Charles community.

“I love telling stories and sharing messages... it was a culmination of that purpose and passion to help others through media, and that really is where Light Up Media started,” Alvarez said.

Since Light Up Media began, the team of one has grown to three. Alvarez, alongside partners Kamerun Stanton and Omar Dominguez make content for about 17 “retainers” and are handling four other outside projects that range from commercials, to websites, to logo packages, and they have even done wedding films.

On top of longer-form projects, the crew runs social media pages for some of their clients, one being The Townsley Law Firm. Alvarez explained that social media has become one of the most important outreach tools for businesses, and his team works hard for their clients to increase visibility across those platforms.

“When you have such powerful people with a genuine message, you have to educate people on what you do, and having the right content for people to see is the best way to do that,” Alvarez added. “It’s the most effective way to build trust, and it’s a game-changing method to reach customers and tell people who you authentically are.”

Alvarez said that telling a story and capturing attention starts with a good hook to reel people in. A good hook, paired with consistent and strong branding, is the strategy the Light Up Media team uses to really get their clients’ messages across.

He explained that a lot of prep work goes into building a strategy, and each business they work with has specific content that reaches their specific audiences. Alvarez and his team are constantly researching and consuming media to stay up-to-date on trends and the latest strategies to help their clients perform well on social media.

“We are always looking to see what’s working for different industries and then putting a unique spin on it that matches the company we’re working for,” Alvarez explained. “Things that work no matter what are authentic storytelling... so we keep the companies that we serve and their messages at the forefront of everything we do.”

People value authenticity, and Alvarez said that on top of following helpful strategies for growing platforms, the most important thing is to stay true to their client’s goals. Content creation requires a collaborative environment, and Light Up Media takes their work very seriously when it comes to customer satisfaction.

“Each business has a unique set of goals, and it’s always our mission to help them accomplish those goals,” Alvarez added. “Our goal is always going to be to help customers achieve that by making content that is incredible, that makes them proud to watch and excited to share.”



Jargon Junction

Learning the Language of the Law

Source: Legal Information Institute - Cornell Law School

collusion col · lu · sion

two or more parties secretly agree to defraud a third party of their rights or accomplish an illegal purpose.



The Townsley Law Firm wishes all of the dads in the office and beyond a **Happy Father's Day!**





Townsley Talks

Townsley's Trial Triumph

On June 15, 2026, The Townsley Law Firm's own, David Hanchey, began trying a medical malpractice case, one he has been working on for nearly seven years. In front of a judge and a jury, Hanchey displayed his case on behalf of his client, resulting in a victory for her and TLF as a whole.

This case involved our client, who went to the orthodontist with hopes of resolving her complaints, ultimately leaving with a multitude of worsening issues due to negligence from her provider.

During a typical orthodontist appointment, the first step in care is an initial consultation, which usually includes dental x-rays and visual examinations to evaluate the proper course of action to take with the patient.

Our client met the orthodontist with concerns about "popping and clicking" in her jaw. Instead of conducting a thorough investigation of her dental anatomy, the performing orthodontist clipped her retainer and scheduled her for the application of braces to treat her jaw pain.

The orthodontist that saw our client did not perform x-rays, pictures, or measurements during her initial visit, despite our client being billed for a "pre-orthodontic consultation." The treating orthodontist even went so far as to say he was going to "free-style" the placement of the braces.

For nearly two years, our client suffered with unnecessary braces until ultimately she changed providers and had them removed. Due to this unnecessary placement of braces, our client suffered more pain and discomfort, leading her to a diminished quality of life.

She could no longer do things that she enjoyed because of the pain in her jaw, gums, and teeth. Her facial appearance even changed from the care she received at her original provider.

Ultimately, this case was brought to trial, where a jury recognized fault on behalf of the orthodontist that originally treated our client. The jury awarded over \$600,000 in damages to our client.

Visit Our Website:

townsleylawfirm.com

Check out our Social Media:

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



McNeese Sports:

townsleylawarena.com



June Events

Men's Basketball

- **Bill Armstrong Basketball Camp**
June 15 -18

Women's Basketball

- **Team Camp**
June 27

*****Only events in The Townsley Law Arena included – this is NOT a full game or event schedule*****

For full game and event schedules, visit mcneese.edu.

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@townsleylaw  

McNeese Sports:

townsleylawarena.com

The Townsley Law Arena

Home of McNeese State University Cowboys and Cowgirls

In June, the Cowboys and Cowgirls kicked off their summer practices in preparation for the 2026-27 season.

On top of team practices, the Townsley Law Arena hosts summer basketball camps for the Lake Charles youth. The June camps were a hit, with all proceeds feeding directly back into the basketball programs.

On June 12, McNeese announced that the federal trademark registration for “Bayou Bandits” was officially secured.

For the last three years, McNeese’s name has gained national traction, especially the men’s basketball team, who secured their third-straight SLC Championship title in 2026.

Enrollment numbers have increased every semester since the Cowboys’ reignited passion in the Lake Charles community.

This just goes to show how legendary this trademark accomplishment is for the University, whose administration and staff have worked tirelessly to build the school up to the standard the students and community deserves.

As McNeese’s sports programs continue to grow and compete on national stages, the “Bayou Bandits” trademark will demonstrate strength and resilience, showing that while small, McNeese can and will compete at the highest level.



RIDE FOR THE BRAND
McNeese Athletics

