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JULY 2019

# THE HERRMAN HERALD

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## GETTING THE MOST OUT OF MASTERMIND GROUPS

I headed up to Jackson Hole, Wyoming, for a small marketing conference. It was a mastermind group with other lawyers from the country. I try to get together with other lawyers about three times a year — in this case, this gathering was for PILMMA, or the Personal Injury Lawyers Marketing and Management Association.

It's a chance to talk shop about what's working and what's not. This year, we talked a lot about online marketing, including how we as law firms utilize websites such as Facebook, Google, and YouTube.

We also talked about OTT advertising, or over-the-top advertising. This is advertising over streaming services like Hulu, Amazon Video, Sling TV, and so on. With so many people cutting cable and switching to streaming, it brings up an interesting question about advertising. In the past, we could advertise on TV and cable like any business, but now we have to rethink how we advertise as consumers cut cable and start streaming their shows.

Of course, mastermind groups aren't just to talk about marketing, though that was our main theme. It's a place to sit down with like-minded individuals and share ideas, discuss challenges, and brainstorm. You get to hear what other people are thinking and going through, and at the end of the day, you leave the meeting with a greater perspective on business and life in general.

Mastermind groups are great for business owners, professionals, or really anyone looking to broaden their perspective on



business. Maybe you have a big idea, but no one to talk about that idea with. Being a part of a mastermind group puts you in a position to ask questions and get insight as well as contribute your own thoughts. It's very collaborative.

When it comes down to it, mastermind groups are about finding others who have similar goals and ideas as you. It's also important to get together with folks who have experience, insight, and a drive to grow and improve.

If you're interested in joining a mastermind group, the internet is a great resource to find groups near you.

They're all over Texas and around the country, so it's possible to find the group that makes the most sense for you, whether you're a professional or just finding your passion. There's a mastermind group for everyone, and when you find the group for you, you put yourself on a great path of success.

Here in the office, we recently hired a new Herrman & Herrman brand ambassador, Eric Holguin. He'll be out and about collaborating with various businesses in the community. He'll be driving all over South Texas, so if you see someone driving a Herrman & Herrman-branded vehicle, there's a good chance that's Eric getting out and spreading the word.

I hope you are having a great summer with plenty of barbecues. Have fun and stay safe out there!

*Gregory Herrman*

## THE GUARDIAN WHO WOULD NOT LEAVE HIS WATCH

### ODIN LIVES UP TO HIS LEGENDARY NAME

Amid the devastation of the wildfires that tore through California in the fall of 2017, a few heroic tales rose up to give people hope. One such tale was of Odin, a loyal Great Pyrenees guard dog. Along with his sister, Tessa, and eight rescue goats, Odin is part of the Hendel family.

The family made it to safety with Tessa in tow, relieved to be together but heartbroken that Odin and the goats weren't with them. After several agonizing days, it was finally safe enough for them to return home and survey the destruction.

What did the Hendels find? Ashes, rubble, their barn and home burned to the ground — and Odin. There he was, still guarding his eight goats and some small deer that had sought shelter with the brave canine. Weakened, burned, and limping, but nevertheless steadfast, Odin had never left his goats, even as the fire raged around them. Odin wagged his tail as he saw his family, happy to see they were also safe.

The Sonoma County Wildlife Rescue and the Goatlandia Animal Sanctuary provided temporary shelter for the goats and pups while the Hendels rebuilt their barn. Odin received all the care he needed, along with a lot of love and treats. Today, Odin and his goats are back with their family, rebuilding their lives after this devastating wildfire. But the Hendels, and anyone who's heard the story, won't soon forget the bravery of Odin, the amazing pup.



It was mid-October when the Hendels were awoken by the smell of smoke, a fierce orange sky, and sounds of destruction — urgent warnings from Mother Nature. Gathering everyone as quickly as they could, the Hendels got their human family members and Tessa in the car, but Odin, seated proudly next to the eight goats, refused to get in. Try as they might, the Hendels could not get him to come with them, and there wasn't enough room in the car for the eight goats. With the firestorm quickly approaching and the risk of losing even more family members increasing with each passing minute, the Hendels made the heart-wrenching decision to leave Odin and the goats behind.