



VANMEVEREN

LAW GROUP

WWW.VANMEVERENLAW.COM

Foundations

970

SOUTH

2038 Caribou Drive, Suite 101
Fort Collins, CO 80525

OLD TOWN

123 North College Ave., Suite 112
Fort Collins, CO 80524

MARCH 2019



Motor Vehicle
Accidents



Bicycle
Collisions



Motorcycle
Crashes



Other Personal
Injury Cases



Types Of
Injuries/Fatalities

17 Years Later ...

We've Come a Long Way

When I opened VanMeveren Law Group 17 years ago, I had to take a huge leap of faith. I was still relatively new to the legal landscape of Northern Colorado at the time. I was making the transition from working at a premier insurance defense practice with a firm with over 100 attorneys to hanging my shingle. It was quite the change.

I knew deep down that I always wanted to represent individuals who were victimized by another person's negligence. As I opened the doors to my new law firm, a big question crossed my mind. How could I best spread the word in Northern Colorado that I had the "inside playbook" as a former insurance defense attorney?

At first, my marketing consisted of taking other experienced attorneys to lunch and offering to litigate their difficult cases. That generated some legal work, but I had to do more if I was going to feed my growing family. With a stay-at-home mom and five kids at the time (soon to be six), there was no time to waste.

Back then, phone books were still a pretty good marketing tool. When I learned that a big shot Denver lawyer was no longer going to take the advertising spot on the back of our Fort Collins phone book, I jumped at the opportunity.

This was a huge investment for my firm back in those early days. But I knew I had to do more so good folks could find a caring, experienced, local attorney that would treat them right. While the phone book did bring in folks, the world was rapidly moving toward digital media marketing. The internet was becoming a powerful tool, and I knew I needed to adapt.

As a result, I set out to put together a helpful and informative website. I spent a lot of time researching the effectiveness of digital media for business marketing. I learned how it was being implemented and how others were reaching out.

If I was truly going to reach people in need, I had to cast a wider net. So I began writing informative blogs on how to handle an injury claim and what steps to take after an accident. It was accessible information a lot of people could use.

In addition to blogs, I wrote and produced videos, offered scholarships to area students, and I became more active on social media. Then, I authored two books on bike and car accident laws.

We care deeply for the individuals we represent, and the interests of our clients remain first and foremost throughout our representation.

No doubt, each new marketing venture helped our firm reach more folks in need. While the legal marketing landscape is moving at light speed, client service at VanMeveren Law Group will never be compromised. The foundations of our firm — our mission statement, our core values, and our client bill of rights — have always focused 100 percent on client service.

As stated in my first employee handbook 17 years ago:

"We care deeply for the individuals we represent, and the interests of our clients remain first and foremost throughout our representation."

Fast forward to today. Legal marketing has become a complex mix of online advertising, building value through search engine optimization, utilizing Google, Yelp, LinkedIn, Instagram, and your existing client database.

It's also about speaking to groups, writing articles and books, producing high-quality videos, earning five-star reviews, and circulating a high-quality newsletter, like the one you're reading right now.

As we enter our 17th year, we'll continue to spread the word so folks can find honest, trustworthy, and caring attorneys such as ourselves. Stay tuned for more excerpts from my latest book, as well as top-notch new videos from VanMeveren Law Group!

Bryan VanMeveren





Celebrating St. Patrick's Day

Family-Friendly Activities

Celebrating St. Patrick's Day doesn't have to mean heading to the local Irish bar and drinking a large green beverage. If you're not interested in going out this year and would prefer to do something at home with the family, here are a few ways everyone can celebrate.

Irish-Themed Food

What better way to get festive than by making some St. Patrick's Day-themed dishes? You can make rainbow cupcakes, green cookies, St. Patrick's Day popcorn, or — for a more traditional dish — Irish soda bread. You can also cook up an array of greens for dinner on March 17, which could include Brussels sprouts, spinach, cucumbers, green beans, peas, or asparagus.

A Mischievous Leprechaun

To treat your kids to a fun game, leave green footprints around the house and participate in impish tricks! Empty a tissue box, hide the remote, swap out regular light bulbs with green ones, or draw rainbows on the windows. You're only limited by your imagination.

Exploring Irish Culture

Another way to celebrate St. Patrick's Day with your family is to sit down and read about Irish culture with your kids. Learn where the legend of the leprechaun came from or read other stories from Irish folklore. You can also watch videos of Irish dance performances and encourage the kids to make their own. There's also fascinating history on St. Patrick and why he became the patron of the holiday that your family members can research together. If you have Irish roots, tell your kids about your heritage.

Watch Irish Movies

For a relaxing activity, settle down in front of the TV for a movie night filled with films related to Irish culture. Try "The Magical Legend of the Leprechauns," "Song of the Sea," "The Luck of the Irish," or "The Secret of Kells."

Make an Impact

Teach your kids how to be "greener" this month by doing more for the environment. Discuss ways to save energy and water in the home, and talk about the importance of taking a break from electronics and enjoying the outdoors.

This list is not exhaustive by any means, but it's a good start to get your family to create new ways to celebrate St. Patrick's Day. You might even create family traditions that will last for years to come.



Our Clients Say It Best

WHAT SOME PEOPLE ARE SAYING

"I know Bryan professionally. Bryan and his office deliver results and are leaders in the Colorado legal community. It is uncommon to meet professionals like Bryan, and victims of catastrophic injuries in Fort Collins and beyond are lucky to have this resource of advocates."

—Jason M.

"They are the best. After attempting to get my case settled on my own and feeling as if I wasn't getting anywhere, I searched and thankfully I found the best in the business. They make you feel at ease and give you peace of mind. The first time I spoke with them, I knew I was in good hands, and they never let me down. Karl kept me updated at least once a week and always checks to see how I am doing. Thank you."

—Anonymous



All Your Local Listings in One Place

Antinora Real Estate

Trying to buy or sell a home is extremely stressful, especially when there's so much to do and so many websites to turn to. Antinora Real Estate helps ease that anxiety by bringing resources, listings, and advice straight to you.

Their website provides hundreds of listings throughout Northern Colorado, which are available for local home buyers and sellers to peruse on their website. These listings are updated on a daily basis, ensuring the information you need remains up-to-date and relevant.

Antinora Real Estate is run by TJ and Jillian Antinora, who both have an extensive background in business and real estate. Their knowledge as home and business owners allows them to assist both residential and commercial real estate clients with all their real estate needs, which includes finding the market price for your home or business.

The website is free to use, and you're welcome to sign up to receive notifications when new listings become available or any price changes happen. For more information regarding Antinora Real Estate and the benefits that are available to you, visit their website at AntinoraRealEstate.com.



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AntinoraRealEstate.com

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9	7	4	8	5	9	8	2	3
6	8	3	7	4	2	9	1	5
8	5	2	1	6	3	4	7	8

Solution.



Ingredients:

- 1 6-ounce beet (about the size of an adult fist), scrubbed
- 1 15 1/2-ounce can chickpeas, rinsed and drained
- 1/3 cup tahini, well-mixed
- 1/4 cup fresh lemon juice
- 1/4 cup ricotta cheese
- 1 garlic clove, grated
- 1 teaspoon kosher salt, or more to taste
- 1/4 teaspoon fresh ground pepper
- 1/4 teaspoon ground coriander
- Mint leaves, poppy seeds, and olive oil, for garnish

Directions:

1. Heat oven to 425 F.
2. Wrap beet tightly in foil. On a foil-lined baking sheet, roast wrapped beet until fork tender, about 60–70 minutes.
3. While beet is roasting, blend chickpeas, tahini, lemon juice, ricotta, garlic, salt, pepper, and coriander until smooth.
4. Once beet is cool enough to handle, use a paper towel to remove beet skin. Trim root end and cut into small pieces. Add to blender or food processor, and blend until entire mixture is smooth. Add additional salt if desired.
5. Transfer to a shallow bowl, top with garnishes, and serve



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INSIDE This Issue

17 Years Later, The Marketing Freight Train
Continues

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Family Activities for St. Patrick's Day

What Some People Are Saying About Us

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Answers to All Your Real Estate Needs

Beet, Mint, and Ricotta Hummus

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Get Your Spring Started!

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Get Ready for Spring in Fort Collins

Dog Adoptions

Saturday, March 16

Petco on South College Avenue

Every Saturday, All Aboard Animal Rescue holds dog adoption events at Petco on South College Avenue. They rescue dogs from kill shelters and find them new homes. It's a great place to meet your new best friend! The event runs between 10 a.m. and 1 p.m. You can learn more about dog adoptions as well as this event at AAanimalrescue.org/adoption/start-here.

Old Town Irish Party

Saturday, March 16

Old Town Square

St. Patrick's Day is here! Old Town is transformed green with live music, food, and a green beer garden. In Old Town Square you'll find the Irish party (11 a.m. to 4 p.m.), and one block away, you'll find the Oak Street Shamrock Festival, a celebration of Irish heritage and traditions (10 a.m. to 2 p.m.). Take in both events and relish in all things Irish! Both events are free to the public.



Spring Equinox Half Marathon & 4 Mile

Sunday, March 24

The Biergarten @ Anheuser-Busch Brewery

Spring is coming and so is the Equinox Half Marathon. You can register and get ready for one of the best ways to ring in spring. Run a half marathon or go for the 4-mile race. As mentioned in the past, these races are over a mixed route of paved and dirt roads surrounding the brewery. You can find more info at EquinoxHalfMarathon.com.