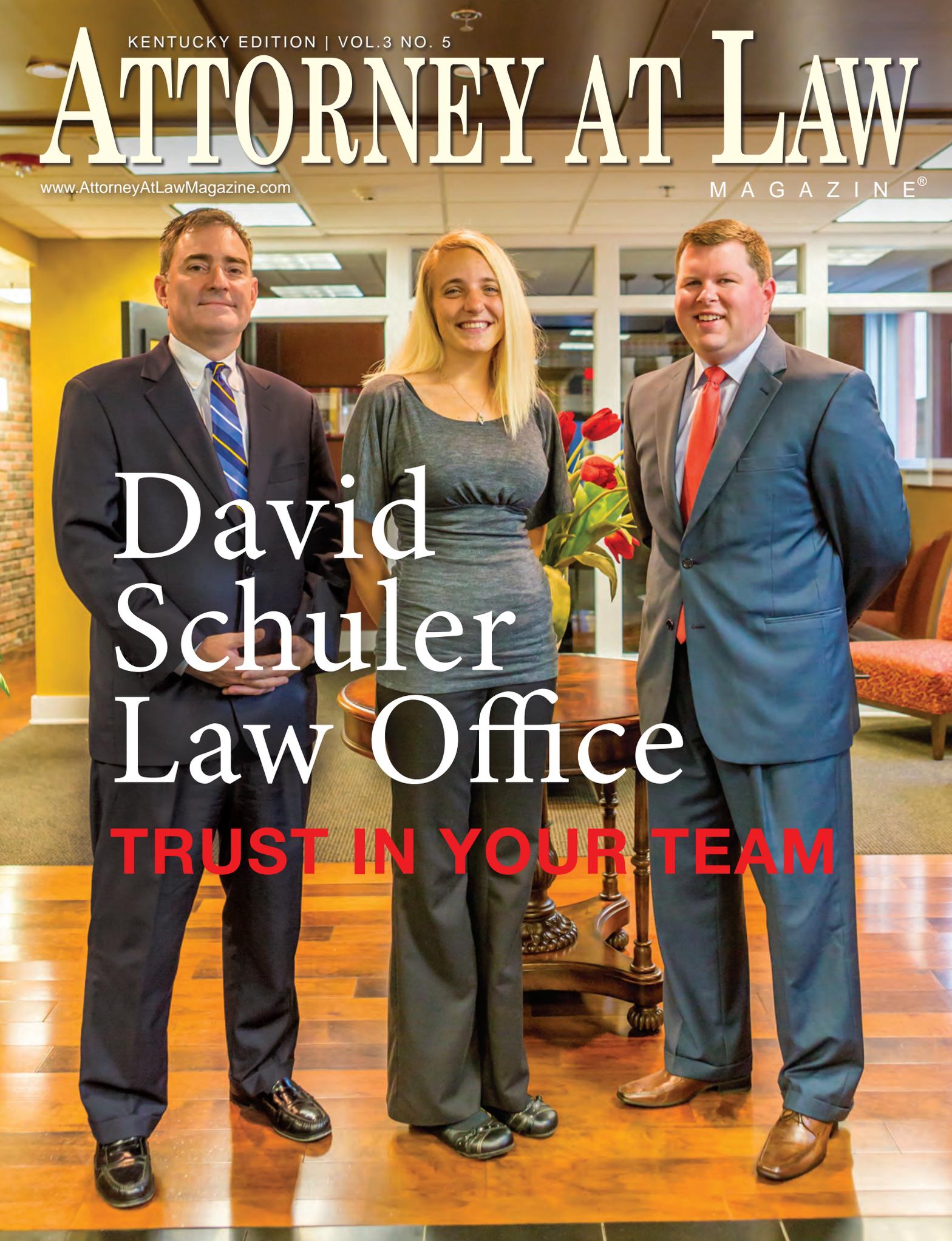


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A photograph of three people standing in a law office. On the left is a man in a dark suit and blue striped tie. In the center is a woman with blonde hair wearing a grey top and dark pants. On the right is a man in a blue suit and red tie. They are standing in front of a wooden table with a vase of red tulips. The background shows office windows and a brick wall.

David Schuler Law Office

TRUST IN YOUR TEAM

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TRUST IN YOUR TEAM

"The best way to describe my management style is that I am a firm believer in the teamwork approach. A top attorney is only as good as the team he leads," says David M. Schuler Jr., Principal of Louisville-based Schuler Law Office.

The firm consists of Schuler, Associate Justin Gooch, and Legal Assistant Jennifer Keen.

"We work very well together. And in some instances we partner with other attorneys on litigation matters. But as for my office, there's no hierarchy. Each of us is able to speak directly to the client and make decisions that affect the course of the case," Schuler says.

Schuler was admitted to the Kentucky Bar in 1996 and the Indiana Bar in 2006. He is admitted to practice before U.S. Court of Appeals, Sixth Circuit; U.S. District Courts, Eastern and Western Districts of Kentucky and Southern District of Indiana. He is a member of the Louisville, Kentucky, Indiana, American Bar Associations and Kentucky Justice Association.

Gooch graduated from law school in 2011, practiced two years as an assistant county attorney in Jefferson District Court prosecuting misdemeanor offenses and joined Schul-

er two years ago. Schuler says, "Justin is a tremendous addition to the office. He is ambitious, a self-starter and very diligent in his practice. He inspires confidence in the minds of our clients and is capable of proficiently handling cases from start to finish. Most importantly, Justin is willing to go the extra mile to provide excellent service."

Keen has been with the firm since 2011. "I trust her judgment in helping us evaluate cases. In some instances we seek Jennifer's input on whether to accept a new engagement as she is often the initial point of contact for a prospective client. She has a calm demeanor that serves her well in handling the occasional emotion-charged telephone call. Our clients appreciate her sincerity and earnest effort in handling their concerns," Schuler says.

Practice areas for Schuler Law Office are personal injury and wrongful death, criminal defense, and wills and estates.



DAVID SCHULER, JUSTIN GOOCH AND JENNIFER KEEN

**WE WORK VERY
WELL TOGETHER.**



From Studying Architecture to Building Cases

Schuler attended the University of Kentucky with the goal of becoming an architect, but after a few years changed career paths and transferred to Bellarmine University where he became interested in the practice of law. He earned his J.D. in 1995 from Ohio Northern University.

While in law school Schuler clerked in the U.S. Attorney's Office in Louisville. During the summer of his second year he worked with Seiller and Handmaker in Louisville and, after graduation, was offered an associate position.

"Working for the only partner with an established criminal practice, I was immediately thrust into the district court criminal scene in the Hall of Justice. Each day I was in court representing clients facing felony or misdemeanor offenses. And this was my first experience practicing law. I enjoyed the satisfaction of helping clients, working in the courthouse and learning the practice from veteran attorneys and judges. It was through this experience that I became interested in working as a prosecutor."

Seeking to gain trial experience, he then took a position with the Jefferson County Commonwealth Attorney's office,

which handles the prosecution of felony cases. Schuler prosecuted violent crimes and property crimes – everything from felony theft to Homicide. As with the other 44 assistant district attorneys in the office he was given complete autonomy in prosecuting each assigned case, from the grand jury phase to final sentencing.

"Over six years I had conducted 55 felony jury trials and in working with mentors and fellow prosecutors I learned something new with each trial. I am sincerely grateful to have had that experience. The only downside was the modest salary. After getting married and starting a family I was confronted with a difficult decision. My wife's job involved a good amount of traveling so she decided to forgo her career to care for our children," Schuler says.

He joined the Louisville office of Frost Brown Todd in 2003 and worked as an associate attorney in the insurance defense practice group. Schuler says, "transitioning from criminal practice to civil litigation was quite an adjustment. Once again, I was fortunate to have very talented mentors in my practice group. My work for the law firm involved defending automobile and truck accident cases as well as contractual



claims brought against insurance company clients.” While at Frost Brown Todd, Schuler successfully argued a case before the Kentucky Court of Appeals.

Building a Law Practice One Client at a Time

On March 1, 2006 Schuler launched his own law practice. He is licensed in state and federal courts in Kentucky and Indiana. Although the team does some out-of-state work, they primarily serve clients throughout Kentucky and southern Indiana.

Schuler chose to continue personal injury, primarily automobile, truck accident and slip and fall cases, because of his extensive experience in those areas. The firm added wills and estates as a practice area when Gooch joined.

Schuler says the part of his practice he enjoys the most is the daily interaction with clients and others in the legal community. “Thinking of my law practice reminds me of when I worked as a prosecutor. Then, I worked very closely with members of law enforcement – patrol officers, detectives, agents – and with victims of crime. Working so closely with those people was one of the aspects of that job that inspired

me to work hard. Through my law practice, I am again able to work with people on an intimate, very personal level. In many instances we have the opportunity to positively influence a client’s course in life. Helping a person severely injured in a tragic auto accident or defending a person facing a serious crime often involves ramifications having a profound impact on that person’s lifestyle and/or livelihood. That is something that motivates me to work very hard for my clients.”

He stresses that his team will do everything that is needed to provide excellent service and bring a case to a successful conclusion for his clients, including handling the less-profitable and sometimes non-profitable tasks.

He cites as an example how some attorneys in his practice areas will make a business decision and elect not to handle certain aspects of a case.

“For example, in automobile accident cases, some folks are told by their attorney they are on their own as it relates to getting their vehicle repaired and setting up the car rental. And I am aware that some attorneys rely on the client to provide copies of all treatment records. Those are business decisions. We, on the other hand, will help the client with every aspect

of the case. My team makes the extra effort to assist the client through all phases. Further, we strive to avoid any loose ends so that six months after the case is closed the client is not receiving phone calls from a collection agency looking for payment on an unpaid medical bill. Those are things we really thrive on.”

Schuler’s team approach and commitment to excellent service have created long-term client loyalty. Recently the office received calls from four previous clients within a week. “In each instance the client called for help with a matter entirely different from the original engagement. Our focus involves some very competitive practice areas and it’s always nice to receive those calls from previous clients. I want to believe that means we’re doing something right,” Schuler says.

Schuler receives referrals from current clients as well as from other attorneys. “A good number of our clients are referred by attorneys with whom I have worked over the past twenty years,” he adds. Schuler is a member of the Million Dollar Advocates Forum (reserved for attorneys who have achieved verdicts or settlements in excess of one million dollars).



Schuler promotes a family-focused atmosphere at the office. Each employee is married with young children and among the three families there are nine children under the age of thirteen. The office sponsors at least one family-oriented event each year. “We work hard during the week so we can enjoy time with our families on the weekends,” says Gooch.

Feeling Fortunate

Schuler and his wife, Meg, have been married for 13 years and they have two girls and two boys who all attend school in Louisville.

He enjoys coaching his kids’ T-ball, baseball and soccer teams and Schuler sits on the board at Saint Agnes School where his kids attend.

Schuler is active in sports as a distance runner who has run races up to the marathon level. In 2000, he and several fellow prosecutors trained for and ran the Boston Marathon. Currently, he participates with other attorneys in an early morning “boot camp” work-out a few days each week. Schuler enjoys an active outdoor life with his family, too, visiting local parks and spending time at area lakes.

The family supports St. Vincent DePaul, which administers to people who need food or a place to live. Schuler’s family has worked in the dining hall and kitchen there.

He believes his good fortune in his family life is a reflection of the hard work and good fortune found in his professional life.

Schuler says, “I am blessed to work as an attorney, operate my own law practice and earn a living helping other people. I owe all I have to my parents, my wife and the countless lawyers and mentors I’ve learned from over the years. I’ve been very fortunate for the opportunities to work with talented lawyers who are also fine people. I think about that a lot as I get through my week.”

Contact Information

Schuler Law Office
150 South Third Street
Louisville, Kentucky 40202-1326

Phone: 502.568.9000
Fax: 502.568.9400
www.schulerlawoffice.com



DAVID SCHULER



JENNIFER KEEN



JUSTIN GOOCH