



REYNOLDS DEFENSE FIRM

We represent good people facing DUI charges

RDF NEWS

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Demographics Don't Matter

At Reynolds Defense Firm, we do one thing, and we do it very well. We represent good people facing DUI charges.

DUI arrests cover just about every demographic, and so do Reynolds Defense Firm clients. We help men and women, with ages ranging from 16 to 86. We represent folks who are blue collar and white collar, folks who have never been arrested for a DUI before to folks who are somewhat more experienced.

So what do Reynolds Defense Firm clients have in common? Each person we represent is someone we're proud to stand next to in court. To honestly tell the judge, the prosecutor, and the police, that, regardless of whether this person did or didn't do something wrong, he or she is worth a closer look. That this is a person we believe in, not just another case.

Reynolds Defense Firm isn't the right firm for everyone, but if you're a good person facing a DUI, we are exactly the right firm for you. You can find us online at reynoldsdefensefirm.com, and please call us for a free consultation today if you or someone you believe in needs help.

Reynolds Defense Firm: we're solid, we're here if you need us, and we are very good at what we do.



MacDaniel Reynolds



"The shame of the DUI is what woke me up"

In recent interviews about her new memoir, Forward, retired international soccer star, Abby Wambach talks a bit about her experience of being arrested for a DUI. While Reynolds Defense Firm does not represent Abby, she is using a big stage to say some of the same things we talk with each RDF client about – that a person can choose to use the trauma and shame of being arrested as a transition point in life; that if you choose to use this event as a way to address the parts of life that aren't working for you, a DUI arrest, despite all the pain that being arrested entails, can truly become one of the best things that could happen. It is not easy to share your flaws with anyone, let alone the world, and for that, we applaud her – her message is one we could all benefit from hearing.

To see her interview, go to: <http://es.pn/2cqlkK3>

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Staff Tidbits—Summer 2016



Our Director of Operations, **Nic**, and his wife Rose went to British Columbia on vacation this summer. They visited Vancouver, went whitewater rafting on the Green River, did lots of hiking, swam in a glacial lake at Joffre Lakes, and climbed Whistler Mountain on a Via Ferrata route (In English this means that the route had iron rebar rungs on the rock face to make it easier to climb).

Our Firm Liaison, **Mark**, wrote & published a book, The Reckoned, about the search for a serial killer in Washington DC.

Senior Associate, **Josh**, went on an overnight sailing race to St. Helens this past weekend. This was his crew's first overnight excursion, and they spent the weekend learning a new boat and finding the most efficient route to get there. They got stuck waiting for the bridge master on the way back to Portland, holding up the entire field from continuing the race.

Destiny, our Senior Legal Assistant camped at Timothy Lake for the second year in a row - looks like this is going to be an annual tradition for her & some friends. Timothy Lake is such a peaceful, beautiful place to get away. Next time though, they plan on packing a lot lighter; making multiple trips to the car when their site was a 2 mile hike in was her least favorite part of the trip!

Tammy, our Director of Brand Integrity & Growth, participated in her first team CrossFit competition this summer. Held in North Portland, they lifted weights, pulled weighted sleds, rowed, and did burpees for time. Their team, the Mother Thrusters, came in 4th overall.



"If your dreams don't scare you, they're not big enough"

I don't know who came up with this saying, but it sure resonates with me. It reminds me to always challenge myself to aim beyond what is safe and easy, both personally and professionally.

One of the ways we keep up this challenge at Reynolds Defense Firm is by striving to achieve our firm's BHAG - our Big, Hairy, Audacious Goal (and no, I didn't come up with the acronym - BHAG is an actual business term!). It can be hard to come up with a meaningful BHAG, and even harder to share it with others. With that said, I'm proud of RDF and where we are headed, and here is RDF's BHAG:

We believe that the way we practice law and the way we help people makes a real difference in our clients' lives, and by improving our clients' lives, we make a real difference in the lives of everyone our clients interact with.

The more people we represent, the more lives we are able to impact, and the more accepted our way of doing things becomes in the criminal justice system.

The tipping point to achieve mass-market acceptance of an idea is to control 15 to 18% of the market share.

Right now, RDF represents about 5% of the privately-retained DUI clients in the tri-county area.

We will grow to represent 15% of these clients by the year 2020.

This is how we change the world.

So this is where RDF is headed, and now it is your turn - do you have a personal or professional Big, Hairy, Audacious Goal?

Big Things on the RDF Horizon

Three years ago, when we moved into our current Portland office, we had empty offices and visions of ping pong tables in unused spaces. Fast forward to today, and our offices are all filled to the top with awesome RDF employees, and there isn't a ping pong ball in sight!

So, it is nearing the time to say goodbye to this great building that we've outgrown, and to move our Portland office to a bigger space to give us room to continue to grow and help more people!

We are moving into fantastic new offices near the South Waterfront towards the end of October, so look for more exciting details in the next RDF newsletter.

