

Irving Blank:

A lot of what we do, it's not rocket science. It's experience and it's hard work. It's having knowledge of the law and a willingness to go to court. If you know what you're doing, and you're willing to put the work in to do it, it doesn't matter what's on the other side of the court room.

From the time I was 12-years-old, I wanted to be a lawyer. So I went to law school and wanted to be a trial lawyer. In the first 10 years, I did almost all criminal work and some insurance defense, and I gradually worked into defending insurance companies. And I started doing Safeway stores' defense work.

Most importantly, I just enjoyed representing people instead of companies a lot more. I liked the hard work, preparation, rebuttal aspect of a trial, and I don't think I ever lost a case in it or in something. And that's probably the biggest selling point this law firm's got. We try a lot of cases, and I have been trying a lot of cases for a lot of years, and that should create a level of comfort for our clients. We deal with catastrophic losses and you can't restore the damage that's been done, but you can help compensate the plaintiff or the victim of this negligence or damage. And that's the most rewarding thing for me.