



Michael S. Burg

All a good plaintiff's lawyer needs is a fair trial, says Michael S. Burg, founder and shareholder of Burg Simpson Eldredge Hersh & Jardine, P.C. However, the playing field isn't always level. That's why it's essential to have a law firm with extensive experience in the courtroom.

"When you're dealing with insurance companies and you're dealing with large corporations, they know who we are and they know we're ready, willing, and able to take a case to trial," he explains. "Many firms are nothing more than settlement firms. We're strictly a trial firm."

With diverse trial experience in everything from business/commercial litigation and mass torts to medical malpractice and personal injury, Burg Simpson lawyers have the expertise it takes to garner significant awards for their clients.

And they're sharing their knowledge about trying cases with the next generation of lawyers to make sure everyday people have access to the courts. Serving as an adjunct professor at the University of Denver's Sturm College of Law since 1995, Burg says real-life cases show students how important strategy is.

"I teach trial tactics," he explains. "Many times the case

will change in the middle of the trial. You have to be listening to what's going on, to be aware."

Knowing that strategy inside and out makes it possible to make changes on the fly. That's what Burg Simpson does well. The lawyers work in teams in order to leverage the skills of multiple legal professionals. Burg uses the example of selecting witnesses to illustrate another aspect of the firm's approach.

"For example, in an insurance case we're looking for an expert who has testified for both sides," he says. An expert for the plaintiff who has testified for an insurance company and worked with them is going to come across as unbiased."

Burg Simpson also pays attention to what's happening in other court cases so that they're prepared with current information. How judges handle their cases are a big part of that, which is why Burg Simpson includes researching judges as part of their trial strategy.

"I've been doing this for over 40 years and today the political appointments that are made in the Federal and state courts may be more important than your case," says Burg. "We do this work because we're dedicated to our clients. You have to have that kind of passion to help people."

TRIALS MATTER

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