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First job ever? Working as a laborer on liquor trucks and in a warehouse. Invaluable experience. I remember one of the workers constantly telling me to "work with my mind, not my back in the future" and stay focused on school.

#### Proudest moment as a trial lawyer?

Being co-lead of the Gadolinium-Based Contract Agents MDL and being part of the team that not only got meaningful compensation for the unfortunate folks who ended up with Nephrogenic Systemic Fibrosis (NSF), but also helped get an FDA Black Box Warning on the products, which has effectively wiped out the incidence of this insidious, manmade disease.

Attribute my success to: Mostly trying to embrace kindness and being likeable. Also, perseverance, creativity, and work ethic, combined with an unusual and amazing culture of collaboration with my brother, Mike, and others at Burg Simpson. A little luck hasn't hurt either!

#### Notable verdict or settlement: Clearly,

the work in the mass tort arena has been incredibly rewarding, especially fighting for those with NSF. But, I think my \$4,000,000 verdict against Hertz Corporation last year was particularly rewarding due to the timing of it in my career, and the strong emotional connection with the clients.

Fantasy job? I've actually sort of lived my "Fantasy Job," being able to help others and getting to practice law with family (my brother, son, and nephew), and great friends and amazing lawyers. However, in the context of a true "fantasy," being a sports broadcaster or hosting "The Voice" wouldn't be too bad!

Guilty pleasure? Really? I have to come clean here? Okay, I confess that I watch "The Voice" and even watch "The Bachelor" with my wife. Does an occasional glass of red wine constitute a "guilty pleasure?" If so — "Guilty!"

What I like to do in my time off: Top of the list is time with my wife and family! Staying active and enjoying the outdoors with skiing, hiking, and biking are really important. I also enjoy travel and reading a good book. I still have a thirst for exploring and learning new things.

What's your favorite hobby? Probably skiing, although traveling and chilling with family are gaining ground.

One word that describes me: Compassionate

### **TOP 100TRIALLAWYERS**

The National Trial Lawyers: Top 100 is an invitationonly organization composed of the premier trial lawyers from across the country who meet stringent qualifications as civil plaintiff and/or criminal defense trial lawyers. It is our mission to promote a unique and professional networking opportunity for trial lawyers, while developing progressive ideas to pursue justice for those injured by the negligence of others, to educate the public about the importance of access to courts that are free of bias and undue influence, and to protect the American right of trial by jury.

## PETER W. BURG

#### What keeps you awake at night?

Demons in my head related to work and pieces of minutia I need to sort out and address. More recently, Trump!

What newspaper do you generally read daily? Denver Post. New York Times on the weekends.

What is your advice for a young

attorney? Work hard to be good at your craft and enjoy the journey! I feel very fortunate to make a living helping injured people and battling for causes and values I believe in and that make a difference. Be passionate and compassionate. Find outlets that bring you joy and find philanthropic organizations and activities to give time, money and your heart to.

How do you relax? Reading, exercise, meditation and gathering hugs from people I love and care about.

What was your most embarrassing moment in life? Getting my haircut, assuming I had made the high school basketball team, only to learn I had been cut. Good lesson, though, that taught me to not make assumptions and work harder!