

FIRM SPOTLIGHT: PONCE LAW



The best place to find Michael Ponce and his experienced team of personal injury attorneys year-round is at his Goodlettsville firm, Ponce Law, fighting for the justice each and every one of his clients deserves. This summer, however, in a flurry of runners and volunteers, the site for justice was at Moss Wright Park, where Michael and his son Alex served as the race directors for the Goodlettsville 4-Mile Classic. All proceeds of the race went to the Goodlettsville Help Center, which was founded more than 40 years ago to help those in need purchase medicine, gas, or even pay off electric bills. Anyone can donate unused items to the help center's Treasure Hunters thrift store, and those items are sold with all proceeds funding the help center. Ponce Law was also a direct sponsor of this race.

For over 29 years, Michael Ponce and his team have been diligently fighting the good fight against big insurance companies and have won millions for their clients this year alone. For them, no case is too small, and the work is fulfilling. But this work doesn't stop at the office – both Michael and Kim Ponce feel strongly about directly giving back to their community through endeavors like this summer's race. Kim Ponce, Community Outreach Director, says, "I think it is a blessing to be a blessing to others. It's wonderful to make someone else smile."

Their employees are smiling too – Ponce Law was named The Tennessean's 2022 "Best Place to Work." And according to their team members, the secret to such a positive and dynamic workplace is that the "best place to work" is actually in their local communities and the surrounding Middle Tennessee area. Nina Parsley, Chief Operating Officer and Managing Attorney, says, "Community outreach is a great way to get to know your team members while giving back." And their team members work hard to give back every day, especially through volunteering in the plethora of initiatives that Ponce Law has sponsored locally.

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Outstanding Teacher Contest

Education is paramount for the Ponces, and that extends to recognizing those who do an outstanding job ensuring the education of our children. The contest just finished its fifth year, and seeks to recognize any teacher in Middle Tennessee who is nominated. The Top 10 teachers receive a monetary prize. All teachers receive a certificate of recognition, regardless of the number of votes received.

Sumner County Humane Society

The Ponces try to work in tandem with local businesses and their interests as well. Michael Ponce and Ponce Law attorney Brian Dunigan played a gig at Plaza Mexican Grill to benefit the Sumner County Humane Society. They were able to raise over \$1,500 in playing for just over three hours from small donations alone, and simultaneously lifted the spirits of those in attendance.

Nashville Rescue Mission

The Ponce Law team has become like family too in helping their firm support the community. At least once a year, Ponce Law makes a point to volunteer as a firm at the Nashville Rescue Mission, especially during the holiday season. Team members have the opportunity to stand side by side to feed Nashville's hungry, hurting, and those experiencing homelessness, and directly support the hopeful mission that the Nashville Rescue Mission seeks to fulfill every day.

Pedal for Paws

Michael is a cyclist himself and has ridden all over Europe, which makes Ponce Law's major sponsorship of the annual Pedal for Paws event a truly perfect fit. Pedal for Paws is a bicycle event that combines personal interest in cycling with the ability to help animals – a cause close the Ponces' hearts. The race supports the Sumner County Spay and Neuter Alliance. For little to no cost, the alliance assists the county by spaying and neutering cats and dogs.

Hometown Heroes

Ultimately, it's recognizing those who choose to serve others that brings the Ponces most joy. Hometown Heroes is an ongoing monthly campaign partnered with Fox 17 News, which recognizes everyday people in the community making a difference. The heroes are nominated by their loved ones and are subsequently able to highlight the work they have done in a segment on Fox 17 News with Michael Ponce. In the segment, they are surprised by being awarded \$1,000 for their selfless commitment to caring for others.

As the 30th anniversary of his firm's practice approaches, Michael Ponce reflects on the kind of team needed to cultivate that special connection with the locals he serves, saying, "I think that the kind of people we want on our team are the people we want to be involved in the community, and be a part of something bigger than themselves." He acknowledges that this means connecting to his team on an individual level, and bringing that support directly to the workplace, stating, "We make sure to offer work flexibility, the opportunity to work remotely, time off to attend your kids' events, which in turn rolls over into firm operations. I want to make sure our team has the ability to attend personal and community events to help them connect locally. That's who we're serving – that's who we care about."

And Ponce Law's team recognize that principle of treating their team members like they would treat their clients – with the respect and good will they give to their communities daily. Nina Parsley says, "Michael's a genuinely good guy. It feels good to work for an employer who cares. Employees care about that, which helps us connect better to our clients."

