

# Business Times

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## Lawyer changes sides in opening new practice

**Mike Moran**  
Business Times

Gary Doehling picked quite a time in his legal career to change game plans. After going to court for 25 years to defend insurance companies, he's switched sides to represent clients making claims against those companies.



Gary Doehling

"It's more fulfilling to represent individuals," said Doehling, who recently formed the Gary Doehling Personal Injury Law Firm P.C. in Grand Junction. "It's pretty unusual for plaintiff firms to have people who worked for insurance companies."

Doehling spent a quarter of a century striving to make sure that people didn't collect from insurance companies unless they were entitled to receive that money. Over the years he's represented such insurance carriers as Allstate, American International, American Family, Farmers, Hartford and the United Services Automobile Association.

Doehling now uses that experience to help secure benefits for clients who've suffered an injury or the death of a loved one.

Doehling's first order of business was to hire Scott Krug as a claims manager. Krug is not a lawyer. Rather, he's a chartered property and casualty underwriter who worked 12 years as a claims manager for the Colorado Farm Bureau, supervising insurance claims throughout Western Colorado.

### FOR YOUR INFORMATION

For more information about the Gary Doehling Personal Injury Law Firm in Grand Junction, call 241-9370 or e-mail [gary@doehlinglaw.com](mailto:gary@doehlinglaw.com).

Krug said insurance policies sold over toll-free telephone lines and the Internet have become more prevalent, in turn making it more difficult for individuals to settle disputes. "We work with them to get through those things quicker," he said.

Richard Brown, a retired judge with the Seventh Judicial District in Montrose County, said he's known Doehling for 20 years and was surprised by his change of direction.

"I was surprised. And I think the reason is I've done mediation over six years, and Gary almost always represented companies," said Brown, who served nine years as a district judge and 18 years as a county judge. "But I had done mediation with him as a plaintiff attorney."

Brown endorsed Krug as well. "What he doesn't know about insurance isn't worth knowing."

Brown said of Doehling and Krug: "They have a professional perspective that is pretty unique to their firm. I always appreciate the preparedness they go to and their knowledge about the case."

Doehling was raised in New Mexico and graduated with honors from the Arizona State University College of Business in 1979. He earned his law degree from Arizona State in 1982 and moved to

Grand Junction following graduation.

The reason? "I picked it," said Doehling, who loves to fish, hunt, ski and ride motorcycles. He said Western Colorado offers the outdoor adventures and small town qualities he craves.

Krug lived in Texas for 10 years before moving to Denver and then Grand Junction. "It's sunny and there's not much traffic," he said.

Doehling and Krug said they offer valuable insights for clients because they know what insurance companies look for when fighting claims. "We know what they need," Doehling said. "We fight the battles individuals shouldn't fight (on their own)."

Doehling said personal injury cases in Mesa County frequently arise in the construction and energy industries. He said he's noticed an increase in such claims along with the rapid growth of energy exploration and production in the region. "There are always injuries on drilling rigs," he said.

Doehling said he's also aware of the growing number of Hispanic people in Mesa County, now at about 11 percent of the overall population. "We're serving the Hispanic community and have a Spanish-speaking attorney working with us," he said.

While Doehling emphasizes his experience and expertise in representing clients in court, he's also a businessman who who expects to benefit from the unique skills he offers.

"We can help people get through the trauma of an accident or death," he said. "If we do that correctly, we will benefit along with our clients."

