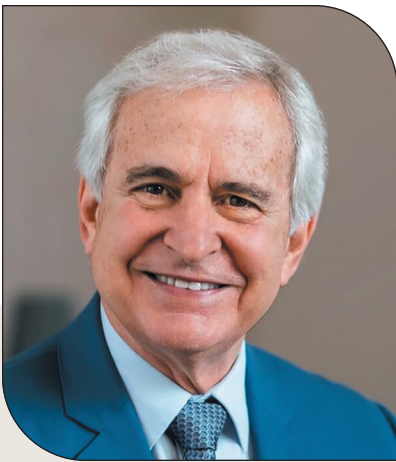


# Daily Journal

NOVEMBER 20, 2024

## TOP **PLAINTIFF** **LAWYERS** 2024



**BRUCE A. BROILLET**

GREENE BROILLET & WHEELER  
EL SEGUNDO  
PLAINTIFFS' TORT LITIGATION

**B**ruce Broillet has been practicing law since 1975, marking nearly 50 years of dedication to the legal profession. He said he became a trial lawyer driven by a passion for the excitement of the courtroom and the opportunity to make a meaningful impact.

"Being able to pursue something I'm passionate about while contributing to the well-being of others and enhancing public safety is incredibly fulfilling," he said.

Broillet said he believes that his cases have significantly contributed to improving safety and protection in areas including workplaces, homes and roads, benefiting communities across the state and country.

Broillet has achieved impressive victories, including a \$3.3 billion settlement against Big Tobacco on behalf of Los Angeles County and a \$55 million verdict for Erin Andrews, the sportscaster and TV personality whose privacy was violated at a Nashville Marriott Hotel.

More recently, he secured an \$11.2 million verdict in Yolo County against Nor-Cal Beverage Co. Inc. on April 10th. This case involved a dangerously designed warehouse, where Broillet represented Eldon R. Loeser, a seasoned 69-year-old truck driver, and his wife. *Loeser v. Nor-Cal Beverage Company*, CV2021-2144 (Yolo Super. Ct., filed Dec. 3, 2021).

Loeser was severely injured when a passing van struck his truck's door, which then slammed into him. Broillet successfully proved that Nor-Cal exercised control over the public roadway used for their private unloading operations, leading to the jury assigning 70% responsibility to the defendant and 30% to the plaintiff for his traumatic brain injuries.

"We were fortunate to represent a wonderful couple in a case where the

husband suffered a traumatic brain injury due to an incident involving a poorly designed warehouse procedure," Broillet said. "The warehouse, selected by the company for large tractor-trailer deliveries, forced drivers to begin unloading by opening their trailer doors while still on the roadway. This created an extremely hazardous situation, as opening doors on an active roadway is an invitation for disaster, significantly increasing the risk of injury rather than reducing it. The design choice was fundamentally flawed."

He said he approached the case as though it were a product liability matter, treating the warehouse as a badly designed loading zone. Broillet said the challenges were significant because the truck was parked on the wrong side of the road, facing traffic in a no-parking zone, and the driver admitted to opening the trailer door into oncoming traffic without checking for vehicles.

"This case exemplifies the principle that if the defense refuses to offer a fair settlement, and you believe your case is stronger than they do, you go to trial. You don't settle simply because the defendant believes a case is difficult," Broillet said. "You make your own evaluation. If the other side fails to recognize the risks they face, you proceed to trial and fight for justice."