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Maxey Scherr Elected as President of the Academy of Truck Accident Attorneys

EL PASO, TEXAS - September 18, 2026 - Maxey M. Scherr, founder and lead attorney of El Paso-based Scherr Law Firm, has been elected President of the Academy of Truck Accident Attorneys (ATAA), a national organization dedicated to advancing the knowledge and skills of attorneys and paralegals who represent victims of truck crashes. This occasion marks the first time any El Pasoan has led the organization, the second time a woman has been elected. This next chapter in her continued leadership within ATAA comes after joining the Board of Regents in 2022 and previously serving as Parliamentarian in 2023, Secretary in 2024, and President-Elect in 2025. Scherr also remains an active voice in the Women's Caucus, after having served as Co-Chair in 2022.

The ATAA recognizes its new leadership during its Annual Symposium and Board Retreat, which brings together attorneys from across the country for specialized education, professional collaboration and discussions addressing issues in trucking litigation. The 2026 Annual Symposium is being held September 17–19 at the Hyatt Regency Denver Convention Center in Denver, Colorado.

About ATAA - Advancing Trucking Litigation Through Collaboration

Founded in 2016 by Michael Leizerman and Joe Fried, ATAA membership includes over 1,800 attorneys and paralegals. Through its educational programs, online forum and listserv, mentorship program and member Resource Center, ATAA provides its members with opportunities to exchange information, collaborate on complex cases, offer up-to-date material, new advancements in the trucking industry and opportunities to learn key strategies.

For Scherr, one of ATAA's greatest strengths is the community it has created among other trucking attorneys across the country:

“One of the most valuable aspects about ATAA is truly the community of attentive, passionate lawyers who are willing to share what they know with one simple goal in mind: To make our roads safer. Real progress happens when dedicated people come together, share their knowledge, challenge one another, and strive to be better than they were yesterday. ATAA helps equip attorneys with the knowledge and resources to better advocate for injured victims, while also advancing advocacy efforts beyond the courtroom to promote meaningful, bipartisan safety legislation that can save lives and create lasting change. Our goal is not simply to become better lawyers; it is to use what we learn, what we see, and what we know to help build safer roads and a safer future for everyone.”

Maxey's Vision While at the Helm of ATAA

As President, Maxey plans to build on ATAA's foundation by strengthening education, encouraging collaboration, supporting fellow trucking attorneys, advocating for crash victims and keeping safety and accountability at the center of the organization's work.

"I am honored to serve as President of ATAA, but I also understand the responsibility that comes with it. This organization has already had an enormous impact on trucking litigation. I want to help build on that foundation and make sure we continue giving attorneys the tools, education and community they need to fight for their clients."

With her election as President, Scherr takes on a leadership role within an organization built around a shared mission: helping attorneys become better equipped to handle complex truck-crash cases and advocate for the victims and families whose lives have been affected by those crashes.

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About Scherr Law Firm

Maxey Scherr is the Founder and CEO of Scherr Law Firm, PLLC, licensed in Texas, New Mexico, and Illinois. She is Board Certified in Personal Injury Trial Law by the Texas Board of Legal Specialization and in Trucking Law by the National Board of Trial Advocacy, a dual distinction held by only a select few attorneys nationwide. With a background in Psychology, a J.D. from Texas Tech School of Law, and postgraduate coursework in Neuroscience at Harvard University, Scherr is internationally recognized for her work in traumatic brain injury litigation.

