

Top Laterals/New Partners



Blank Rome's group: From left, James P. Hollihan, Amy Joseph Coles, Joseph T. Moran, Jayme L. Butcher, George M. Medved (Photo by Laura Mares)

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New Perspective on
Lateral Recruiting in
2016

Lateral Hiring and the Small, Boutique Law Firm

BY EDWARD KANG

Special to the Legal

Thinking about making a lateral move to a small, boutique law firm? Recruiting successful laterals is critical to any firm's success, regardless of size, and firms consider many factors in making a lateral hire. But for a small, boutique firm, a lateral hire will have an immediate impact. While big law firms can hire in large numbers and count on the laws of attrition to weed out the good from the bad hires, it is critical that small, boutique firms make the right calls—for the sake of both the law firm and the lateral.

Having a specific area of expertise for the practice area of the new firm is a must. But, a successful candidate should have more to offer than just the requisite legal skill set. Being a successful lawyer is about much more than just “winning” cases. The best lawyers can still fail as a result of a poor business decision. A successful candidate should bring her business acumen to the firm and show that she has a good grasp of the business of law.



Edward T. Kang, managing member of Kang Haggerty & Fetbroyt, devotes his practice to business litigation and other litigation involving business entities.

SMALL, BOUTIQUE FIRMS VS. BIG FIRMS

As many excellent articles have illustrated, for a lateral candidate there are a number of important considerations in making the choice between a big and small firm: quality of life, opportunity for career advancement, firm culture, and level of compensation, to name just a few. For a small, boutique law firm searching for a lateral recruit, it is critical that the firm consider not only the candidate's legal skill, but also the candidate's ability to understand the business of law. Success in a small, boutique law firm is not purely determined by an attorney's legal skills. Success is also determined largely by the attorney's ability to understand the business of law and implement a plan using that understanding.

UNDERSTAND THE BUSINESS OF LAW

While some lawyers still believe their services are unique and that only they can provide these services, that thinking does not reflect the reality of our world. The legal industry, much like any other industry, is defined by the product it sells – that is, legal services. The product is influenced and controlled by the laws of supply and demand, and many of the services that lawyers provide are fungible. Lawyers who understand and practice this principle will do well in small firms. Understanding this principle means thinking about the current demand for legal services, as well as the demand for next year and the demand in five years, or in 10 years.

That means lawyers must understand the relationship between the economy and the services that they provide. Those who understand this relationship will likely anticipate the changing demands of the industry, which will help them tailor their legal services at the appropriate fee structures to meet demands.

Offering different fee structures to different clients is difficult at big firms. In small, boutique firms, however, lawyers have greater flexibility with fees. In small firms, each lawyer is viewed

as the seller of legal services whereas in big firms the organization is viewed as the seller. At a small, boutique firm, each lawyer, as an individual seller of legal services, has the flexibility to accommodate her cli-

Boutique continues on 17

For a small, boutique law firm searching for a lateral recruit, it is critical that the firm consider not only the candidate's legal skill, but also the candidate's ability to understand the business of law.

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Marketing Activities That You Can Take to Your Next (or Any) Firm

BY JAMIE MULHOLLAND

Special to the Legal

You've joined a new firm as a lateral partner.

However, the opportunity came about—through a personal connection or via a recruiter—one thing is for sure: you're not there for your good looks, it's for your good looking book (of business). It is understood that you are a rain-maker, and your new partners are hoping to feel the spray on their faces as you walk through the door. In the immortal words of David Bowie and Freddie Mercury: "Pressure!"

Everyone knows the market situation of recent years, and there are countless law firm studies and surveys with statistics on how equity partners feel more pressure than ever to keep things lean and mean. There are high expectations both ways: from your firm in terms of billing and cost efficiency, and from you in terms of support. After all, how can you keep that book looking good without administrative support? How do you make this leap with the assuredness that it will be worth it on the other side



Jamie Mulholland is a national law firm marketing consultant based in southern New Jersey. Learn more at www.mulholland-marketing.com.

(for both you and the firm)? Thinking about all that can be distracting, shifting your focus away from your practice to an all-consuming preoccupation with what the firm needs from you—where their numbers need to be and what their goals are.

In a situation like this, it helps to go back to the basics. Consider how you got where you are: by enjoying what you do, doing it well, and employing simple principles of law firm marketing. Remember that other Philadelphia success story, Rocky Balboa? Whenever he was rattled by the lights and glitter of notoriety, it was always about returning to fundamental values and practices that got him through. By doing that yourself, you will

always plant the seeds of success, wherever you go.

MEET THE MARKETERS

If your new firm has an in-house marketing staff, they'll have an orientation process in place. Don't wait until you are there to get started. Yes, you are very busy wrapping things up at your current firm, but surely you have time for a phone call? Better yet, you eat, right? Chances are your new marketing director eats, too, so maybe you could grab breakfast at the same place and the same time to discuss your first collaborative projects? Not only does this get them started working for you, it establishes a valuable personal connection in the firm.

There's a retired NFL referee, Jim Tunney, who is a popular motivational speaker. He tells a story about

being the keynote speaker for a luncheon where he asks a young man walking by if he can have more butter. The kid says, "I can't promise anything, but I'll check." Tunney says, "Do you know who I am?" and rattles off his professional accom-

plishments, noting that he is the featured guest at the lunch. The kid says, "Do you know who I am? I'm the guy in charge of the b u t t e r . " Obviously a yarn, the story reinforces how people take pride in their jobs and establishing a respectful bond from

the get-go with those who support you will go a long way toward "getting more butter."

Besides, this is not just another task to check off. This is an exciting, ongoing collaboration: the promotion of you! Certainly, talk about the initial things that are a part of bringing

Marketing continues on 17

Consider how you got where you are: by enjoying what you do, doing it well, and employing simple principles of law firm marketing.



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The Top Lateral Hires of 2015

BY GINA PASSARELLA

Of the Legal Staff

Lateral movement in 2015 showed there is strength in numbers, whether it be a group departure to another law firm, the formation of an entirely new firm or the combined effect a number of lateral defections has in causing the collapse of a firm.

Among our top 10 largest moves in 2015, two groups caused out-of-town firms to open in Pittsburgh, another large group defected to form a new insurance defense firm, two small firms merged into larger shops, a team from a closing Lancaster firm bolstered the education practice of a one-time competitor and the name partners of another firm scattered in the period of several months, forcing their firm to close.

As was the case for the past few years, insurance defense work has been a big driver of lateral movement. Pittsburgh was also a hotbed for lateral activity in 2015, a trend that has continued into 2016.

Each year, The Legal's staff combs through our archives, seeks guidance from trusted sources and debates internally the most significant lateral moves of the year. Those named to this list either had a significant impact on their departing firms, were a big coup for their new employers, created a lot of buzz in the community when they made a move or all of the above.

The lawyers below often had strong books of business, practiced in influential areas, helped craft business of law strategies, added a new practice to their new firms or signaled a shift in strategy within an industry.

BLANK ROME OPENS IN PITTSBURGH

In January 2015, Blank Rome entered the Pittsburgh market with five partners from two different law firms.

George Medved, who led Duane Morris' Pittsburgh office until 2013, was hired as the managing partner of Blank Rome's new office. He was



Blank Rome's group: From left, Lawrence F. Flick II, James P. Hollihan, Joseph T. Moran, Amy Joseph Coles, George M. Medved, Jayme L. Butcher (Photo by Laura Mares)

joined by former Duane Morris partners Amy J. Coles, James P. Hollihan and Joseph T. Moran and former Reed Smith partner Jayme Butcher.

Blank Rome was one of the last large Philadelphia-based law firms to open in Pittsburgh, but has successfully grown in the year it has been there. The firm said its energy practice was a driver behind the office opening, but the Pittsburgh location also includes construction, real estate, commercial litigation and corporate capabilities. The Pittsburgh team is set to move into new space later this year and currently has nine attorneys. The team's departure from Duane Morris left that firm with less than 10 lawyers practicing full-time in its Pittsburgh office.

SAXTON & STUMP FORMED FROM STEVENS & LEE DEPARTURE

In April, 16 lawyers left Reading-based Stevens & Lee to form their own insurance defense firm, Saxton & Stump.

The departures were led by partners James Saxton and Christopher A. Stump and included Shaun J. Mumford, Maggie M. Finkelstein, B. Craig Black, Matthew W. Rappleye, Michael D. Pipa and nine Stevens & Lee associates.

All in all, Saxton & Stump started out with about 40 professionals when counting the doctors, nurses and staff it took with it to form the new firm. The team has grown by more than 20 percent in less than a year, now with around 50 professionals.

The firms issued a joint statement about the split. Stevens & Lee said the departure was over increasing conflicts between the departing lawyers' medical malpractice defense and risk management practice and the firm's health care transactional and regulatory work.

Along with serving as chair of the health care risk management and litigation department, Saxton was co-chairman of Stevens & Lee's health care department. The entire medical

malpractice and risk management team at Stevens & Lee made the move to the new firm, which is based in Lancaster with an office in Harrisburg.

FROST BROWN & TODD ENTERS PITTSBURGH

One firm's struggles proved to be another's gain when Frost Brown Todd, with roots in Ohio, expanded East to open in Pittsburgh. The firm picked up 10 lawyers who previously worked with Houston-based energy boutique Burleson LLP, led by former Burleson Pittsburgh office managing partner Kevin Colosimo.

Burleson, with nearly 70 lawyers firmwide, announced in November that it was set to disband by Dec. 31, leaving the nearly 30 lawyers in Pittsburgh looking for new jobs. Frost Brown wasted little time in grabbing up the 10 lawyers to start the Pittsburgh location.

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The attorneys from Saxton & Stump, from left to right are: Carrie E. Evans, Brandon R. Conrad, Erin M. Redding, Colleen A. Baird, Collin T. Keyser, B. Craig Black, Matthew W. Rappleye, Darlene K. King, Christopher A. Stump, James W. Saxton, Michael D. Pipa, Shaun J. Mumford, Vaishnavi Arshanapally, Luke T. Weber, Emina M. Henne, Harlan W. Glasser, and Maggie A. Hayes-Oberst.

Top Laterals

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Aside from Colosimo, Andrew Jenkins, the former head of Burleson's Pittsburgh litigation group, also joined. Other laterals were Daniel Craig, Kara Eaton, Nicholas Koch, Stephen Kocon, Kevin Barley, Michael Brewster, Christopher Rogers and Kerri Sturm.

While energy work has slowed as oil prices and drilling have dipped, Burleson's Pittsburgh location was said by many to be a profitable group.

BURNS WHITE GROWS LITIGATION TEAM

In late October, Burns White announced it would acquire 11-lawyer litigation boutique Dapper, Baldasare, Benson, Behling & Kane of Pittsburgh. The move, which went into effect Jan. 1, brought Burns White to more than 130 lawyers and added capabilities in the areas of insurance law and bad faith, commercial litigation, workers' compensation and alternative dispute resolution. The team also brought two new capabilities to Burns White: insurance coverage and extra-contractual litigation and trucking litigation.

Burns White said it expected its revenue to grow by 10 percent thanks to the addition of the Dapper Baldasare attorneys. The acquisition of the boutique is part of a string of hires at



Frost Brown's group: Standing from the left - Kerri Coriston Sturm, Nicholas Koch, Andrew Jenkins, Kevin Colosimo, Daniel Craig and Kara Eaton. Sitting from the left: Stephen Kocon, Michael Brewster, Kevin Barley and Christopher Rogers. (Photo by Laura Mares)

Burns White, which has grown from 75 lawyers in 2009 to about 100 just last year and now more than 130.

BENNETT BRICKLIN ACQUIRES INSURANCE DEFENSE FIRM

The seven attorneys of Philadelphia-based Britt, Hankins & Moughan, led by James Moughan, merged their practice into 72-lawyer Bennett Bricklin & Saltzburg under a deal struck last December.

The merger folded the smaller insur-

ance defense firm into its larger competitor and added a much deeper bench strength for Bennett Bricklin in the insurance fraud investigations practice.

A merger was something the lawyers at Britt Hankins increasingly considered. Bennett Bricklin managing partner Warren Sperling said at the time that his firm's clients, particularly large insurance companies and large self-insured companies, are increasingly looking for a greater level of ser-

vice that requires information technology staff and paralegals.

"The larger firms can undertake that more cost-effectively than the smaller firms," Sperling had said.

POST & SCHELL REUNION

In one of the most unique moves for 2015, a team of lawyers that had departed Post & Schell for what was then known as Christie Pabarue & Young, returned to Post & Schell just

Top Laterals continues on 6



*Burns White's group: From Left, Back row - Matthew A. Meyers, Lawrence J. Baldasare and Douglas J. Stipanovich
Second row: Daniel J. Twilla, Christopher M. Jacobs, Robert J. Behling and Bryson F. Datt, Jr.
Front row: David H. Dille, Robert E. Dapper, Jr., Brian S. Kane and Stuart W. Benson III (Photo by Laura Mares)*



Post & Schell's group, from left to right are: Richard J. Barca, Stacey M. Zavalas, Kathleen K. Kerns, John C. Sullivan and Allison R. Radocha (Photo by Nanette Kardaszkeski)



Bennett Bricklin & Saltzburg's group: seated from left to right are: James T. Moughan, Lise Luborsky, Christine M. Harris. Standing left to right are: Harry B. Gosnear, Joseph M. Hankins and Marc B. Bailkin (not pictured: Kimberly E. Dutch) (Photo by Nanette Kardaszkeski)

Top Laterals

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11 months later. When insurance department leader Jack Sullivan, Kathleen Kerns, Stacy Jumper and two associates left Post & Schell in January 2015, Christie Pabarue changed its name to Christie Sullivan & Young to signify the importance it placed on its new partners joining the firm. But by November 2015, Sullivan and Post & Schell said the conflicts that spurred the team's initial depart-

ture from Post & Schell never materialized and so the group went back to its longtime firm. That meant Christie Sullivan changed its name again, now going by Christie & Young.

Sullivan and his team also left Post & Schell amid a string of departures and leadership changes. Upon his return, Sullivan said he had confidence in the leadership team now in place.

THE EXODUS FROM NELSON BROWN

Last year marked the departure of several name partners and key lead-

ers of insurance boutique Nelson Brown Hamilton & Krekstein, contributing to the firm's swift decline and ultimate closure by mid-year.

Nelson Brown lost 60 lawyers between the start of 2014 and the middle of 2015 and went through a few name changes over the years. Michael Nelson, the firm's founder, was the last name partner to leave, taking a team of five lawyers to Sutherland Asbill & Brennan in New York in June 2015.

At the start of 2015, executive vice

president and chief operations and strategic officer Kevin Toth left the firm after just six months to start his own shop.

In February, William O. Krekstein and two other lawyers left to join Timoney Knox. Then name partner Michael A. Hamilton and three other lawyers left Nelson Brown to join the Philadelphia office of Goldberg Segalla in March. That was followed shortly thereafter by name partner David L. Brown leaving the North Carolina office with six other lawyers

Top Laterals continues on 7

Top Laterals

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Michael Hamilton

to start Goldberg Segalla's North Carolina branch.

When Michael Nelson left the firm, there were only a few lawyers left and no official word from Nelson Brown about what

would happen from there. According to its website, the firm ceased operations as of June 1, 2015, and submitted a liquidation and dissolution plan with the state on July 20.

BARLEY SNYDER BENEFITS FROM ANOTHER FIRM'S CLOSURE

In the midst of a hiring boom, Lancaster-based Barley Snyder acquired six attorneys from dissolving Lancaster firm Hartman Underhill & Brubaker, including four education lawyers with a focus on representing public school districts.

The acquisition was part of a larger growth strategy that brought Barley Snyder's head count to more than 70 lawyers by the end of 2015.

The six Hartman Underhill lawyers brought with them a school and municipal law group and included former Hartman Underhill managing partner Kim Smith.



*Barley Snyder's group: back left to right - David Walker, William Zee
front left to right: Kylie Madsen, William McCarty, Robert Frankhouser, Kim Smith (Photo by Abigail Hall)*

Education lawyers Smith, Robert Frankhouser, William Zee and David Walker joined Barley Snyder in November. Attorney Bill McCarty, who concentrates in municipal law and governmental bonds, and Kylie Madsen, who focuses on litigation, made the move to Barley Snyder shortly before that.

Barley Snyder leadership said the dissolution of Hartman Underhill was an opportunity for Barley Snyder, which had been interested in the school law group for some time.

PEPPER HAMILTON OPENS DOORS TO OPEN RECORDS OFFICER



Terry Mutchler

of Pennsylvania's Office of Open Records.

Mutchler, who has a long background in public access to government, now leads a new transparency practice at Pepper Hamilton designed to promote open government from a

media, government and corporate perspective. In her first year in the position, Mutchler hit the ground running, working on a number of matters for the new practice.

Mutchler, whose six-year term at the OOR expired in April 2014, said she always thought she would hold a second term. But by the summer, when she still hadn't been reappointed, Mutchler began thinking about her other options. She pitched Pepper Hamilton on the idea of creating the transparency group and a formal plan was hashed out. She said she wanted

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Top Laterals

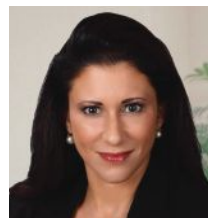
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to join a firm that already had strong experience in First Amendment work.

Aside from representing clients seeking access to public documents, she also advises companies and agencies on how best to comply with right-to-know requests.

JONES DAY GROWS WITH K&L GATES HIRES

Jones Day grew its Pittsburgh office with three partner hires from K&L Gates

*Bill Axtman**Marcia Kelson**Andrew Stanton*

in 2015.

William Axtman and Marcia Kelson both moved to Jones Day in August, boosting the firm's Pittsburgh office to more than 70 lawyers. Axtman focuses his practice on mergers and

acquisitions work while Kelson handles employee benefits matters.

In October, litigation partner Andrew Stanton also made the jump from K&L Gates to Jones Day, adding expertise in what Jones Day said were "hot-button" issues for clients, such as litigating on behalf of policyholders, conducting internal investigations and advising clients on

the False Claims Act and Foreign Corrupt Practices Act.

The departure of the three partners was also part of a larger-scale reduction in partner numbers at K&L Gates during 2015.

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More Notable Laterals: The Runners-Up

BY LIZZY MCLELLAN

Of the Legal Staff

Aside from the list of top lateral hires, a number of attorneys made moves worth noting in 2015.

The 2015 runners-up include moves from big firm to small, and from local firm to national. Two attorneys joined the world of private practice after time in-house or in the public sector, although one has since retreated. And for several, the change was small day-to-day, as their clients came with them from one Pennsylvania firm to another.

ELLEN BROTMAN

With her move to 11-lawyer Griesing Law, Ellen Brotman launched a new practice area for the firm in white-collar criminal defense. Brotman joined Greising, a woman-owned and operated firm, after nine years at Montgomery McCracken Walker & Rhoads.

Brotman was part of a deep white-collar defense bench at Montgomery McCracken that now consists of eight attorneys. But Greising had previously focused exclusively on the civil arena, and gained a new service in

adding Brotman. In addition to bringing her own book of business, Brotman planned to take on the criminal defense and investigation needs of Greising's existing clients.

According to firm founder Francine Friedman Griesing, the clients they both serve also appear to have significant overlap, as companies Griesing Law works with are increasingly asking for help with high-stakes confidential investigations that could potentially have criminal aspects to them.

Before working at Montgomery McCracken, Brotman she was a partner in Carroll & Brotman. Her practice focused on federal criminal defense and representation of lawyers before the disciplinary board.

PENNY ZACHARIAS AND HANNAH FRANK

McGuireWoods strengthened its Pittsburgh corporate practices when it brought on Penny E. Zacharias and Hannah T. Frank from Buchanan Ingersoll & Rooney.

The two joined McGuireWoods several months apart. Zacharias, after more than 12 years at Buchanan Ingersoll, joined the firm's debt financing practice in March, adding

to a team that represents PNC Bank. Her clients include secured lenders to the security alarm and medical alert industries.

Frank joined McGuireWoods' mergers and acquisitions practice in January. She was previously a partner at Reed Smith, where she worked for 14 years before joining Buchanan Ingersoll in 2011. Her recent clients include a Pennsylvania-based 3-D printing company that closed its initial public stock offering in 2013, and a major rail industry manufacturer in several acquisitions totalling more than \$600 million.

McGuireWoods' Pittsburgh office leadership at the time said the office was going through "a kind of renaissance." The city became a banking town "overnight," and mergers and acquisitions activity also began to pick up in the region.

JOSEPH C. RUDOLF AND TEAM

A group of three labor lawyers left Dilworth Paxson's Philadelphia office in May, led by partner Joseph C. Rudolf. Rudolf, senior attorney Erin C. Galbally and associate Ethan M. Dennis joined Clark Hill's Philadelphia office.

Rudolf was a partner at Dilworth Paxson for three years. He spent more than 15 years at Reed Smith before that.

Rudolf and his team focus much of their time working on public sector employment and management matters. Rudolf has represented more than 400 Pennsylvania public employers. Clark Hill said that made these lawyers a fitting complement to its existing private sector labor and employment law practice.

Clark Hill has more than 50 attorneys in its labor and employment group, throughout 12 offices in Arizona, Delaware, Illinois, Michigan, New Jersey, Pennsylvania, Washington, D.C., and West Virginia. The firm highlighted the hires as part of its attempt to grow on the East Coast.

MARK VILLANUEVA

Stradley Ronon Stevens & Young announced in July that it hired Mark D. Villanueva as a partner in its Philadelphia office. Villanueva, previously a partner at McCarter & English, focuses his practice on commercial litigation and insurance matters.

Runners-Up continues on 18

THE LAUREATES CONFERENCE CENTER

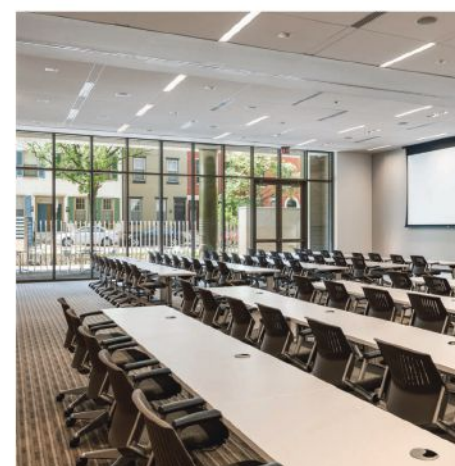
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MEET AT A SMARTER LEVEL



New Partners

JASON W. BIALKER



Bialker

Firm: Marshall Dennehey Warner Coleman & Goggin
Location: Philadelphia
Partnership Date: Jan. 1, 2016

Born: 1973, Biloxi, Mississippi
Practice Areas: Health Care Liability Defense, Medical Malpractice Defense
Legal Education: Temple University James E. Beasley School of Law (J.D., 2006)
Graduate Education: Allegheny University of the Health Sciences (now Drexel University) (M.P.T., 1998)
Undergraduate Education: The Pennsylvania State University (B.S., 1996) Major: Exercise and Sport Science
Career History: Present firm, associate, 2009-15; O'Brien & Ryan, associate, 2007-09

MEREDITH BIEBER



Bieber

Firm: White and Williams
Location: Philadelphia
Practice Areas: Corporate, Real Estate Finance and Finance

Partnership Date: Jan. 14, 2016
Legal Education: University of Pennsylvania Law School
Undergraduate Education: George Washington University

MICHAEL S. BOOKBINDER



Bookbinder

Firm: Fox Rothschild
Location: Philadelphia
Partnership Date: Aug. 31, 2015
Born: Nov. 17, 1965

Practice Areas: Taxation and Wealth Planning, Business and International Taxation
Legal Education: Widener University School of Law, 1993, cum laude
Undergraduate Education: Drexel University, 1988, with honors
Career History: Present firm, partner, 2015-2016

JOANNA D. BUCHANICO

Firm: Marshall Dennehey Warner Coleman & Goggin

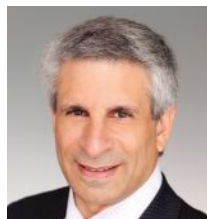


Buchanico

Location: Philadelphia
Effective Date: Jan. 1, 2016
Born: 1978, Philadelphia
Practice Areas: General Liability, Premises

Liability Defense
Legal Education: Temple University School of Law (J.D., 2005)
Undergraduate Education: Widener University (B.A., cum laude, 1999) Major: Criminal Justice
Career History: Present firm, associate, 2007-15; Bolognese & Associates, associate, 2005-07

HARRIS J. CHERNOW



Chernow

Firm: Reger Rizzo & Darnall
Location: Philadelphia
Effective Date: July 1, 2015
Born: 1963, Philadelphia
Practice

Areas: Franchise & Distribution, Corporate & Business Services, Dispute Resolution and Entertainment, Hospitality & Sports Law
Legal Education: Temple University James E. Beasley School of Law (1988)
Undergraduate Education: Temple University Fox School of Business and Management, B.B.A., accounting (minor: international business) (1985)
Career History: Present Firm, Partner (July 2015-present); Chernow Kapustin, Founder/Managing Partner (2005-2015)

PAUL R. COHEN



Cohen

Firm: Curtin & Heefner
Location: Bucks County, Pennsylvania
Effective Date: May 4, 2015
Born: 1971,

Brooklyn, New York
Practice Areas: Estate Planning & Administration, Real Estate, Municipal, Business
Legal Education: Boston University School of Law, 1996, magna cum laude
Graduate Education: Temple University Graduate Tax Program,

Estate Planning Certificate, 2005
Undergraduate Education: State University of New York at Stony Brook, B.A., 1993, cum laude
Career History: Jenei & Cohen, 2009-2015, partner; Baldi & Jenei, 2004-2009, partner; Baldi, Cepparulo & Williams, 2002-2003; Hangley Aronchick Segal & Pudlin, 1999-2002; Latham & Watkins, 1996-1999

SETH I. CORBIN

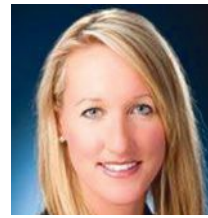


Corbin

Firm: Fox Rothschild
Location: Philadelphia
Effective Date: May 2015
Born: 1981, Philadelphia

Practice Areas: Taxation and Wealth Planning; Employee Benefits & Executive Compensation; Corporate; Health Law
Legal Education: University of Pittsburgh School of Law (J.D.)
Undergraduate Education: University of Pittsburgh (B.A.)
Career History: Fox Rothschild LLP, Partner, May 2015-Present; Fox Rothschild LLP, Associate, 2006-2015

KAREN L. CORLISS



Corliss

Firm: Royer Cooper Cohen Braunfeld
Location: Conshohocken, Pennsylvania
Born: Dec. 14, 1979

Practice Areas: Mergers and Acquisitions, Mid-Cap/Middle Market, Venture Capital and Private Equity, Solar and Alternative Energy and Emerging Companies
Partnership Date: Jan. 1, 2016
Career: Present firm, Counsel, 2014-2015; Blank Rome, Mergers and Acquisitions Attorney, 2004-2014
Legal Education: Rutgers University School of Law, J.D., 2004, cum laude
Undergraduate Education: Villanova University, B.A., Political Science, 2001, cum laude

DUSTIN COVELLO

Firm: Royer Cooper Cohen Braunfeld
Location: Conshohocken, Pennsylvania
Born: Dec. 20, 1982

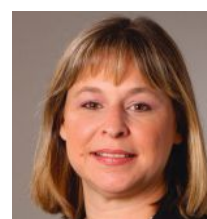


Covello

Practice Areas: Tax, Tax Controversy & Litigation, Tax Planning, International Tax
Partnership Date: Jan. 1,

2016
Career: Present firm, Counsel, 2014-2015; Chamberlain Hrdlicka, Tax Associate, 2010-2014; King & Spalding, Tax Associate, 2008-2010
Legal Education: Georgia State University College of Law, J.D., 2008, magna cum laude
Graduate Education: New York University School of Law, LLM, Taxation, 2015
Undergraduate Education: Montclair State University, B.A., English, 2005, magna cum laude

LINDA DOBBINS



Dobbins

Firm: Rawle & Henderson
Location: Philadelphia
Born: Philadelphia
Practice Areas: Toxic and Mass

Tort Defense
Partnership Date: Jan. 1, 2016
Career: Rawle & Henderson LLP, 2002 to present
Internship: The Honorable Virginia Long, Presiding Judge, New Jersey Superior Court, Appellate Division, 1996
Law School: Widener University School of Law, J.D., 1996, cum laude
College: Trenton State College, B.S., 1992, cum laude

SHARON PIPER DONOVAN



Donovan

Firm: Weber Gallagher
Location: Philadelphia
Born: Philadelphia
Practice Areas: General Liability
Partnership

Date: Jan. 1, 2015
Career: Attorney
Clerkship: Hon. Joseph Lisa and Martin Herman, Superior Court of New Jersey, Gloucester County.
Legal Education: Rutgers-Camden Law School
Undergraduate Education: Syracuse University

New Partners

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LEE C. DURIVAGE*Durivage*

Firm: Marshall Dennehey Warner Coleman & Goggin
Location: Philadelphia
Born: 1982, New Haven, Connecticut

Practice Areas: Employment Law-Employer, Labor Law, School Leaders' Liability

Partnership Date: Jan. 1, 2016

Career: Present firm, associate, 2007-15

Legal Education: Widener University School of Law (J.D., cum laude, 2007)

Undergraduate Education: Syracuse University (B.S., 2004)

Major: Communication & Rhetorical Studies, Political Science

JOHN P. FALCO*Falco*

Firm: Pepper Hamilton

Location: Philadelphia
Born: 1973, Norristown, Pennsylvania

Practice Areas:

Financial Services; Investment Management

Partnership Date: Jan. 1, 2016

Career: Present firm, associate, 2006-15

Legal Education: Temple University School of Law, 2006

Undergraduate Education: La Salle University, B.A., Finance/Philosophy, 1996

J. STEPHEN FEINOUR JR.*Feinour*

Firm: Stradley Ronon Stevens & Young

Location: Philadelphia
Born: 1979, Harrisburg

Practice Areas:

Investment Management

Partnership Date: Jan. 1, 2016

Career: Present firm, associate, 2007-15

Clerkship: Bonnie Brigance Leadbetter, Commonwealth Court of Pennsylvania, 2006-2007

Legal Education: The College of William and Mary Marshall Wythe Law School, 2006

Undergraduate Education: University of Pennsylvania, B.A., Economics, 2002

STEPHEN J. FINLEY JR.

Firm: Gibbons

*Finley*

Location:

Philadelphia
Born: 1980, Philadelphia

Practice Areas: Products Liability

Partnership

Date: Jan. 1,

2016

Career: Present firm, Associate, 2006-15 ; Hecker Brown Sherry & Johnson, Associate, 2005

Clerkship: Judicial intern to Jacob P. Hart, United States Magistrate Judge for the Eastern District of Pennsylvania (2004)

Legal Education: Villanova University School of Law, 2005

Undergraduate Education: The Catholic University of America, B.A., Politics, 2002

MAUREEN P. FITZGERALD*Fitzgerald*

Firm: Marshall Dennehey Warner Coleman & Goggin

Location: King of Prussia, Pennsylvania

Born: 1965,

Philadelphia

Practice Areas: Employment Law, Professional Liability, Consumer and Financial Services Litigation and Compliance, Commercial

Litigation

Partnership Date: Jan. 1, 2016

Career: Present firm, Of Counsel, 2011-15; Baker McKenzie, Chicago, 1991-93; McKissock & Hoffman, 1994-2008; Eckert Seamans, 2009-10

Legal Education: Notre Dame Law School (J.D., 1991)

Advanced Education: Certified Public Accountant, 1988

College: University of Notre Dame (B.B.A., 1987) Accounting

PHILIP J. FORET*Foret*

Firm: Stradley Ronon Stevens & Young

Location: Malvern, Pennsylvania
Born: 1974

Practice Areas:

Intellectual Property

Partnership Date: Aug. 31, 2015

Career: Dilworth Paxson LLP, partner, 2011-15, associate, 2006-10; The Webb Law Firm, associate, 2001-06

Clerkship: Intellectual Property Law Department, Alcoa, Inc.

Legal Education: Duquesne University School of Law, 2001

Advanced Education: Duquesne University, Bayer School of Natural

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and Environmental Sciences, M.S., biology, 1998

Undergraduate Education: Franciscan University of Steubenville, B.A., biology, 1996

DAVID J. GARRAUX*Garraux*

Firm: Fox Rothschild
Location: Pittsburgh
Born: 1981, Pittsburgh
Practice Areas: Labor and

Employment, Trade Secrets
Partnership Date: May 19, 2015
Career: Present firm, associate, 2007-2015; partner, 2015-2016
Legal Education: Duquesne University School of Law, 2006
Undergraduate Education: Allegheny College, 2003, cum laude

TERRI GILLESPIE*Gillespie*

Firm: Obermayer Rebmann Maxwell & Hippel
Location: Philadelphia
Born: March 20, 1980,

Philadelphia
Practice Areas: Labor Relations and Employment Law
Partnership Date: Jan. 1, 2016
Career: Present firm, Aug. 21, 2006
Legal Education: Temple University Beasley School of Law
Undergraduate Education: Boston College

MARCY N. HART*Hart*

Firm: Fox Rothschild
Location: Philadelphia
Born: July 23, 1958, Philadelphia
Practice Areas:

Real Estate; Corporate, Private Equity and Tax Credit Financing, Hospitality, Sports Industry
Partnership Date: Jan. 7, 2015
Career: Fox Rothschild, Partner, 2015-Present
Legal Education: Villanova University School of Law (J.D., 1983)
Undergraduate Education: Wellesley College (B.A., 1980)

GREGORY J. HAUCK

Firm: Pepper Hamilton
Location: Philadelphia
Born: 1971, Philadelphia
Practice Areas: Commercial

*Hauck*

Litigation
Partnership Date: Jan. 1, 2016
Career: Present firm, partner, 2016-; Siemens Medical Solutions

USA, Inc., in-house counsel, 2010-15; Montgomery McCracken Walker & Rhoads, partner and associate, 1999-2010; Arthur Andersen, auditor, 1993-95
Clerkship: Russell M. Nigro, Supreme Court of Pennsylvania (Philadelphia, PA), 1998-99
Legal Education: Villanova University School of Law, 1998, cum laude
Undergraduate Education: Villanova University, B.S., Accounting, 1993, magna cum laude

MATTHEW H. HAVERSTICK*Haverstick*

Firm: Kleinbard
Location: Lancaster, Pennsylvania
Born: 1969, Lancaster, Pennsylvania
Practice Areas:

Litigation – Appellate, Government, Right-To-Know, White Collar Defense and Internal Investigations
Partnership Date: Jan. 1, 2016; Conrad O'Brien Jan. 1, 2009-Dec.31,2015
Career: Present firm, partner 2016-; Conrad O'Brien, partner 2009-2015
Legal Education: Fordham University Law School, 1996; Editor, Fordham Law Review
Undergraduate Education: Bucknell University, 1992

MICHAEL A. KADLEC*Kadlec*

Firm: Pepper Hamilton
Location: Philadelphia
Born: 1977, Philadelphia
Practice Areas: Employee

Benefits and Executive Compensation
Partnership Date: Jan. 1, 2016
Career: Present firm, associate, 2006-15; Pepper Hamilton, employee benefits specialist, 2004-06; The Vanguard Group, financial administrator, 2001-04
Legal Education: Temple University School of Law, 2006
Undergraduate Education: University of Delaware, B.S., finance, 2001

STEVEN KAPUSTIN*Kapustin*

Firm: Reger Rizzo & Darnall
Location: Philadelphia
Born: 1947, Miami, Florida
Practice Areas:

Franchise & Distribution, Litigation, Corporate & Business Services, and Real Estate
Partnership Date: July 1, 2015
Career: Present Firm, Partner (2015-present); Chernow Kapustin, Managing Partner (2008-2015); Partner, Kaplin Stewart (2003-2008)
Clerkship: Judge Jacob Kalish, Philadelphia Court of Common Pleas (1972)
Legal Education: Temple University James E. Beasley School of Law (1972)
Undergraduate Education: University of Pennsylvania, A.B., Economics (1968)

NOAH KATZ*Katz*

Firm: Weber Gallagher
Location: Scranton, Pennsylvania
Born: Scranton, Pennsylvania
Practice Areas:

Civil and Municipal Liability, Life Care Litigation, Medical Malpractice
Partnership Date: Jan. 1, 2015
Clerkship: Judge Terrence R. Nealon, Middle District of Pennsylvania
Legal Education: Temple University Beasley School Of Law
Undergraduate Education: Lafayette College

JULIE KINKOPF*Kinkopf*

Firm: Weber Gallagher
Location: Philadelphia
Born: California
Practice Areas: Employment
Partnership

Date: Dec. 14, 2015
Clerkship: Court of Common Pleas Judge Gene D. Cohen (summer); New Jersey Law Division, Steven LeFelt (year-long)
Legal Education: Temple University Beasley School Of Law
Undergraduate Education: California State University

CHARISSA J. LILLER

Firm: Curtin & Heefner
Location: Pittsburgh

*Liller*

Born: 1970, Pittsburgh
Practice Areas: Domestic Relations, Criminal Defense
Partnership Date: May 4,

2015
Career: Jenei & Cohen, 2009-2015, partner; Baldi & Jenei, 2005-2009; Zlock & Snyder, 2003-2005; Berks County District Attorney's Office, 2002-2003; Bucks County District Attorney's Office, 1999-2002.
Legal Education: University of Pittsburgh, 1998
Undergraduate Education: University of Pittsburgh, B.S., psychology (minors: English literature) 1992, cum laude

RONALD M. METCHO II*Metcho*

Firm: Marshall Dennehey Warner Coleman & Goggin
Location: Philadelphia
Born: 1980, Scranton,

Pennsylvania
Practice Areas: Professional Liability, Consumer Defense Law, Business and Commercial Law
Partnership Date: Jan. 1, 2016
Career: Present firm, associate, 2009-15
Legal Education: Roger Williams University School of Law (J.D., 2005)
Advanced Education: University of Rhode Island (M.B.A., 2006)
Undergraduate Education: Wilkes University (B.A., 2002) Major: Business Administration/Accounting

J. BENJAMIN NEVIUS*Nevius*

Firm: Fox Rothschild
Location: Exton, Pennsylvania
Born: 1979, Reading, Pennsylvania
Practice

Areas: Litigation. Directors' and Officers' Liability and Corporate Governance, Appellate Practice, Construction, Sports Industry
Partnership Date: May 2015
Career: Fox Rothschild, Partner, 2015-Present; Fox Rothschild, Associate, 2010-2015; Zurich North America, Trial Attorney, 2009-2010; Rabenold Koestel Scheidt, Associate, 2008-2009; Swartz Campbell, Associate, 2007-2008
Clerkship: Law Clerk to Jeffrey L. Schmehl, Berks County Court of

New Partners

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Common Pleas, 2005-2007

Legal Education: Villanova University School of Law (J.D., 2004)**Undergraduate Education:** Elizabethtown College (B.A., 2001)**WENDY R.S. O'CONNOR***O'Connor***Firm:** Marshall Dennehey Warner Coleman & Goggin**Location:** Allentown, Pennsylvania**Born:** 1964,

Bethesda, Maryland

Practice Areas: Products Liability, Premises Liability, General Liability, Health Care Defense, Long-Term Care Defense, Veterinary Malpractice Defense**Partnership Date:** Jan. 1, 2016**Career:** Present firm, associate, 2010-15; Manta & Welge, associate, 1989-94; Mallon & Blatcher, associate, 2002-05; Tallman, Hudders & Sorrentino, associate, 2005-10**Legal Education:** The Dickinson School of Law (J.D., 1989)**Undergraduate Education:** Mount Holyoke College (A.B., 1986, magna cum laude)**MARISSA PARKER***Parker***Firm:** Stradley Ronon Stevens & Young**Location:** Philadelphia**Born:** 1980, Suffern, New York**Practice Areas:**

Litigation

Partnership Date: Jan. 1, 2016**Career:** Present firm associate, 2007-15**Legal Education:** Temple University Beasley School of Law, 2007**Undergraduate Education:** Brown University, B.A., political science, 2002**MICHAEL V. PHILLIPS***Phillips***Firm:** Obermayer Rebmann Maxwell & Hoppel**Location:** Philadelphia**Born:** 1981**Practice Areas:**

Real Estate, Business & Finance, Commercial Litigation, Banking & Loan Workout, Sports Law, Condominium Law

Partnership Date: Jan. 1, 2016**Career:** Present firm, 2006-present; Hepburn Willcox Hamilton & Putnam, 2005-2006**Legal Education:** Villanova University School of Law**Undergraduate Education:** Brandeis University**STEPHANIE SANDERSON-BRAEM***Sanderson-Braem***Firm:** Stradley Ronon Stevens & Young**Location:** Cherry Hill, New Jersey**Born:** 1976**Practice Areas:** Trusts, Estates &

Personal Planning

Partnership Date: Jan. 1, 2016**Career:** Present firm, associate, 2003-2013; counsel, 2014-15**Legal Education:** Rutgers University School of Law – Camden, 2003**Undergraduate Education:** Pennsylvania State University, B.S., accounting (minors: legal environment of business, women's studies), 1999**JOSHUA D. SCHEETS***Scheets***Firm:** Marshall Dennehey Warner Coleman & Goggin**Location:** Philadelphia**Born:** 1976,

Camden, New

Jersey

Practice Areas: Toxic Tort, Premises Liability Defense, Product Liability**Partnership Date:** Jan. 1, 2016**Career:** Present firm, associate, 2008-15; Lavin O'Neil Ricci Cedrone & DiSipio, associate, 2006-08**Legal Education:** Rutgers, The State University of New Jersey School of Law (J.D., 2006)**Undergraduate Education:** Drew University (B.A., 1998) Major: Psychology and Biology**MARK E. SEIBERLING***Seiberling***Firm:** Kleinbard**Location:** Philadelphia**Born:** 1977, Pottsville, Pennsylvania**Practice Areas:**

Litigation–

Appellate, Government, Right-To-Know, White Collar Defense and Internal Investigations

Partnership Date: Jan. 1, 2016**Career:** Present firm, partner, 2016–; Conrad O'Brien, Partner 2012-2015**Clerkship:** Justice Sandra Schultz Newman, Pennsylvania Supreme Court, 2003-2005**New Partners** continues on 14

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Legal Education: Villanova University School of Law, 2003, cum laude; Managing Editor, Villanova Sports and Entertainment Law Journal

Undergraduate Education: LaSalle University, 2000, maxima cum laude

CHARLENE S. SEIBERT*Seibert*

Firm: Marshall Dennehey Warner Coleman & Goggin
Location: Philadelphia
Born: 1979, Washington,

Pennsylvania

Practice Areas: Professional Liability, Commercial Litigation

Partnership Date: Jan. 1, 2016

Career: Present firm, associate, 2006-15

Legal Education: University of Pittsburgh School of Law (J.D., 2006, cum laude)

Undergraduate Education: John Carroll University (B.A., 2002, magna cum laude) Major: Political Science

DEAN C. SEMAN*Seman*

Firm: Weber Gallagher
Location: Philadelphia
Born: Aug. 29, 1972

Practice Areas: Environmental/

Toxic Tort, Construction, General Liability, Products Liability

Partnership Date: Jan. 1, 2015

Legal Education: Villanova University School of Law

Undergraduate Education: Pennsylvania State University, B.S., Environmental Engineering

JEFFREY SEYFRIED*Seyfried*

Firm: Weber Gallagher
Location: Harrisburg, Pennsylvania
Born: Bensalem, Pennsylvania
Practice Areas:

Workers' Compensation

Partnership Date: Jan. 1, 2016

Career: Attorney

Legal Education: Widener Law School

Undergraduate Education: Clarion University

NEVENA SIMIDJIYSKA

Firm: Fox Rothschild

*Simidjiyska*

Location:

Philadelphia
Born: Dec. 3, 1981

Practice Areas: Corporate, Public Finance, International,

International Trade, Education, Federal Government, Contracts and Procurement, Mergers and Acquisitions, Fashion Law, White-Collar Compliance and Defense, Administrative Law and Government Relations

Partnership Date: May 19, 2015

Career: Present firm, partner, 2015-2016.

Legal Education: Temple University James E. Beasley School of Law, 2007

Undergraduate Education: Princeton University, 2004

TIMOTHY STALKER*Stalker*

Firm: Weber Gallagher
Location: Philadelphia
Born: Kansas City, Missouri
Practice Areas: Insurance,

Reinsurance

Partnership Date: Aug. 10, 2015
Career: Attorney/Chief Claim & Legal Officer

Legal Education: New York Law School

Undergraduate Education: Rutgers University

LAUREN W. TAYLOR*Taylor*

Firm: Fox Rothschild
Location: Warrington, Pennsylvania
Born: 1980, Indiana, Pennsylvania

Practice Areas: Real Estate, Sales and Acquisitions, Leasing, Financing and Corporate (Mergers and Acquisitions, Securities and Private Placements, Venture Capital Financing)

Partnership Date: May 19, 2015

Career: Present firm, partner, 2015-2016.

Clerkship: Externship with Magistrate Judge Peter B. Scuderi (E.D. Pa.), 2005

Legal Education: Villanova University School of Law, 2006

Undergraduate Education: Saint Joseph's University, 2003

BRIENNE S. TERRIL

Firm: Fox Rothschild
Location: Pittsburgh, Pennsylvania
Born: 1981, Pittsburgh,

*Terril*

Pennsylvania
Practice Areas: Intellectual Property; Patent Prosecution and Transactions; Technology and E-Commerce;

Emerging Companies and Venture Capital; Fashion Law

Partnership Date: May 2015

Career: Fox Rothschild, Partner, 2015-Present; Fox Rothschild, Associate, 2012-2015; Pepper Hamilton, Associate, 2006-2012

Legal Education: Wake Forest University School of Law (J.D., 2006)

Undergraduate Education: Bucknell University (B.S., cum laude, Computer Science, 2003)

BRIAN E. TETRO*Tetro*

Firm: White and Williams

Location: Philadelphia

Practice Areas: Subrogation

Partnership

Date: Jan. 14, 2016

Legal Education: Villanova University School of Law, (JD, 1998)

Undergraduate Education: James Madison University

TIMOTHY G. VENTURA*Ventura*

Firm: Marshall Dennehey Warner Coleman & Goggin

Location: Philadelphia

Born: 1981,

Camden, New Jersey

Practice Areas: Professional Liability, Insurance Agent E&O Defense, Commercial Litigation, Real Estate E&O Liability, Construction Defect Litigation, Product Liability, Construction Injury Litigation

Partnership Date: Jan. 1, 2016

Career: Present firm, associate, 2006-15

Legal Education: Temple University James E. Beasley School of Law (J.D., 2006)

Undergraduate Education: Boston College (B.A., 2003) Major: Political Science

MARK VILLANUEVA*Villanueva*

Firm: Stradley Ronon Stevens & Young

Location: Philadelphia

Born: 1976,

Camden, New Jersey

Practice Areas: Litigation

Partnership Date: July 6, 2016

Career: McCarter & English, partner, 2014-2015, associate, 2005-2013; Drinker Biddle & Reath, associate, 2002-04

Clerkship: Paul S. Diamond (E.D. Pa.), 2004-5

Legal Education: The Catholic University of America Columbus School of Law, 2002

Undergraduate Education: Bucknell University, B.A., history, 1999

DEBRA WEINRICH*Weinrich*

Firm: White and Williams

Location: Philadelphia

Practice

Areas: Medical Malpractice

Defense

Litigation

Partnership Date: Jan. 14, 2016

Legal Education: Rutgers University School of Law

Undergraduate Education: Thomas Jefferson University

Partnership Date: Jan. 14, 2016

BETH L. WEISSER*Weisser*

Firm: Fox Rothschild

Location: Philadelphia

Born: 1979,

Glen Ridge, New Jersey

Practice

Areas: Litigation, Law Firms and Attorneys, Media, Defamation and Privacy Law, White Collar Compliance and Defense

Partnership Date: May 19, 2015

Career: Present firm, partner, 2015-2016.

Legal Education: Villanova University School of Law, 2004

Undergraduate Education: George Washington University, 2001, cum laude

Partnership Date: May 19, 2015

Career: Present firm, partner, 2015-2016.

Legal Education: Villanova University School of Law, 2004

Undergraduate Education: George Washington University, 2001, cum laude

GREGORY M. WIRT*Wirt*

Firm: Fox Rothschild

Location: Exton, Pennsylvania

Born: 1977,

Pottstown, Pennsylvania

Practice Areas:

Taxation and Wealth Planning,

Nonprofit Organizations, Federal Estate and Gift Tax Planning, Trust and Estate Law and Administration, Corporate, Business Succession Planning

Partnership Date: May 19, 2015

Career: Present firm, partner, 2015-2016.

Legal Education: Pennsylvania

Partnership Date: May 19, 2015

Career: Present firm, partner, 2015-2016.

Legal Education: Pennsylvania

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New Partners

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State University Dickinson School of Law, 2005, cum laude

Undergraduate Education:

Gettysburg College, 1999, magna cum laude

JENNIFER L. ZEGEL*Zegel*

Firm: Reger Rizzo & Darnall
Location: Philadelphia
Born: 1981, Philadelphia
Practice Areas: Estates and

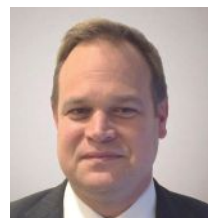
Trusts, Corporate & Business Services, Employment Practices, Real Estate and Business Succession Planning

Partnership Date: June 1, 2015

Career: Present Firm, Partner (2015-present); Present Firm, Associate 2011-2015); Law Offices

of Jennifer L. Zegel, Founder & Managing Partner (2010–2011); The Law Firm of Choi & Associates, Managing Attorney (2009-2010)

Legal Education: Rutgers University School of Law Camden
Advanced Education: Temple University James E. Beasley School of Law, LL.M. in Taxation, Estate Planning Certification and Employee Benefits Certification
Undergraduate Education: Temple University, B.A., dual major in Psychology and Anthropology

JOHN P. ZEIGLER*Zeigler*

Jersey

Firm: Marshall Dennehey Warner Coleman & Goggin
Location: Camp Hill, Pennsylvania
Born: 1969, Glen Ridge, New

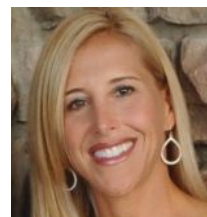
Practice Areas: Workers' Compensation

Partnership Date: Dec. 21, 2015

Career: Zeigler & Zimmerman, 1991-2000; Weber Gallagher Simpson Stapleton Fires & Newby, 2007-2010; Swartz Campbell, 2010-15

Legal Education: Widener University Harrisburg School of Law J.D.

Undergraduate Education: UConn University (B.A., 1991)

PAMELA J. ZIMLIN*Zimlin*

Firm: Royer Cooper Cohen Braunfeld
Location: Conshohocken, Pennsylvania
Practice Areas: Venture

Capital and Private Equity, Fund Formation, Mergers and Acquisitions, Emerging Companies,

Technology and E-Commerce

Partnership Date: Jan. 1, 2016

Career: Present firm, Counsel, 2012-2015; SorinRoyerCooper, Counsel, 2009-2012; Royer & Associates, Senior Associate, 2006-2009; Silverman Berheim & Vogel, Associate, 2003-2006; Goodwin Procter,

Associate, 1999-2002; Piper Rudnick, Associate, 1998-1999

Legal Education: University of Baltimore School of Law, J.D. with concentration in Business Law, 1998, magna cum laude

Advanced Education: Certified Public Accountant, Fall 1993

Undergraduate Education: University of Maryland, College Park, B.S., Accounting, 1993



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New Perspective on Lateral Recruiting in 2016

BY SABINA LIPPMAN

The Recorder

The legal industry is entering a new period, in which the hiring binges and rich pay guarantees of recent years are much more rare. Lateral recruiting will involve more enterprise in the wooing of candidates, and candidates will spend more time investigating firms before making moves. The hiring process will require creativity in pitching to candidates and also in pitching to the firm's executive committee when exceptions are warranted.

When the legal industry largely relinquished a more institutional view of partnership in which clients are owned by the firm entity in favor of a free-agent system, wooing big producers with offers of lush pay guarantees became more frequent. Underlying this shift was the assumption that compensating talent with a significant book of business would be fairly straightforward; producers would simply bring their books and the revenue that went with it.

But attitudes have changed in the wake of Dewey & LeBoeuf's downfall. As the financial crisis was winding down in 2011, the 1,400-lawyer firm based in New York was poaching dozens of top performers away from competitors by offering multi-year, multimillion-dollar pay guarantees. Dewey ultimately couldn't cover them, and that left law firms wary of such guarantees, sparking a shift in direction.

While there still exists a willingness to take chances on talented people, firms are now more careful about bestowing star treatment on big producers without significant vetting and integration, and are investing increased time scrutinizing potential lateral hires. Specifically, they're looking at a potential rainmaker's ability to deliver on promises. They're also

Sabina Lippman is co-founder of Lippman Jungers, a global recruiting firm specializing in top tier partner placement and office openings. She can be reached at sabina@lippmanjungers.com.

looking more carefully at his or her ability to work effectively with a team over the long term.

When firms consider candidates with large books of business, how much of their work can actually be uprooted from their current firm? A certain percentage of it will typically have been integrated into a firm's fabric in the ordinary course of business. For example, a corporate partner may have introduced intellectual property partners to a particular client. Some of that business won't immediately transfer and some must be rebuilt at the new platform. During the rebuilding process, is it appropriate to compensate that producer for what will be, or for what is?

With the exception of certain Wall Street law firms and a few others, most firms are looking to bring in groups rather than individual candidates. The fear is that candidates who are in senior positions will come over believing certain work will follow, only to find that what they thought was theirs is going to stay at their old firm with a particular deputy. Or, if it's a junior lateral candidate, then the work may stay with the senior person at the prior firm. However, if both come together with other team members, there is much more likelihood that the client relationships will, too.

At the same time, bringing in a group presents challenges. How do you get all of the people in the group aligned and manage the process without risking confidentiality? It requires a much larger role for the recruiter to coordinate the different people and represent their various objectives.

When a firm identifies a star partner or

group, while navigating all the dynamics involved with moving a large practice, the firm also needs to be more creative in this era. How can even the most elite Am Law firms distinguish themselves from other aggressive competitors competing for the same FCPA, life sciences, private equity or digital media candidates, who are getting multiple suitor invitations on a given week or even day?

A firm can research what's publicly known about a partner ahead of time and think of ways the firm's platform could help the client grow his or her practice. Perhaps there are clients with unexploited needs in the market the candidate is in. Perhaps the firm has a particular practice that the partner's clients could tap into, that his or her firm lacks. Maybe the firm has an opportunity to bring the partner in to an attractive leadership position, with an ambitious charter that could be an exciting new direction for someone who's already conquered the challenge of building a strong practice. The more these avenues can be researched before a firm asks a recruiter to reach out, the more effective the outreach is likely to be.

From the candidates' perspective post-Dewey, they're upping due diligence. They want to see detailed prospectuses of firms' financials, and want more insight into how decisions are being made. For example, how many people are involved in bringing

in a lateral candidate? Are decisions consensus-based? What are the firm's impending lease obligations? What level of accounting scrutiny does the firm have? If a group leader is approaching retirement,

what is the firm's strategy going forward? With respect to firms facing malpractice claims, is the insurance coverage enough to cover them?

Other issues arise for candidates considering a move from a large firm to a boutique practice. It would be a risky endeavor for a group to join a boutique a few months before it collapses into a larger firm. Thus, they're paying close attention to the circumstances to discern

whether boutiques are targets for acquisition, and how likely the firm is to embrace it. They're also examining a firm's succession planning and leadership/business development bench strength. What plans have the founding partners/rainmakers made for the firm's continuity after they exit?

As the new year begins, the recruiting industry is monitoring the legal economy and the cultural shift away from past hiring indulgences. Firms and lateral hires would do well to stay cognizant of the changes as well. Generous pay guarantees are workable for a sliver of the most prestigious firms, but staking a claim in such contracts could result in manifold difficulties. That much history has made clear. •

The fear is that candidates who are in senior positions will come over believing certain work will follow, only to find that what they thought was theirs is going to stay at their old firm with a particular deputy.

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Boutique

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ents' needs and adapt more nimbly to the realities of the market.

MUST HAVE A BUSINESS PLAN

Having a business plan is invaluable for successful lateral candidates in small law firms. Most firms, especially big firms, require submission of only client statistics when evaluating laterals. These numbers frequently show only two figures: current revenue and projected revenue for each client. While these are useful, they tell very little about the lawyer. A full business plan, on the other hand, tells a much more complete story. A successful business plan should include the following three items: (1) the lawyer's goals and objectives, (2) current financial statistics and other information,

such as the amount of annual revenue for the lawyer, profitability, and client information, and (3) marketing plans for the next one, five, and 10 years. Having a detailed business plan including these materials will help the firm answer the following critical questions relating to lateral hires: Why is this lawyer looking to move? Is her practice compatible with that of the firm's? What is her target client base and why? What skills does she have that set her apart from the rest? What support does she need, and could the firm provide that support? Would she fit in with the firm culture?

The last question has its own independent significance as the value of fitting within a firm's culture cannot be overstated. Some lawyers specifically go the boutique route because of common interests and beliefs that

go beyond simply the size of their portable businesses or other quantitative factors. The decision is often as much as life choice as it is a career one. At my firm, we want great lawyers who do great work. But, in addition, we also appreciate lawyers who share some common interests or beliefs, such as giving back to the community and the profession.

From a lateral's perspective, preparing a business plan could help her evaluate her current practice, determine her goals, and plan steps to accomplish those goals. Preparing a business plan provides a lateral candidate with the perspective she needs to ensure she finds a position with the right firm. Small firms look for a lateral candidate who knows the direction she wants to take her practice and who

also has the business plan to get her there.

There are many common traits and skills of a lawyer that are desired by any law firm, both big and small. Having business generation skills, interpersonal skills, and the ability to solve complex legal issues are qualities desired by both big and small firms. On top of these skills, small, boutique firms, like my firm, look to hire someone who is entrepreneurial, someone who understands the business of law, someone who understands that he is ultimately responsible for his own success at the firm. The small, boutique law firm experience is not for every lawyer. But if you thrive in a challenging setting that demands both legal and business skills from you, but in a smaller, collegial structure, it is a path well worth taking. •

Marketing

continued from 3

ing you into the fold—the announcements and listings, etc.—but ask them what they do for other partners. What initiatives have people found success in launching? What ideas do the marketers themselves have? What actual tools do they provide? I once spoke to a group of attorneys and, citing a study where

mail...actual physical mail...is surging in popularity and retention because of the electronic overload these days, and mentioned that a handwritten note is a tried and true tactic. "We don't have notecards," lamented one attorney. A small voice in the back of the room, a member of the marketing staff attending the event, said, "Um...yes, we do." No one in the room was aware of this. They never asked.

NO MARKETER? NO WORRIES!

If, for some reason, the firm you are joining doesn't have a marketing professional on staff, here are your "mission critical" items:

- Write your bio. Check out the other partners' bios on the website, and prepare one for yourself in a similar format. If you walk in the door with your profile in a word doc ready to go, it can be on the website within a day. Note: if the bios sepa-

rate out the "name, rank and serial" number stuff (degrees, admissions, etc.), try to avoid re-stating that in the dialogue of your bio. This is where you should describe your philosophy or approach, and how you are different from others who do the same work. Biographies are consistently one of the most popular pages of a firm's website. Use that valuable real estate to really show who you are.

Marketing continues on 18

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Marketing

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- Get that picture ready! High resolution only. Professionally done. Get the image on several CDs or flash drives in case you need to loan one out for something and don't get it back. The sooner you have your picture, the sooner the announcements and publicity can happen. Don't wait to get it taken at the new firm. If they pay for one, fine, but use the one you have to get things in motion right away.

- Write your news release. If your firm doesn't contract with an outside publicist, this is as simple as looking at the "people" pages of the publications you want to hit. Pretty much all of them give the email address where to send the information. Send your bio and photo. They'll follow up with any questions. It's truly that easy.

- Get business cards. Reach out to whoever at the firm handles printing and make sure they're on your desk on day one.

- Leave a bread crumb trail: Make sure people know how to find you.

Update your contact information right away with the major listing sites (Avvo, Findlaw, LinkedIn, Martindale Hubbell, Super Lawyers), the main statewide directory listings for all jurisdictions in which you are admitted, and all organizations with whom you have a membership (so they can update their directories).

Also, whether your new firm has an in-house marketing staff or not, you may want to consider investing in a coach. This by no means undermines or replaces the projects or tasks of any firm's marketing staff. In fact, they often come up with ideas and feedback on how to better or more cost-effectively promote your practice. But, even better, they work for you and you alone, wherever you go. They are focused wholly on your development and growth, helping you set objectives and goals and gently reminding you when something has fallen off your radar. Best of all, you set the terms of your coaching agreement—weekly, monthly, even quarterly—so that it works for you.

NOW THAT YOU'VE JOINED THE FIRM, LEAVE THE FIRM

You have many things in place now: your marketing staff, your promotional support, perhaps even your coach. What now? YOU! Your face, that is. It's time to let people see you in your new role. It's time to get out. Take the list below and do one of each of these things in your first six months (with the exception of the last one, which you should be doing regularly):

1. Attend a conference. Locally, in the region, or across the country. Something industry-related, or tied to a geographic professional group. Pick up some new contacts and get rid of those shiny new business cards.

2. Go to a social/networking event. A cocktail reception. A popular annual black tie event. Chances are, you'll meet new people or reconnect with someone you haven't seen in a while. Everyone is a potential referral source. Everyone. Never forget that.

3. Get yourself a speaking engagement. Think of a topic. Write two sentences on what you could talk

about on that topic. Add a catchy title. Now, email that to a group to whom you'd like to present. Call the most popular CLE provider in the state, or even one of those legal seminar factories. They'll do all the planning and promotion while you prepare your presentation. The result: your name, in lights, in front of people who can send business or talk highly about you.

4. Take a hike. Or run. Or knit. Seriously. You will come up with some of your best ideas and solutions during this time, and there is a clinical reason for this. The rhythmic, repetitive motion engages a completely different part of your brain, the same part that is used in meditation. These things reduce stress, improve concentration, slow aging, and improve your physical health.

Congratulations! You have built a successful practice. You attend to it and cultivate it every single day. Now, make a promise to take care of the most important thing at the center of that practice: YOU. •

Runners-Up

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He also counsels clients in the negotiation and drafting of commercial contracts and sponsorship agreements, working with companies in industries such as insurance, energy, oil and gas, financial services, pharmaceutical and health care.

Stradley Ronon said Villanueva was bringing with him "significant litigation, transactional and intellectual property matters."

Chairman William R. Sasso said he was "one of the region's top young attorneys." Villanueva was named one of The Legal's Lawyers on the Fast Track in 2009.

TERESA FICKEN SACHS

Marshall Dennehey Warner Coleman & Goggin brought on appellate attorney Teresa Ficken Sachs early in the year as vice chairwoman of the firm's appellate practice. Sachs came from Post & Schell, where she was a partner for nearly a decade. She said the opportunity to work at a firm with a larger platform from a geographical and practice standpoint was appealing. She said the firm's practice also matched up with her areas of focus.

Sachs said a firm needs a critical mass of trial lawyers to support an appellate practice. Her departure left Post & Schell with 16 appellate attorneys. Marshall Dennehey has nine full-time and one part-time appellate attorneys, and a head count of 450 overall.

Sachs now helps lead Marshall

Dennehey's appellate attorneys with practice chairman John J. Hare. Hare said Sachs' strong reputation as an appellate advocate combined with her interpersonal skills made her the perfect person to help manage the practice. He called her "a role model in the appellate bar."

MATTHEW HAVERSTICK AND MARK SIEBERLING

Partners Matt Haverstick and Mark Sieberling left Conrad O'Brien just before the end of the year to join Kleinbard, taking with them their book of clients including government officials and agencies.

Along with Haverstick and Sieberling went Joshua Voss. The three worked together to represent Pennsylvania Senate Majority Leader Jake Corman, R-Centre, in *Corman v. NCAA*, to ensure a \$60 million fine levied against Penn State would remain in the state to support child abuse prevention programs.

They also represented the Pennsylvania Senate Majority Caucus, in *Arneson v. Wolf*, successfully arguing that Gov. Tom Wolf did not have the authority to terminate Office of Open Records Executive Director Erik Arneson without cause.

Haverstick, Seiberling and Voss have a Republican-centered practice in which they worked more frequently in state government, Hyman said, while Kleinbard's work has been more Democrat-centered and on the local level.

The three continued their presence in Harrisburg, creating an office there for Kleinbard. Seiberling said Conrad

O'Brien has been primarily Philadelphia-centric, but he has been interested in some other markets.

DAVID S. SENOFF

David S. Senoff, formerly the head of Caroselli, Beachler, McTiernan & Coleman's Philadelphia office, joined Anapol Weiss in November as a shareholder. Senoff's practice is concentrated in consumer class actions and insurance, and he planned to bring his existing classes to his new firm.

Senoff told The Legal he planned to "invigorate" his new firm's class actions practice beyond mass torts and medical malpractice.

In addition to class actions, Anapol Weiss touts pharmaceutical mass tort, medical device matters, products liability, workplace injuries, wrongful termination, professional negligence, automobile cases and investor claims as strong areas of practice. The firm has more than 25 attorneys and offices in Harrisburg, Cherry Hill, New Jersey, and Scottsdale, Arizona, as well as Philadelphia.

Senoff was the lone attorney in the Philadelphia office of Caroselli Beachler, which has 13 lawyers based in Pittsburgh.

Senoff said much of his day-to-day work would remain the same, but he would be able to focus more on cases since he is no longer leading an office.

DAVID F. SIMON

Blue Bell-based Elliott Greenleaf brought on David F. Simon as a senior

shareholder and a co-chairman of the executive board.

His time with the firm was short-lived however. In February 2016 he became the first in-house attorney for the Philadelphia College of Osteopathic Medicine.

Before Elliott Greenleaf, Simon was executive vice president and chief legal officer at Jefferson Health System. JHS's parent company underwent a restructuring that did away with the need for the 40-person staff there.

Simon had a longstanding relationship with Elliott Greenleaf, having worked with its attorneys for more than 20 years. He served as in-house counsel for Elliott Greenleaf clients, including JHS, Aetna and U.S. Healthcare.

Simon had served as the chief legal officer of U.S. Healthcare after having worked as a litigator at Wolf Block for 11 years. He also served as chief counsel of the Pennsylvania Insurance Department before starting at JHS in 2003.

LINDA DALE HOFFA

Longtime prosecutor Linda Dale Hoffa left and re-entered the private practice of law to co-lead the corporate investigations and white-collar practice at Dilworth Paxson.

Hoffa had been a senior executive deputy attorney general in the Pennsylvania Attorney General's Office until she stepped down in 2014. She had also served as the criminal division chief in the U.S. Attorney's Office for the Eastern District of Pennsylvania.

Runners-Up continues on 19

Runners-Up

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Hoffa said Dilworth Paxson vice chairman Stephen Harmelin reached out to her and she liked the opportunity to join a smaller, Philadelphia-based firm.

Hoffa now co-leads the investigations and white-collar practice at Dilworth Paxson with chairman Marc J. Weinstein. Dilworth Paxson has seen some changes in leadership of the group in recent years.

With regard to her departure from the AG's office, Hoffa said that she had been in Harrisburg for two years and "that was enough time." She said she was ready to come home to Philadelphia and think about the next step in her career.

FRANK A. MAYER III

Cincinnati-based Dinsmore & Shohl expanded its Philadelphia presence with six lateral hires and a new Center City office location. One of those hires was Frank A. Mayer III, a banking and financial services

attorney from Pepper Hamilton.

Dinsmore already had an office in Wayne with five lawyers, and saw the need to open a second location in the region.

Richard O'Halloran, managing partner of the Philadelphia region offices, said Mayer's financial institutions practice was a good fit with his commercial real estate group that comprised the whole of the Wayne office.

Mayer focuses his practice on counseling regulated businesses with an emphasis on financial institutions.

He concentrates his practice in the area of bank regulation, international banking, bank insolvency, receiverships and related business disputes, public finance and corporate finance. Earlier in his career, Mayer held senior positions at the Federal Deposit Insurance Corp. and the Resolution Trust Corp. He also served as corporate chair of the City of Philadelphia's Law Department.

Lizzy McLellan can be contacted at 215-557-2493 or lmclellan@alm.com. Follow her on Twitter @LizzyMcLellan.

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