





# 312 ATTORNEYS ABSOLUTELY BEST AT CLIENT SERVICE. GENERAL COUNSEL NAME THE ATTORNEYS ON TOP.

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312 attorneys stand out as absolutely best at client service. Not just great—but head and shoulders above the rest as defined solely by clients. These are the BTI Client Service All-Stars 2016.

No attorney or firm can self-nominate, self-refer nor pay to be included. The only possible avenue for becoming a BTI Client Service All-Star is for corporate counsel to identify an attorney who stands out—above all the others—for delivering superior client service, in an unprompted manner. Only clients select and decide.

The class of 2016 BTI Client Service All-Stars is especially impressive. Corporate counsel are the most demanding they have ever been. Approximately 25% of clients are using new measures and metrics to evaluate their outside counsel. Yet, these BTI Client Service All-Stars rise above and beyond the challenge.

We congratulate each and every BTI Client Service All-Star on their ability to stand above all others in the court of client service. Please turn the page to see which attorneys we celebrate for client service excellence as measured by clients—the one source who matters most.



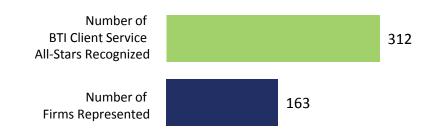
#### **BTI CLIENT SERVICE ALL-STARS 2016**

Now in its 15<sup>th</sup> year of publication, the BTI Client Service All-Stars is the gold standard used by law firms and corporate counsel alike to identify the attorneys best at serving clients.

BTI congratulates each of the 312 individual attorneys honored in the BTI Client Service All-Stars 2016 and applauds their skill and dedication to client service as client demands soar.

61 attorneys—a mere 19% of the BTI Client Service All-Stars 2016— are making repeat appearances. Corporate counsel report these MVPs remain at the top of their game, continuously navigating the ever-changing currents of the client service tide.

Only 8 law firms are home to 5 or more BTI Client Service All-Stars. These firms account for 52 BTI Client Service All-Stars—suggesting a culture of client service which is more dominant than at other firms. 7 of these law firms are also singled out by clients in the BTI Client Service A-Team 2016, appearing on this year's BTI Client Service 30.



#### **All-Star Scarcity:**

Only 10% of All Firms Serving Large Clients Are Home to More than One All-Star Attorney



#### The Elite MVPs:

Fewer than 20% of Attorneys Earn Recognition Year after Year

61

ATTORNEYS RECOGNIZED 2 OR MORE YEARS IN A ROW



#### THE 6 TRAITS OF A CLIENT SERVICE ALL-STAR

### **SUPERIOR CLIENT FOCUS**

A BTI Client Service All-Star never forgets: the client and the client's needs and goals come first. These All-Stars completely understand the client's targeted outcome and provide custom, tailored services to best meet the unique and specific needs of their clients.

#1

#2

### **INNOVATIVE THOUGHT LEADERSHIP**

Innovators provide unique, creative solutions to drive a competitive advantage for their client's business. These thought leaders communicate an issue—and solution—first to clients.

#### **UNMATCHED BUSINESS UNDERSTANDING**

All-Stars understand their client's business like no other attorney. Every conversation, action, and recommendation considers industry dynamics, business objectives, current events, and competitive pressures.

#3

#4

#### LEGAL SKILLS

Legal skills are a minimum expectation clients have of their attorneys, but All-Stars exceed even the highest expectations placed on them.

#### **OUTSIZED VALUE**

All-Stars deliver services above and beyond the call of duty. Their service and work make clients feel they are getting a deal—no matter what the price tag.

**#5** 

#6

#### **OUTSTANDING RESULTS**

All-Stars provide surefire solutions to risk-averse corporate counsel. Clients know they can rely on these attorneys in the most difficult of situations.

# 312 ALL-STARS, 6 COMMON TRAITS.

Corporate counsel demands and preferences vary widely, yet they identify 6 traits common to the BTI Client Service All-Stars.

The good news—you can learn many of these skills. Start by getting client feedback to learn what your clients want and exactly how you are doing. Then find a mentor, coach, or course to help you develop the traits your clients are looking for.



# **CULTIVATING CLIENT SERVICE STANDOUTS**



### LAW FIRMS HOME TO MULTIPLE ALL-STAR ATTORNEYS

# CULTIVATING FIRMWIDE SUCCESS.

Of the 650 law firms serving large organizations, only 66 are home to more than 1 BTI Client Service All-Star: a truly elite group of standout law firms.

These firms demonstrate their firmwide commitment to client service excellence. It is no surprise to learn over 80% of these firms are also featured in the top 100 in the *BTI Client Service A-Team 2016*—BTI's definitive annual ranking of the law firms legal decision makers recognize for delivering the absolute best client service.

## FIRM NUMBER OF ALL-STARS

Jones Day	8
Skadden, Arps, Slate, Meagher & Flom	8
Dentons	7
BakerHostetler	6
Gibson, Dunn & Crutcher	6
Mayer Brown	6
Reed Smith	6
Morgan Lewis	5
Covington & Burling	4
Crowell & Moring	4
Hogan Lovells	4
Kirkland & Ellis	4
Morrison & Foerster	4
Norton Rose Fulbright	4
Paul, Weiss	4
Sidley Austin	4
Troutman & Sanders	4
Akin Gump Strauss Hauer & Feld	3
Alston & Bird	3
Arnall Golden Gregory	3
Arnold & Porter	3
Baker Botts	3
Cleary Gottlieb Steen & Hamilton	3
Davis Polk & Wardwell	3

Continued on next page



# LAW FIRMS HOME TO MULTIPLE ALL-STAR ATTORNEYS

**FIRM** 

FIRM	NUMBER OF ALL-STARS
DLA Piper	3
Dorsey & Whitney	3
Faegre Baker Daniels	3
Foley & Lardner	3
Honigman Miller Schwartz and	I Cohn 3
Jones Walker	3
K&L Gates	3
Latham & Watkins	3
McDermott Will & Emery	3
McGuireWoods	3
Ogletree, Deakins, Nash, Smo	oak & Stewart 3
Orrick, Herrington & Sutcliffe	3
Polsinelli	3
Scopelitis, Garvin, Light, Hans	on & Feary 3
Sherman & Howard	3
Shook, Hardy & Bacon	3
Sullivan & Cromwell	3
Sutherland	3
Thompson Hine	3
WilmerHale	3

1 IIXIVI	NUMBER OF ALL-STARS
Baker & McKenzie	2
Bass, Berry & Sims	2
Blake, Cassels & Graydon	2
Bryan Cave	2
Burke, Williams & Sorensen	2
Cooley	2
Epstein Becker Green	2
Fisher & Phillips	2
Foley Hoag	2
Greenberg Traurig	2
Holland & Knight	2
Jenner & Block	2
King & Spalding	2
Pillsbury Winthrop Shaw Pittman	2
Ropes & Gray	2
Seyfarth Shaw	2
Steptoe & Johnson	2
Torys	2
Vinson & Elkins	2
Wachtell, Lipton, Rosen & Katz	2
Weil, Gotshal & Manges	2
Wilson Sonsini Goodrich & Rosati	2

NUMBER OF ALL-STARS



#### TOP ATTORNEYS REINVENTING CLIENT RELATIONSHIPS

# SUPER ALL-STARS AND MVPs.

Even among the BTI Client Service All-Stars, there are attorneys earning special recognition from General Counsel and legal decision makers. MVPs have been recognized year after year for their dedication to delivering the best service to their clients. Another group of attorneys, the Super All-Stars, enjoy recognition from more than one influential legal decision maker this year.

BTI celebrates each of the attorneys on the following pages for their truly outstanding ability to serve clients better than all others.

# BTI CLIENT SERVICE ALL-STAR HALL OF FAME

#### H. RODGIN COHEN

SENIOR CHAIRMAN, SULLIVAN & CROMWELL

Leading the class of client service stalwarts is
H. Rodgin Cohen. 2016 marks Cohen's 14th appearance
as a BTI Client Service All-Star—8 more appearances
than any other attorney.

"HE IS KNOWLEDGEABLE AND RECOGNIZED FOR HIS TALENT THROUGHOUT THE US."

"WE VALUE HIS
RESPONSIVENESS AND
STRATEGY AS WELL AS HIS
CONTACTS AND CONNECTIONS."

"HE IS AN EXPERT IN BANKING LAW AND IS THE ATTORNEY THE BOARD TRUSTS MOST."



#### TOP ATTORNEYS REINVENTING CLIENT RELATIONSHIPS

#### **BTI CLIENT SERVICE SUPER ALL-STARS**

These 9 standout attorneys receive recognition from multiple influential General Counsel and legal decision makers.

#### JAMES B. ARONOFF

PARTNER, THOMPSON HINE

"I VALUE HIS RESPONSIVENESS
AND HE IS VERY
KNOWLEDGEABLE ABOUT THE
REAL ESTATE INDUSTRY AND
COMPLEX TRANSACTIONS."

#### PETER J. EYRE

PARTNER, CROWELL & MORING

"WE VALUE HIS ABILITY TO CUT THROUGH LEGAL COMPLEXITIES AND COMMUNICATE WITH THE BUSINESS TEAM. HE IS ALSO VERY RESPONSIVE."

#### JAMES B. MANLEY, JR.

PARTNER, DENTONS

"HE GIVES SOUND AND
PRACTICAL LEGAL ADVICE AND
IS THE ABSOLUTE BEST WHEN IT
COMES TO FOLLOW UP.
HE NEVER LEAVES US
GUESSING WHAT IS GOING ON."

#### **ROY BASH**

PRACTICE CHAIR, POLSINELLI

"He's very practical and brings great trial experience as well as general business knowledge."

#### M. HILL JEFFRIES

PARTNER, ALSTON & BIRD

"HE HAS A GREAT KNOWLEDGE BASE AND GIVES GREAT CUSTOMER SERVICE AND RESPONSIVENESS."

## MICHAEL J. SOLECKI

PARTNER, JONES DAY

"HE IS VERY EXPERIENCED IN COMPLEX TRANSACTIONS AND PROVIDES CONCISE, PRACTICAL ADVICE."

#### JACOB D. BYLUND

PARTNER, FAEGRE BAKER DANIELS

"HE HAS INCREDIBLE
COMMUNICATION AND
COLLABORATION
SKILLS AND GIVES THE
IMPRESSION HE IS WORKING
WITH US AND NOT JUST FOR US."

#### ETHAN A. KLINGSBERG

PARTNER, CLEARY GOTTLIEB STEEN & HAMILTON

"He's a great strategist.
He is very knowledgeable,
responsive, experienced
and personable."

### RICHARD D. TRUESDELL, JR.

PARTNER, DAVIS POLK & WARDWELL

"HIS KNOWLEDGE LEVEL IS LIKE AN ENCYCLOPEDIA OF SECURITIES AND WE VALUE THE WAY HE CONVEYS HIS EXPERIENCES."



## TOP ATTORNEYS REINVENTING CLIENT RELATIONSHIPS

## **BTI CLIENT SERVICE ALL-STAR MVPs**

**ATTORNEY** 

NUMBER OF CONSECUTIVE YEARS RECOGNIZED

H. Rodgin Cohen Senior Chairman, Sullivan & Cromwell	14
Leslie A. Lanusse Partner, Adams and Reese	6
Gerald L. Maatman, Jr. Partner, Seyfarth Shaw	5
Jeffrey N. Ostrager Partner, Curtis	5
Tom Clare Partner, Clare Locke	4
Douglas R. Marvin Partner, Williams & Connolly	4
Allen J. Ruby Partner, Skadden, Arps, Slate, Meagher & Flom	4
Douglas W. Sullivan Partner, Crowell & Moring	4

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"SHE KNOWS OUR BUSINESS AND HAS A PRACTICAL, COMMON SENSE APPROACH. SHE IS ALSO EXCEPTIONALLY EFFICIENT AND GIVES US GOOD VALUE FOR THE DOLLAR."

# SERVICE AS A WAY OF LIFE—THE MVPs.

Few attorneys are committed to ensuring their client service is consistently meeting the rising expectations of General Counsel. The MVPs are the exception.

These 61 attorneys have had their superior service recognized by legal decision makers for 2 or more years in a row.



## TOP ATTORNEYS REINVENTING CLIENT RELATIONSHIPS

### **BTI CLIENT SERVICE ALL-STAR MVPs**

ATTORNEY

ATTORNEY NUMBER OF CONSECUTIVE YEARS RECOGNIZED

Bobby R. Burchfield Partner, King & Spalding	3
Jacob D. Bylund Partner, Faegre Baker Daniels	3
<b>Greg M. Frenette</b> Partner, Blake, Cassels & Graydon	3
Wayne A. Graver Shareholder/Member of the Board of Directors, Lavin, O'Neil, Cedrone & DiSipio	3
Michael Hoffman Partner, Arena Hoffman	3
Michael A. Kahn Senior Counsel, Crowell & Moring	3
William J. Kelly, III Founding Member, Kelly & Walker	3
Tracy E. Kern Partner, Jones Walker	3
Patrick J. Lamb Partner, Valorem Law Group	3
Michael R. Lazerwitz Senior Counsel, Cleary Gottlieb Steen & Hamilton	3

ATTOMNET	NOWIDER OF CONSECUTIVE TEARS RECOGNIZED

NUMBER OF CONSECUTIVE VENDS RECOGNIZED

E. Mabry Rogers Partner, Bradley Arant Boult Cummings	3
Steven A. Rosenblum Partner, Wachtell, Lipton, Rosen & Katz	3
E. Joshua Rosenkranz Partner, Orrick, Herrington & Sutcliffe	3
Mary K. Ryan Partner, Nutter McClennen & Fish	3
Charles T. Speth, II Shareholder, Ogletree, Deakins, Nash, Smoak & Stewart	3
James B. Aronoff Partner, Thompson Hine	2
John T. Baecher Partner, Chadbourne & Parke	2
Steven M. Baumer Partner, Bryan Cave	2
David E. Constine, III Partner, Troutman Sanders	2
Robert M. Conway Partner, Duane Morris	2

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"HE HAS A RARE ABILITY TO MAKE THE COMPLEX SOUND BOTH SIMPLE AND CONVERSATIONAL."

"HE'S BRILLIANT, A FANTASTIC WRITER.

HE'S ALSO THE BEST ORAL ADVOCATE I KNOW

AND JUST A GREAT GUY."



## TOP ATTORNEYS REINVENTING CLIENT RELATIONSHIPS

#### BTI CLIENT SERVICE ALL-STAR MVPs

**ATTORNEY** 

John G. Froemming

Elizabeth G. Hester

Member, Kaufman & Canoles

A. Gregory Junge

Partner, Van Ness Feldman

Ethan A. Klingsberg

Partner, Cleary Gottlieb Steen & Hamilton

ATTORNEY NUMBER OF CONSECUTIVE YEARS RECOGNIZED

Ariel J. Deckelbaum Partner, Paul, Weiss	2
Stacy Leshock Dee, Esq. Member, Reiferson Miller	2
John Dembeck Counsel, Debevoise & Plimpton	2
Robert W. Dockery Shareholder, Polsinelli	2
James P. Dougherty Partner, Jones Day	2
Sean C. Doyle Partner, Skadden, Arps, Slate, Meagher & Flom	2
Christian W. Fabian Partner, Mayer Brown	2
Scott Ferrell Firm Founder, Newport Trial Group	2
Eric M. Feuerstein Partner, Gibson, Dunn & Crutcher	2
Joel S. Forman Shareholder, Vedder Price	2

Partner, Jones Day	2
Robert B. Gilmore Partner, Stein Mitchell Cipollone Beato & Missner	2
Stephen Glover Partner, Gibson, Dunn & Crutcher	2
Robert D. Goldbaum Partner, Paul, Weiss	2
Howard M. Goldwasser Partner, K&L Gates	2
Michael A. Gordon Partner, Sidley Austin	2
William E. Hannum, III Managing Partner, Schwartz Hannum	2
_	

NUMBER OF CONSECUTIVE YEARS RECOGNIZED

Continued on next page

2

2

2

"HE POSSESSES GREAT KNOWLEDGE, CREDIBILITY AND LOYALTY. HIS TECHNICAL KNOW-HOW AND EXPERTISE ARE ONLY RIVALED BY HIS CLIENT SERVICE."

"SHE IS RESPONSIVE AND THOROUGH. SHE KNOWS MY COMPANY AND INDUSTRY AND CREATES A GOOD WORKING RELATIONSHIP."



## TOP ATTORNEYS REINVENTING CLIENT RELATIONSHIPS

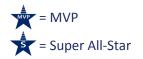
## **BTI CLIENT SERVICE ALL-STAR MVPs**

ATTORNEY NUMBER OF CONSECUTIVE YEARS RECOGNIZED

Paula E. Litt Partner, Schopf & Weiss	2
<b>Kirk T. May</b> Founding Shareholder, Rouse Hendricks German May	2
David McIntosh Partner, Ropes & Gray	2
<b>Teri Lynn McMahon</b> Partner, Alston & Bird	2
Karrin Powys-Lybbe Partner, Torys	2
Steven W. Quattlebaum  Managing Member, Quattlebaum, Grooms & Tull	2
Pankaj K. Sinha Partner, Skadden, Arps, Slate, Meagher & Flom	2
Richard S. Soble Partner, Honigman Miller Schwartz and Cohn	2
Michael J. Solecki Partner, Jones Day	2
Marc F. Sperber Partner, Mayer Brown	2
Jay Tabor Partner, Gibson, Dunn & Crutcher	2
H. Glenn Tucker Partner; Chair, Corporate Department, Greenberg Dauber Epstein & Tucker	2
Jeffrey J. Wild Partner, Benesch	2







LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

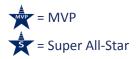
BTI offers congratulations to the following 312 attorneys earning recognition from leading General Counsel and legal decision makers for outperforming all other attorneys. It is a true achievement to earn this level of praise from influential clients.

RTI NOTE: Delimary apartics deduction the apartics area in which the nominating client decognized each RTI

BTI NOTE: PRIMARY PRACTICE REPRESENTS THE PRACTICE AREA IN WHICH THE NOMINATING CLIENT RECOGNIZED EACH BTI CLIENT SERVICE ALL-STAR AND IS NOT AN EXHAUSTIVE LIST OF EVERY AREA OF PRACTICE FOR EACH ATTORNEY.

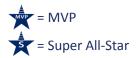
ADAMS AND REESE			
Leslie A. Lanusse Partner	Location Primary Practice Nominated By	New Orleans, LA Labor and Employment Large Wholesale Trade Company	
AHLERS & COONEY			
Elizabeth Gregg Kennedy Shareholder	Location Primary Practice Nominated By	Des Moines, IA Labor and Employment Large Diversified Media Company	
AKIN GUMP STRAUSS HAUER & FELD			
Rick L. Burdick Partner	Location Primary Practice Nominated By	Washington, DC Corporate Leading Energy Company	
Dianne B. Elderkin Partner	Location Primary Practice Nominated By	Philadelphia, PA Patent Litigation Global Pharmaceutical Giant	
Michael K. Swan Partner	Location Primary Practice Nominated By	Houston, TX Complex Commercial Litigation Large Professional Services Firm	





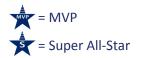
_			
	ALSTON & BIRD		
-	Richard W. Grice Partner	Location Primary Practice Nominated By	Atlanta, GA Finance Group Large Financial Services Firm
S	M. Hill Jeffries Partner	Location Primary Practice Nominated By	Atlanta, GA Corporate and Securities Global Consumer Goods Giant
MVP	Teri Lynn McMahon Partner	Location Primary Practice Nominated By	Atlanta, GA Corporate Transactions and Securities Leading Manufacturing Company
	Andrews Kurth		
	<b>Jon W. Daly</b> Partner	Location Primary Practice Nominated By	Houston, TX Corporate and M&A Leading Consumer Goods Retailer
	ARENA HOFFMAN		
MVP	Michael Hoffman Partner	Location Primary Practice Nominated By	San Francisco, CA Labor and Employment Litigation Leading Consumer Goods Retailer
	ARMSTRONG TEASDALE		
	Michael S. Jefferies Partner	Location Primary Practice Nominated By	St. Louis, MO M&A Leading Consumer Goods Manufacturer
	ARNALL GOLDEN GREGORY		
-	Aaron M. Danzig Partner	Location Primary Practice Nominated By	Atlanta, GA Litigation Global Food Service Giant
	Allen I. Hirsch Partner	Location Primary Practice Nominated By	Atlanta, GA Antitrust Litigation Global Food Service Giant
	William H. Kitchens Partner	Location Primary Practice Nominated By	Atlanta, GA Government and Regulatory Global Food Service Giant





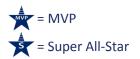
ARNOLD & PORTER		
Michael L. Bernstein Partner	Location Primary Practice Nominated By	Washington, DC Bankruptcy and Corporate Restructuring Large Financial Services Firm
Jonathan Gleklen Partner	Location Primary Practice Nominated By	Washington, DC Antitrust/Competition Leading Technology Company
Brian C. McCormally Partner	Location Primary Practice Nominated By	Washington, DC Financial Services Large Banking Company
BAKER & MCKENZIE		
Tomasz Krzyzowski Partner	Location Primary Practice Nominated By	Warsaw, Poland M&A Leading Consumer Goods Manufacturer
Kirsty H. Wilson Partner	Location Primary Practice Nominated By	London, England Corporate Leading Technology Company
BAKER BOTTS		
Mike Bengtson Partner	Location Primary Practice Nominated By	Houston, TX Corporate Leading Energy Company
Daniel Hulseberg Partner	Location Primary Practice Nominated By	New York, NY Intellectual Property Leading Consumer Goods Manufacturer
Robert C. Scheinfeld Partner	Location Primary Practice Nominated By	New York, NY Intellectual Property Leading Insurance Carrier





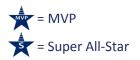
BAKERHOSTETLER		
Todd A. Dawson Partner	Location Primary Practice Nominated By	Cleveland, OH Labor Relations Leading Hospitality Company
Suzanne K. Hanselman Partner	Location Primary Practice Nominated By	Cleveland, OH Securities Offerings and Compliance Large Industrial Manufacturer
Craig A. Hoffman Partner	Location Primary Practice Nominated By	Cincinnati, OH Privacy and Complex Commercial Litigation National Consumer Goods Company
David G. Holcombe Partner	Location Primary Practice Nominated By	Cincinnati, OH Labor Relations Large Media Company
Amy J. Traub Partner	Location Primary Practice Nominated By	New York, NY Employment Litigation Major Food Company
Jeffrey T. Williams Partner	Location Primary Practice Nominated By	Cleveland, OH Litigation Major Food Company
BASS, BERRY & SIMS		
Michael R. Hess Member	Location Primary Practice Nominated By	Memphis, TN Specialty Pharmacy Global Pharmaceutical Giant
Michael S. Moschel Member	Location Primary Practice Nominated By	Nashville, TN Labor and Employment Leading Hospitality Company
BELIN McCormick		
S. Christian Nelson Shareholder	Location Primary Practice Nominated By	Des Moines, IA M&A Large Diversified Media Company
BENESCH		
Jeffrey J. Wild Partner	Location Primary Practice Nominated By	Cleveland, OH Real Estate and Environmental Large Real Estate Investor





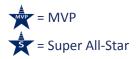
	BLAKE, CASSELS & GRAYDON		
MVP	Greg M. Frenette Partner	Location Primary Practice Nominated By	Toronto, ON M&A Major Insurance Carrier
	Michael McCachen, FCIArb Partner	Location Primary Practice Nominated By	Calgary, AB Litigation Global Energy Giant
	BRADLEY ARANT BOULT CUMMIN	GS	
MVP	E. Mabry Rogers Partner	Location Primary Practice Nominated By	Birmingham, AL Construction and Procurement Leading Energy Company
	BRENNAN, RECUPERO, CASCIONE	E, SCUNGIO & MCAL	LISTER
	Thomas S. Hemmendinger Partner	Location Primary Practice Nominated By	Providence, RI Corporate Leading Transportation Company
	BRYAN CAVE		
MVP	Steven M. Baumer Partner	Location Primary Practice Nominated By	St. Louis, MO Transactions Leading Manufacturing Company
	William F. Seabaugh Partner	Location Primary Practice Nominated By	St. Louis, MO Transactions Large Industrial Manufacturer
	BURKE CROMER CREMONESE		
	Jeffrey D. Roberts Partner	Location Primary Practice Nominated By	Pittsburgh, PA Litigation Leading Energy Company
	BURKE, WILLIAMS & SORENSEN		
	Cheryl L. Johnson-Hartwell Partner	Location Primary Practice Nominated By	Los Angeles, CA Labor and Employment Leading Consumer Goods Retailer
	H. James Wulfsberg Partner	Location Primary Practice Nominated By	Oakland, CA Litigation National Professional Services Firm





Burr & Forman		
David A. Elliott Partner	Location Primary Practice Nominated By	Birmingham, AL Litigation Leading Financial Services Firm
BUTLER SNOW		
Christy D. Jones Attorney	Location Primary Practice Nominated By	Jackson, MS Drug and Device Litigation Global Pharmaceutical Giant
CALFEE		
Thomas F. McKee Chairman	Location Primary Practice Nominated By	Cleveland, OH Corporate, Securities & Capital Markets Large Manufacturing Company
CARLTON FIELDS JORDEN B	URT	
James F. Jorden Shareholder	Location Primary Practice Nominated By	Washington, DC Litigation Leading Insurance Carrier
CHADBOURNE & PARKE		
John T. Baecher Partner	Location Primary Practice Nominated By	New York, NY Project Finance Leading Energy Company
CHOATE, HALL & STEWART		
John R. Pitfield Partner	Location Primary Practice Nominated By	Boston, MA M&A and Corporate & Securities Large Industrial Manufacturer
CLARE LOCKE		
<b>Tom Clare</b> Partner	Location Primary Practice Nominated By	Alexandria, VA Litigation National Wholesale Trade Company
CLARK HILL		
Kevin A. Fanning Member	Location Primary Practice Nominated By	Birmingham, MI Commercial Litigation Leading Transportation Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

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S	MVP

Ethan A. Klingsberg

Michael R. Lazerwitz

Victor I. Lewkow

Partner

Senior Counsel

Location New York, NY
Primary Practice M&A

Nominated By

Leading Consumer Goods Retailer

Location New York, NY

Primary Practice Wh

White-Collar Defense, Securities

Enforcement and Internal Investigations Leading Financial Services Firm

Nominated By

Location

New York, NY

San Diego, CA

Partner

Primary Practice
Nominated By

M&A and Joint Ventures
Leading Technology Company

#### COOLEY

**Scott Dailard** 

Partner

Location

Primary Practice
Nominated By

Privacy and Data Protection

Large Diversified Media Company

Joseph M. Drayton

Partner

Location
Primary Practice

New York, NY

Intellectual Property Litigation

Nominated By Global Insurance Giant

#### **COVINGTON & BURLING**

Jason A. "Jay" Carey

**Partner** 

Location
Primary Practice
Nominated By

Washington, DC Government Contracts

Global Transportation Giant

Jeffrey B. Elikan

Partner

Location
Primary Practice

Nominated By

Nominated By

Nominated By

Washington, DC

Patent Litigation

Global Pharmaceutical Giant

Corinne A. Goldstein

Partner

Location

Primary Practice

Washington, DC

International Trade Controls
Leading Transportation Company

**Benedict M. Lenhart** 

Partner

Location
Primary Practice

•

Washington, DC

Insurance and Litigation Leading Technology Company

COZEN O'CONNOR

Joseph E. Tilson

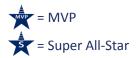
Partner

Location

Primary Practice Nominated By Chicago, IL

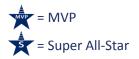
Labor and Employment Leading Agricultural Supplier





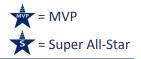
	CRAVATH, SWAINE & MOORE		
	Susan Webster Partner	Location Primary Practice Nominated By	New York, NY Finance and Securities Leading Industrial Manufacturer
ľ	CROWELL & MORING		
~	Peter J. Eyre Partner	Location Primary Practice Nominated By	Washington, DC Government Contracts Leading Professional Services Firm
VP	Michael A. Kahn Senior Counsel	Location Primary Practice Nominated By	San Francisco, CA Litigation and Trial Leading Consumer Goods Retailer
	John C. Martin Partner	Location Primary Practice Nominated By	Washington, DC Regulatory and Policy Leading Energy Company
VP	Douglas W. Sullivan Partner	Location Primary Practice Nominated By	San Francisco, CA Litigation and Trial Leading Consumer Goods Retailer
ľ	CURTIS		
IVP	Jeffrey N. Ostrager Partner	Location Primary Practice Nominated By	New York, NY Corporate and Securities Leading Industrial Distributor
Ī	DAVIDSON BERQUIST JACKSON	+ GOWDEY	
	Donald L. Jackson Partner	Location Primary Practice Nominated By	McLean, VA Intellectual Property Litigation Global Industrial Giant
	DAVIS POLK & WARDWELL		
	William H. Aaronson Partner	Location Primary Practice Nominated By	New York, NY M&A Leading Financial Services Firm
	Richard J. Sandler Partner	Location Primary Practice Nominated By	New York, NY Capital Markets Global Insurance Giant
S	Richard D. Truesdell, Jr.	Location Primary Practice Nominated By	New York, NY Capital Markets Leading Energy Giant





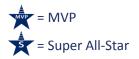
	DEBEVOISE & PLIMPTON	DEBEVOISE & PLIMPTON			
MVP	John Dembeck Counsel	Location Primary Practice Nominated By	New York, NY Insurance & Reinsurance Global Insurance Giant		
	DECHERT				
	Laura Swihart Partner	Location Primary Practice Nominated By	New York, NY Real Estate Finance and Investing Global Financial Services Giant		
	DENTONS				
	Laura Leigh Geist Partner	Location Primary Practice Nominated By	San Francisco, CA Commercial Litigation Large Financial Services Group		
	Gary A. Goodman Partner	Location Primary Practice Nominated By	New York, NY Real Estate Large Commercial Bank		
	Barbara B. Johnston, Q.C. Partner	Location Primary Practice Nominated By	Calgary, AB Labor and Employment Global Energy Giant		
	James B. Manley, Jr. Partner	Location Primary Practice Nominated By	Atlanta, GA Litigation Prominent Industrial Manufacturer		
	Stafford Matthews Partner	Location Primary Practice Nominated By	Palo Alto, CA Competition and Antitrust Leading Professional Services Provider		
	G. Scott Rafshoon Partner	Location Primary Practice Nominated By	Atlanta, GA Corporate and M&A Prominent Professional Services Firm		
	Douglas A. Scullion Partner	Location Primary Practice Nominated By	San Francisco, CA Litigation Large Financial Services Group		
	DINICOLA, SELIGSON & UPTON				
	John W. DiNicola, II Partner	Location Primary Practice Nominated By	Boston, MA Construction Litigation National Professional Services Firm		





DLA PIPER		
Ed Batts Partner	Location Primary Practice Nominated By	East Palo Alto, CA Corporate Leading Technology Company
James M. Brogan Partner	Location Primary Practice Nominated By	Philadelphia, PA Product Liability, Mass Torts and Product Stewardship Global Manufacturing Giant
Bret Lowell Partner	Location Primary Practice Nominated By	Reston, VA Franchise and Commercial Contracts Leading Financial Services Firm
Dorsey & Whitney		
Sandra Edelman Partner	Location Primary Practice	New York, NY Trademark, Copyright, Advertising & Brand Management
	Nominated By	Large Food Company
John Marsalek Partner	Location Primary Practice Nominated By	Minneapolis, MN Mergers & Acquisitions Leading Industrial Manufacturer
Gary L. Tygesson Partner	Location Primary Practice Nominated By	Minneapolis, MN Capital Markets & Corporate Compliance Major Manufacturing Company
DUANE MORRIS		
Robert M. Conway Partner	Location Primary Practice Nominated By	Philadelphia, PA Intellectual Property Leading Industrial Manufacturer
DUNLAP CODDING		
<b>Douglas J. Sorocco</b> Director and Shareholder	Location Primary Practice Nominated By	Oklahoma City, OK Intellectual Property Leading Industrial Manufacturer
EIMER STAHL		
Nathan P. Eimer Partner	Location Primary Practice Nominated By	Chicago, IL Individual and Class Civil Litigation Large Energy Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

EPSTEIN BECKER GREEN		
Mark E. Lutes Chair, Board of Directors/Member of the Firm	Location Primary Practice Nominated By	Washington, DC Healthcare and Life Sciences Large Health Care Company
Patricia M. Wagner Member of the Firm/Chief Privacy Officer	Location Primary Practice Nominated By	Washington, DC Healthcare and Life Sciences Large Health Care Company
FAEGRE BAKER DANIELS		
Jacob D. Bylund Partner	Location Primary Practice Nominated By	Des Moines, IA Food & Agriculture Litigation Leading Consumer Goods Giant
Jennifer R. Mewaldt Partner	Location Primary Practice Nominated By	Minneapolis, MN Capital Markets and Securities Leading Wholesale Trade Company
Amy C. Seidel Partner	Location Primary Practice Nominated By	Minneapolis, MN Corporate Leading Energy Company
FISH & RICHARDSON		
Michael E. Florey Principal	Location Primary Practice Nominated By	Minneapolis, MN IP Litigation Global Pharmaceutical Company
FISHER & PHILLIPS		
Lonnie D. Giamela	Location	Los Angeles, CA

Location

Primary Practice

**Primary Practice** 

Nominated By

Nominated By

Denver, CO

**Global Food Giant** 

**Labor and Employment** 

**Labor and Employment** 

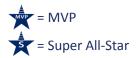
Large Professional Services Firm

Danielle S. Urban

Partner

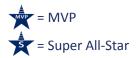
Partner





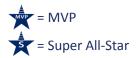
FOLEY & LARDNER		
<b>Linda E. Benfield</b> Partner	Location Primary Practice Nominated By	Milwaukee, WI Environmental Regulation Leading Consumer Goods Retailer
Michael J. Lockerby Partner	Location Primary Practice Nominated By	Washington, DC Distribution and Franchise National Manufacturing Company
<b>Myla R. Reizen</b> Partner	Location Primary Practice Nominated By	Miami, FL Health Care Large Health Care Company
FOLEY HOAG		
Daniel S. Clevenger Partner	Location Primary Practice Nominated By	Boston, MA Corporate Finance and Securities Leading Health Care Company
John D. Hancock Partner	Location Primary Practice Nominated By	Boston, MA Corporate Finance and Securities Leading Health Care Company
FRANKFURT KURNIT KLEIN & SE	ELZ	
Catherine M.C. Farrelly Partner	Location Primary Practice Nominated By	New York, NY Trademark and Brand Management Global Insurance Giant
FREEBORN & PETERS		
Eugene F. Zelek, Jr. Partner	Location Primary Practice Nominated By	Chicago, IL Antitrust and Trade Regulation Large Manufacturing Company
FROST BROWN TODD		
Nicholas C. Pappas  Member	Location Primary Practice Nominated By	Indianapolis, IN Product Liability Litigation Leading Industrial Manufacturer





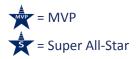
'	GIBSON, DUNN & CRUTCHER				
	Jeffrey A. Chapman Partner	Location Primary Practice Nominated By	Dallas, TX M&A Prominent Health Care Company		
MVP	Eric M. Feuerstein Partner	Location Primary Practice Nominated By	New York, NY Real Estate Large Real Estate Investor		
MVP	Stephen Glover Partner	Location Primary Practice Nominated By	Washington, DC M&A, Corporate Transactions and Capital Markets Leading Hospitality Company		
	Elizabeth A. Ising Partner	Location Primary Practice Nominated By	Washington, DC Securities Regulation and Corporate Governance Global Consumer Goods Giant		
	Daniel R. Mummery Partner	Location Primary Practice Nominated By	Palo Alto, CA Strategic Sourcing and Commercial Transactions Large Industrial Manufacturer		
MVP	Jay Tabor Partner	Location Primary Practice Nominated By	Dallas, TX M&A, Private Equity, and Energy & Infrastructure Leading Consumer Goods Retailer		
	GREENBERG DAUBER EPSTEIN &	TUCKER			
MVP	H. Glenn Tucker Partner; Chair, Corporate Department	Location Primary Practice Nominated By	Newark, NJ Corporate Large Health Care Company		
	GREENBERG TRAURIG				
	Rita M. Powers Shareholder	Location Primary Practice Nominated By	Chicago, IL Real Estate Litigation Large Real Estate Investor		
	Richard A. Rosenbaum Shareholder; Chief Executive Officer	Location Primary Practice Nominated By	New York, NY Management National Industrial Manufacturer		





HANSON BRIDGETT		
Christina M. Nugent Counsel	Location Primary Practice Nominated By	Sacramento, CA Transportation and Logistics Leading Transportation Company
HICKS MORLEY		
Vincent M. Panetta Partner	Location Primary Practice Nominated By	Kingston, ON Labour Relations Leading Agricultural Supplier
HINSHAW & CULBERTSON		
Joshua G. Vincent Partner	Location Primary Practice Nominated By	Chicago, IL Litigation Large Real Estate Investor
HOGAN LOVELLS		
<b>John H. Booher</b> Partner	Location Primary Practice Nominated By	Menlo Park, CA M&A Leading Health Care Company
Elizabeth M. Donley Partner	Location Primary Practice Nominated By	Washington, DC M&A Leading Industrial Manufacturer
Michael J. Silver Partner	Location Primary Practice Nominated By	New York, NY M&A Leading Health Care Company
Michael J. Vernick Partner	Location Primary Practice Nominated By	Washington, DC Government Contracts Large Professional Services Firm
HOLLAND & HART		
Lucy Stark Partner	Location Primary Practice Nominated By	Denver, CO M&A Leading Energy Company





HOLLAND & KNIGHT				
Vito A. Costanzo Partner	Location Primary Practice Nominated By	Los Angeles, CA Litigation and Dispute Resolution Leading Manufacturing Company		
Ben W. Subin Partner	Location Primary Practice Nominated By	Orlando, FL Construction Litigation & Dispute Resolution National Professional Services Firm		
HONIGMAN MILLER SCHWARTZ	HONIGMAN MILLER SCHWARTZ AND COHN			
Robert J. Palmersheim Partner	Location Primary Practice Nominated By	Chicago, IL Antitrust and Trade Regulation Prominent Industrial Manufacturer		
J. Adam Rothstein Partner	Location Primary Practice Nominated By	Bloomfield Hills, MI Real Estate Large Financial Services Firm		
Richard S. Soble Partner	Location Primary Practice Nominated By	Bloomfield Hills, MI Corporate and Tax Large Financial Services Firm		
HUNTON & WILLIAMS				
<b>Jeffrey L. Harvey</b> Partner	Location Primary Practice Nominated By	Richmond, VA Global Outsourcing and Technology Leading Technology Company		
IRELL & MANELLA				
Jonathan S. Kagan Partner	Location Primary Practice Nominated By	Los Angeles, CA IP Litigation Leading Technology Company		
JENNER & BLOCK				
David W. DeBruin Partner	Location Primary Practice Nominated By	Washington, DC Complex Commercial Litigation Global Professional Services Giant		
Dean N. Panos Partner	Location Primary Practice Nominated By	Chicago, IL Litigation Major Food Company		





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

#### **JONES DAY**



James P. Dougherty

Location **Primary Practice** Nominated By

Cleveland, OH and New York, NY

M&A and Corporate

Leading Industrial Manufacturer

John G. Froemming

Location Washington, DC **Primary Practice Intellectual Property** 

Nominated By Leading Consumer Goods Manufacturer

Daniel C. Hagen

**Partner** 

Location

**Primary Practice** 

Nominated By

New York, NY

**Employee Benefits and Executive** 

Leading Consumer Goods Manufacturer

Leading Consumer Goods Manufacturer

Compensation

Cleveland, OH

Detroit, MI and Columbus, OH Location

Jeffrey J. Jones

**Partner** 

**Primary Practice** 

Litigation Nominated By

Leading Industrial Manufacturer

David A. Kutik

**Partner** 

Location **Primary Practice** 

Litigation Nominated By **Leading Energy Company** 

Cleveland, OH Location

Patrick J. Leddy

Partner

**Primary Practice** 

M&A

Large Industrial Manufacturer Nominated By

Randi C. Lesnick

Michael J. Solecki

**Partner** 

Location

M&A

**Primary Practice** 

Nominated By

Cleveland, OH

New York, NY

Location

**Primary Practice** 

Capital Markets

New Orleans, LA

Leading Consumer Goods Retailer

Nominated By Large Real Estate Investor



Monique A. Cenac

Partner

Location Phoenix, AZ

**Primary Practice** Corporate Governance

Nominated By **Leading Energy Giant** 

Tracy E. Kern Location

**Primary Practice** Nominated By

**Labor and Employment** 

Location Miami, FL

**Primary Practice Labor and Employment** 

> Nominated By Leading Consumer Goods Retailer

Laurie M. Riley

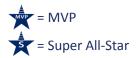
Partner





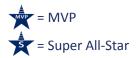
	JOSEPH & COHEN			
	<b>Jeffrey J. Lederman</b> Partner	Location Primary Practice Nominated By	San Francisco, CA IP Litigation Leading Technology Company	
	K&L GATES			
•	Brian R. Brown Partner	Location Primary Practice Nominated By	Raleigh, NC Corporate and M&A Leading Health Care Company	
MVP	Howard M. Goldwasser Partner	Location Primary Practice Nominated By	New York, NY Debt Capital Markets Large Commercial Bank	
	Edward P. Sangster Administrative Partner	Location Primary Practice Nominated By	San Francisco, CA Commercial Disputes Large Transportation Company	
	KASOWITZ, BENSON, TORRES & FRIEDMAN			
•	James J. Stricker Partner	Location Primary Practice Nominated By	New York, NY Commercial Litigation Leading Telecommunications Company	
	KATTEN MUCHIN ROSENMAN			
-	Sheldon T. Zenner Partner	Location Primary Practice Nominated By	Chicago, IL White-Collar and Civil Litigation Global Financial Services Giant	
	KAUFMAN & CANOLES			
VP	Elizabeth G. Hester Member	Location Primary Practice Nominated By	Richmond, VA Commercial Large Manufacturing Company	
	KELLEY DRYE & WARREN			
	Karyn Corlett Fulton Partner	Location Primary Practice Nominated By	New York, NY Real Estate Global Health Care Giant	





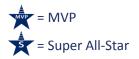
KELLY & WALKER			
William J. Kelly, III Founding Member	Location Primary Practice Nominated By	Denver, CO Commercial & Employment Litigation Large Wholesale Trade Company	
KING & SPALDING			
Bobby R. Burchfield Partner	Location Primary Practice Nominated By	Washington, DC Complex Litigation Global Wholesale Trade Giant	
Joseph W. Dorn Partner	Location Primary Practice Nominated By	Washington, DC International Trade/WTO Leading Industrial Manufacturer	
KIRKLAND & ELLIS			
Dale Cendali, P.C. Partner	Location Primary Practice Nominated By	New York, NY Intellectual Property Global Consumer Goods Manufacturer	
Stuart A.C. Drake Partner	Location Primary Practice Nominated By	Washington, DC Environmental Major Energy Company	
James N. Nowacki, P.C. Of Counsel	Location Primary Practice Nominated By	Chicago, IL Litigation Large Professional Services Firm	
Brian D. Wolfe Partner	Location Primary Practice Nominated By	Chicago, IL Private Equity Leading Media Company	
KNOBBE MARTENS OLSON & BE	AR		
Adeel Akhtar Partner	Location Primary Practice Nominated By	San Francisco, CA Intellectual Property Leading Technology Company	
KRIEG DEVAULT			
Brian M. Heaton Partner	Location Primary Practice Nominated By	Carmel, IN Corporate/Health Care Mergers & Acquisitio Large Manufacturing Company	





LATHAM & WATKINS		
Matthew A. Brill Partner	Location Primary Practice Nominated By	Washington, DC Communications Law Leading Telecommunications Giant
Kirk A. Davenport II Partner	Location Primary Practice Nominated By	New York, NY Capital Markets Leading Industrial Manufacturer
Daniel T. Lennon Partner	Location Primary Practice Nominated By	Washington, DC M&A and Private Equity Prominent Health Care Company
LATHROP & GAGE		
David R. Barnard Partner	Location Primary Practice Nominated By	Kansas City, MO Intellectual Property Large Consumer Goods Retailer
LAVIN, O'NEIL, CEDRONE & DI	SIPIO	
Wayne A. Graver Shareholder/Member of the Board of Directors	Location Primary Practice Nominated By	Philadelphia, PA Industrial & Consumer Product Liability Large Consumer Goods Retailer
LEE TRAN & LIANG		
Enoch H. Liang Partner	Location Primary Practice Nominated By	San Francisco, CA IP Litigation Large Consumer Goods Retailer
LITTLER MENDELSON		
Steven L. Rahhal Shareholder	Location Primary Practice Nominated By	Dallas, TX Labor and Employment Prominent Health Care Company
LOCKE LORD		
Jason Mueller Partner	Location Primary Practice Nominated By	Dallas, TX Trademark, Copyright and Advertising Leading Insurance Group





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

MAYER	<b>B</b> ROWN
-------	---------------

**Curtis A. Doty** 

**Partner** 

**Primary Practice** Nominated By

Location

New York, NY Banking and Finance

**Global Financial Services Firm** 

**Christian W. Fabian** 

Location Chicago, IL

M&A and Corporate & Securities **Primary Practice** Nominated By Large Manufacturing Company

Charles Salem Hallab

Partner

Location Washington, DC **Primary Practice International Trade** 

Leading Industrial Manufacturer

Marc F. Sperber

Location

Nominated By

**Primary Practice** M&A Nominated By

Global Consumer Goods Giant

Jason P. Wagenmaker

Partner

Location

Chicago, IL

Chicago, IL

Financial Institutions M&A **Primary Practice** Nominated By Global Industrial Giant

Carmine R. Zarlenga

Partner

Location **Primary Practice** 

Washington, DC Litigation and Dispute Resolution

Nominated By Large Consumer Goods Company

#### McDermott Will & Emery

**Ankur Gupta** 

Partner

Location

**Primary Practice** Nominated By

Chicago, IL **Real Estate** 

Large Manufacturing Company

Michael Kendall

Partner

Location

**Primary Practice** 

Nominated By

Boston, MA

White-Collar and Securities Defense **Prominent Health Care Company** 

Michael W. Peregrine

**Partner** 

Location

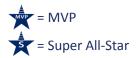
**Primary Practice** Nominated By

Chicago, IL

Corporate Responsibility and Governance

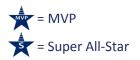
Large Health Care Company





McGuireWoods		
Philip Goldstein Partner	Location Primary Practice Nominated By	New York, NY Commercial Litigation Leading Technology Company
Jonathan P. Harmon Partner	Location Primary Practice	Richmond, VA Commercial Litigation and Employment Litigation
James H. Walsh Partner	Nominated By Location Primary Practice Nominated By	Leading Consumer Goods Company Richmond, VA Antitrust Litigation and Government Investigations Large Industrial Manufacturer
MESSNER REEVES		
Caleb Meyer Partner	Location Primary Practice Nominated By	Denver, CO Litigation Leading Telecommunications Company
MEYER, UNKOVIC & SCOTT		
Patricia L. Dodge Managing Partner	Location Primary Practice Nominated By	Pittsburgh, PA Litigation and Dispute Resolution Leading Energy Company
MICHAEL BEST & FRIEDRICH		
Christopher M. Tobin Partner	Location Primary Practice Nominated By	Washington, DC Intellectual Property Global Financial Services Giant
MILBANK, TWEED, HADLEY & N	<b>ICC</b> LOY	
Peter D. Nesgos Partner	Location Primary Practice Nominated By	New York, NY Commercial and Financial Transactions Large Telecommunications Company
MILES & STOCKBRIDGE		
Timothy L. Mullin, Jr. Principal	Location Primary Practice Nominated By	Baltimore, MD Product Liability National Consumer Goods Manufacturer





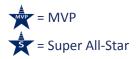
LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

Morgan Lewis		
Danny S. Ashby Partner	Location Primary Practice Nominated By	Dallas, TX Litigation, Regulation and Investigations Leading Consumer Goods Retailer
Martin F. Conniff Partner	Location Primary Practice	New York, NY Corporate Business Transactions, M&A and Finance
	Nominated By	Global Transportation Giant
Timothy P. Matthews Partner	Location Primary Practice Nominated By	Washington, DC Energy Regulation, Litigation, Transactions Leading Energy Company
Steven R. Wall Managing Partner	Location Primary Practice Nominated By	Philadelphia, PA Labor and Employment Leading Transportation Company
Paul A. Zevnik Partner	Location Primary Practice Nominated By	Washington, DC Litigation Leading Technology Company
MORRISON & FOERSTER		
Rachel Krevans Partner	Location Primary Practice Nominated By	San Francisco, CA IP Litigation Large Telecommunications Company
Kenneth A. Kuwayti Partner	Location Primary Practice Nominated By	Palo Alto, CA IP Litigation Large Technology Company
Rick Vacura Partner	Location Primary Practice Nominated By	Washington, DC Government Contracts and Public Procurement Major Professional Services Firm
Bradley D. Wine Partner	Location Primary Practice	Washington, DC Government Contracts and Public Procurement
	Nominated By	Major Professional Services Firm
NEWPORT TRIAL GROUP		
Scott Ferrell Firm Founder	Location Primary Practice	Newport Beach, CA Commercial Litigation

Nominated By

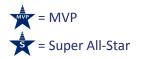
Leading Manufacturing Company





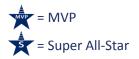
NEXSEN PRUET		
David Gossett Member	Location Primary Practice Nominated By	Greenville, SC Banking and Finance Large Banking Company
NORTON ROSE FULBRIGHT		
Jean-Philippe Brunet, CHRP Partner	Location Primary Practice Nominated By	Montreal, QC Business Immigration & International Mobility Leading Professional Services Firm
Andrew Fleming Senior Partner	Location Primary Practice Nominated By	Toronto, ON Corporate Finance and Securities Global Banking Giant
Charles E. Hurdon Managing Partner - Canada	Location Primary Practice Nominated By	Ottawa, ON Labor and Employment Global Banking Giant
Layne E. Kruse  Head of Antitrust and Competition, United States	Location Primary Practice Nominated By	Houston, TX Antitrust and Competition National Manufacturing Company
NUTTER MCCLENNEN & FISH		
Mary K. Ryan Partner	Location Primary Practice Nominated By	Boston, MA Real Estate, Land Use & Environmental Litigatio Large Technology Company
NYEMASTER GOODE		
Jason L. Giles Member	Location Primary Practice Nominated By	Des Moines, IA Business & Commercial Transactions, M&A Large Diversified Media Company
OGLETREE, DEAKINS, NASH, SM	OAK & STEWART	
William L. Duda Shareholder	Location Primary Practice Nominated By	Columbia, SC Labor and Employment Prominent Manufacturing Company
Gregg M. Lemley Shareholder	Location Primary Practice Nominated By	St. Louis, MO Labor and Employment Large Professional Services Firm
Charles T. Speth, II Shareholder	Location Primary Practice Nominated By	Columbia, SC Employment Litigation and Advice Leading Agricultural Supplier





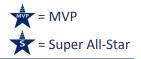
	O'MELVENY & MYERS		
	George Riley Partner	Location Primary Practice Nominated By	San Francisco, CA Litigation Large Professional Services Firm
	ORRICK, HERRINGTON & SUTCL	IFFE	
-	William S. Haft Partner	Location Primary Practice Nominated By	New York, NY Banking & Finance Leading Insurance Giant
	Lynne C. Hermle Partner	Location Primary Practice Nominated By	Silicon Valley, CA Employment Law and Litigation Global Technology Giant
VP	E. Joshua Rosenkranz Partner	Location Primary Practice Nominated By	New York, NY Supreme Court & Appellate Leading Telecommunications Company
	Paul, Weiss		
VP	Ariel J. Deckelbaum Partner	Location Primary Practice Nominated By	New York, NY Corporate, M&A and Private Equity Transactions Leading Telecommunications Giant
VP	Robert D. Goldbaum Partner	Location Primary Practice Nominated By	New York, NY Investment Management Transactions Leading Financial Services Firm
	Moses Silverman Partner	Location Primary Practice Nominated By	New York, NY Litigation Leading Energy Company
	Lawrence G. Wee Partner	Location Primary Practice Nominated By	New York, NY Capital Markets and Securities Leading Consumer Goods Company
	PECKAR & ABRAMSON		
-	Michael A. Branca Partner	Location Primary Practice Nominated By	Washington, DC Construction and Government Contracts National Professional Services Firm





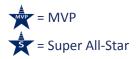
PERKINS COIE		
David M. Neff Firmwide Co-Chair, Financial Transactions & Restructuring Practice	Location Primary Practice Nominated By	Chicago, IL Bankruptcy and Restructuring Large Hospitality Company
PHELPS DUNBAR		
Allen C. Miller Partner	Location Primary Practice Nominated By	New Orleans, LA Commercial and Tort Litigation Leading Energy Company
PILLSBURY WINTHROP SHAW P	ITTMAN	
Jeffrey D. Hutchings Partner	Location Primary Practice Nominated By	Washington, DC Global Sourcing Global Food Service Giant
Margaret Rosegay Partner	Location Primary Practice Nominated By	San Francisco, CA Environment, Land Use, Natural Resources Leading Professional Services Firm
Polsinelli		
Roy Bash Practice Chair	Location Primary Practice Nominated By	Kansas City, MO Construction, Energy & Real Estate Litigation National Professional Services Firm
Robert W. Dockery Shareholder	Location Primary Practice Nominated By	Dallas, TX Corporate Finance and Securities Large Real Estate Investor
Russell S. Jones, Jr. Shareholder	Location Primary Practice Nominated By	Kansas City, MO Commercial & Intellectual Property Litigation Large Technology Company
PROSKAUER ROSE		
Richard M. Goldstein Partner	Location Primary Practice Nominated By	New York, NY Litigation Leading Consumer Goods Company
QUATTLEBAUM, GROOMS & TU	LL	
Steven W. Quattlebaum Managing Member	Location Primary Practice Nominated By	Little Rock, AR Business Litigation Leading Energy Company





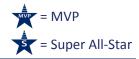
QUINN EMANUEL URQUHART &	QUINN EMANUEL URQUHART & SULLIVAN				
Faith E. Gay Partner	Location Primary Practice Nominated By	New York, NY Product Liability and Mass Torts Litigation Leading Consumer Goods Company			
REED SMITH					
Jennifer L. Achilles Partner	Location Primary Practice Nominated By	New York, NY Regulatory Proceedings Leading Financial Services Giant			
Daniel I. Booker Partner	Location Primary Practice Nominated By	Pittsburgh, PA Antitrust and Competition Leading Financial Services Group			
Robert D. Phillips, Jr. Partner	Location Primary Practice Nominated By	San Francisco, CA Litigation Large Insurance Carrier			
Nicolle R. Snyder Bagnell Partner	Location Primary Practice Nominated By	Pittsburgh, PA Energy and Natural Resources Leading Energy Company			
Peter Teare Partner	Location Primary Practice Nominated By	London, England Corporate Leading Manufacturing Company			
Paul B. Turner Partner	Location Primary Practice Nominated By	Houston, TX Energy and Natural Resources Leading Consumer Goods Retailer			
REIFERSON MILLER					
Stacy Leshock Dee, Esq.  Member	Location Primary Practice	Pittsburgh, PA Commercial Real Estate Finance Transactions			
	Nominated By	Global Financial Services Giant			
REINHART BOERNER VAN DEUR	EN				
Allen C. Schlinsog, Jr. Shareholder	Location Primary Practice Nominated By	Milwaukee, WI Product Liability and Safety Leading Industrial Manufacturer			





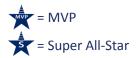
ROPERS MAJESKI KOHN BE	NTLEY		
Kathleen Strickland Partner	Location Primary Practice Nominated By	San Francisco, CA Toxic Tort Litigation Large Consumer Goods Company	
ROPES & GRAY			
Mark W. Bellomy Partner	Location Primary Practice Nominated By	Boston, MA Intellectual Property Transactions Global Pharmaceutical Giant	
David McIntosh Partner	Location Primary Practice Nominated By	Boston, MA Intellectual Property Transactions Large Professional Services Firm	
ROUSE HENDRICKS GERMAN	MAY		
Kirk T. May Founding Shareholder	Location Primary Practice Nominated By	Kansas City, MO Business Litigation Major Professional Services Firm	
SAIBER			
William F. Maderer Member	Location Primary Practice Nominated By	Florham Park, NJ Labor and Employment Large Health Care Company	
SCHOPF & WEISS			
Paula E. Litt Partner	Location Primary Practice Nominated By	Chicago, IL Litigation Large Commercial Bank	
SCHRÖDER, JOSEPH & ASSOCIATES			
Ginger D. Schröder, Esq. Founding Partner	Location Primary Practice Nominated By	Buffalo, NY Labor and Employment National Consumer Goods Company	
SCHWARTZ HANNUM			
William E. Hannum, III Managing Partner	Location Primary Practice Nominated By	Andover, MA Labor and Employment National Industrial Manufacturer	





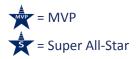
SCOPELITIS, GARVIN, LIGHT, HA	NSON & FEARY	
Donald W. Devitt Partner	Location Primary Practice	Chicago, IL Transportation Defense and Corporate and Business Transactions
	Nominated By	Prominent Food Company
Gregory M. Feary Partner	Location Primary Practice Nominated By	Indianapolis, IN Independent Contractor Issues Large Transportation Company
Robert J. Henry Partner	Location Primary Practice	Chicago, IL Insurance & Risk Management Regulatory Compliance
	Nominated By	Large Transportation Company
SEYFARTH SHAW		
Gerald L. Maatman, Jr. Partner	Location Primary Practice Nominated By	Chicago, IL Labor and Employment Leading Professional Services Firm
Howard Pianko Partner	Location Primary Practice Nominated By	New York, NY Employee Benefits and Executive Compensation Leading Health Care Company
CHAFFE DAVID O'L FARY 9 CT		Leading Health Care Company
SHAFER, DAVIS, O'LEARY & ST	OKER	
James W. Essman Shareholder	Location Primary Practice Nominated By	Odessa, TX Litigation Leading Consumer Goods Retailer
SHEARMAN & STERLING		
Robert C. Treuhold Of Counsel	Location Primary Practice Nominated By	New York, NY Capital Markets Leading Health Care Company





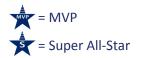
SHERMAN & HOWARD		
Vance O. Knapp Member	Location Primary Practice Nominated By	Denver, CO Labor and Employment Leading Transportation Company
Gregory J. Ramos Member	Location Primary Practice Nominated By	Denver, CO Business and Corporate Leading Telecommunications Company
W.V. Bernie Siebert Member	Location Primary Practice Nominated By	Denver, CO Labor and Employment Global Consumer Goods Giant
SHOOK, HARDY & BACON		
William P. Geraghty Managing Partner	Location Primary Practice	Miami, FL Product Liability, Business/Commercial Litigation
	Nominated By	Global Consumer Goods Giant
James P. Muehlberger Partner	Location Primary Practice Nominated By	Kansas City, MO Litigation Major Food Company
Kenneth J. Reilly Partner	Location Primary Practice Nominated By	Miami, FL Product Liability Global Consumer Goods Giant
SIDLEY AUSTIN		
Richard W. Astle Partner	Location Primary Practice Nominated By	Chicago, IL Energy Global Professional Services Giant
Michael P. Goldman Partner	Location Primary Practice Nominated By	Chicago, IL Insurance and Financial Services Large Insurance Carrier
Michael A. Gordon Partner	Location Primary Practice	New York, NY M&A, Private Equity and Corporate Governance & Executive Compensation
	Nominated By	Large Real Estate Investor
Tracey A. Nicastro Partner	Location Primary Practice Nominated By	Chicago, IL Global Finance Large Diversified Media Company





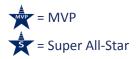
	SIMPSON THACHER & BARTLETT		
	Eric M. Swedenburg Partner	Location Primary Practice Nominated By	New York, NY M&A and Corporate Leading Industrial Manufacturer
	SKADDEN, ARPS, SLATE, MEAGH	HER & FLOM	
	Sean C. Doyle Partner	Location Primary Practice Nominated By	New York, NY M&A and Corporate & Securities Leading Consumer Goods Company
	Fred T. Goldberg, Jr. Partner	Location Primary Practice Nominated By	Washington, DC Litigation Leading Energy Company
	Kenton J. King Partner	Location Primary Practice Nominated By	Palo Alto, CA Corporate Governance and Securities Leading Technology Company
	<b>Leif King</b> Partner	Location Primary Practice Nominated By	Palo Alto, CA M&A Large Energy Company
	<b>John H. Lyons</b> Partner	Location Primary Practice Nominated By	Washington, DC Antitrust and Competition Leading Energy Company
	Allen J. Ruby Partner	Location Primary Practice Nominated By	Palo Alto, CA Litigation and White-Collar Criminal Defense Leading Food Company
	Pankaj K. Sinha Partner	Location Primary Practice	Washington, DC M&A, Corporate Finance, General Corporate and Securities Matters
	Robert J. Sullivan Partner	Nominated By  Location  Primary Practice	Leading Energy Company  New York, NY Insurance and Reinsurance Law and Related Corporate Transactions
-	SMITH ANDERSON	Nominated By	Large Insurance Carrier
_	Gerald F. Roach Partner	Location Primary Practice Nominated By	Raleigh, NC Corporate Governance and Compliance Large Technology Company





	SMITH, ROLFES & SKAVDAHL COMPANY			
	Matthew J. Smith Partner	Location Primary Practice Nominated By	Orlando, FL Property and Casualty Defense Large Insurance Carrier	
	SPENCER FANE BRITT & BROWN	NE		
	Patrick J. (Pat) Whalen Partner	Location Primary Practice Nominated By	Kansas City, MO Intellectual Property Leading Professional Services Provider	
	STEIN MITCHELL CIPOLLONE BE	ATO & MISSNER		
/P	Robert B. Gilmore Partner	Location Primary Practice Nominated By	Washington, DC Commercial Litigation Large Technology Company	
	STEPTOE & JOHNSON			
•	J. A. Bouknight, Jr. Partner	Location Primary Practice Nominated By	Washington, DC Antitrust and Competition Leading Energy Company	
	Susan G. Esserman Partner	Location Primary Practice Nominated By	Washington, DC International Trade Leading Wholesale Trade Company	
ľ	STOEL RIVES			
	Jeremy D. Sacks Partner	Location Primary Practice Nominated By	Portland, OR Litigation Leading Consumer Goods Retailer	
	SULLIVAN & CROMWELL			
P	H. Rodgin Cohen Senior Chairman	Location Primary Practice	New York, NY Acquisition, Regulatory, Enforcement & Securities	
		Nominated By	Leading Banking Company	
	S. Neal McKnight Partner	Location Primary Practice Nominated By	New York, NY Capital Markets, Leveraged Finance, Lendin Large Professional Services Firm	
	Benjamin R. Weber Partner	Location Primary Practice Nominated By	New York, NY Commercial Real Estate Large Real Estate Company	





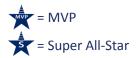
LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

SULLIVAN, WARD, ASHER & I	PATTON	
Scott D. Feringa Board of Directors	Location Primary Practice Nominated By	Southfield, MI Litigation Leading Energy Company
SUTHERLAND		
Brian Barrett Partner	Location Primary Practice Nominated By	New York, NY Capital Markets and Transactions Global Insurance Giant
Peter G. Pappas Partner	Location Primary Practice Nominated By	Atlanta, GA Intellectual Property Large Consumer Goods Company
Marc A. Rawls Partner	Location Primary Practice Nominated By	Atlanta, GA Corporate and M&A Prominent Industrial Manufacturer
TAYLOR WESSING		
Gilles Amsallem Partner	Location Primary Practice Nominated By	Paris, France Corporate Leading Consumer Goods Manufacturer
THOMPSON HINE		
James B. Aronoff Partner	Location Primary Practice Nominated By	Cleveland, OH Real Estate Capital Markets Large Real Estate Company
David A. Neuhardt Partner	Location Primary Practice Nominated By	Dayton, OH Corporate Transactions and Securities Leading Wholesale Trade Company
J. Shane Starkey Partner	Location Primary Practice	Cincinnati, OH Employee Benefits and Executive Compensation
		Compensation

Nominated By

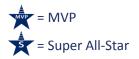
Large Media Company





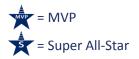
	Torys		
MVP	Karrin Powys-Lybbe Partner	Location Primary Practice Nominated By	Toronto, ON Corporate and Securities Leading Financial Services Firm
	Cornell C. V. Wright Partner	Location Primary Practice Nominated By	Toronto, ON M&A Global Consumer Goods Giant
	TROUTMAN SANDERS		
	Coburn R. Beck Partner	Location Primary Practice Nominated By	Richmond, VA Corporate Large Industrial Manufacturer
MVP	David E. Constine, III Partner	Location Primary Practice Nominated By	Richmond, VA Labor and Employment Large Manufacturing Company
	Michael A. Leichtling Partner	Location Primary Practice Nominated By	New York, NY Finance Leading Financial Services Firm
	Alan D. Wingfield Partner	Location Primary Practice Nominated By	Richmond, VA Litigation Leading Consumer Goods Retailer
	VALOREM LAW GROUP		
MVP	Patrick J. Lamb Partner	Location Primary Practice Nominated By	Chicago, IL Litigation Global Industrial Giant
	VAN NESS FELDMAN		
MVP	A. Gregory Junge Partner	Location Primary Practice Nominated By	Washington, DC FERC Litigation and Appellate Litigation Leading Professional Services Firm
	VEDDER PRICE		
MVP	Joel S. Forman Shareholder	Location Primary Practice Nominated By	New York, NY Litigation Large Professional Services Firm





VINSON & ELKINS					
Sarah K. Morgan Partner	Location Primary Practice Nominated By	Houston, TX Capital Markets and M&A Leading Consumer Goods Retailer			
W. Matthew Strock Partner	Location Primary Practice Nominated By	Houston, TX M&A Leading Industrial Manufacturer			
VLP Law Group					
Michael L. Whitener Partner	Location Primary Practice Nominated By	Washington, DC Technology Transactions Major Professional Services Firm			
VORYS, SATER, SEYMOUR AND	PEASE				
J. Bret Treier Partner	Location Primary Practice Nominated By	Akron, OH Financial Institutions Large Industrial Manufacturer			
WACHTELL, LIPTON, ROSEN &	ACHTELL, LIPTON, ROSEN & KATZ				
Edward D. Herlihy Partner	Location Primary Practice Nominated By	New York, NY Financial Institutions Large Financial Services Firm			
Steven A. Rosenblum Partner	Location Primary Practice Nominated By	New York, NY Corporate Leading Industrial Manufacturer			
WEIL, GOTSHAL & MANGES					
Steven A. Newborn Partner	Location Primary Practice Nominated By	Washington, DC Antitrust M&A and Antitrust Litigation Leading Hospitality Company			
<b>David L. Yohai</b> Partner	Location Primary Practice Nominated By	New York, NY Complex Commercial Litigation Leading Entertainment Company			





WHEELER TRIGG O'DONNELL				
John M. Fitzpatrick Partner	Location Primary Practice Nominated By	Denver, CO Toxic Torts Leading Telecommunications Company		
WIGGIN AND DANA				
Merton G. Gollaher Partner	Location Primary Practice Nominated By	New Haven, CT Corporate and Health Care Prominent Pharmaceutical Company		
WILLENKEN WILSON LOH & DE	ELGADO			
Jason H. Wilson Partner	Location Primary Practice Nominated By	Los Angeles, CA IP Litigation Large Professional Services Provider		
WILLIAMS & CONNOLLY				
<b>Douglas R. Marvin</b> Partner	Location Primary Practice Nominated By	Washington, DC Mass Tort Litigation Global Pharmaceutical Giant		
WILLKIE FARR & GALLAGHER				
Mitchell J. Auslander Partner	Location Primary Practice Nominated By	New York, NY Insurance & Reinsurance Global Insurance Company		
WILMERHALE				
Gregory H. Lantier Partner	Location Primary Practice Nominated By	Washington, DC IP Litigation Leading Insurance Group		
William F. Lee Partner	Location Primary Practice Nominated By	Boston, MA IP Litigation Large Telecommunications Company		
Jonathan Wolfman Partner	Location Primary Practice Nominated By	Boston, MA Corporate and Securities Large Industrial Manufacturer		





WILSON SONSINI GOODRICH & ROSATI				
Nina (Nicki) Locker Partner	Location Primary Practice Nominated By	Palo Alto, CA Litigation Leading Technology Company		
Robert D. Sanchez Partner	Location Primary Practice Nominated By	Washington, DC Corporate and Securities Large Professional Services Firm		
WINSTON & STRAWN				
Ronald Y. Rothstein Partner	Location Primary Practice Nominated By	Chicago, IL Litigation Major Food Company		
RETIRED				
William D. Freedman	Location Primary Practice Nominated By	New York, NY Corporate Large Consumer Goods Retailer		
Dennis C. Hensley	Location Primary Practice	Washington, DC Securities & Derivatives Enforcement and Regulatory		
	Nominated By	Global Financial Services Giant		



# How to Become a BTI Client Service All-Star



1

# INGRAIN YOURSELF IN THE BUSINESS—NOT THE MATTER Institutionalize relationships to make yourself indispensable

#### Talk business to me.

Cloak all your recommendations and guidance in the context of the client's business. Legal decision makers say business context most differentiates one attorney from another. As attorneys, the work demands understanding industry dynamics, current events, and competitive pressures. However, equal importance needs to be placed on business objectives and communicating with the client in terms they understand—and value (translation: speak in terms of business outcomes and impacts, along with your legal insights).

#### Think past the work.

The work is important, but is only one component of a successful relationship. Many attorneys are capable of providing effective counsel. Few focus on building the business relationship. Meet with clients twice or more a year to build your relationship in a systematic manner—discuss their changing goals, pressures they are feeling from their management, and offer new thinking or strategies for them to consider based on changes in external factors.

#### Teaching is the gateway drug.

Teach clients something they don't know and will help them do their job better (or help them personally). No charge. Taking a step to prove you are invested in the client earns you their investment back.

# 7 STEPS TO ENSURE YOU DON'T GROW RELATIONSHIPS

- 1. FOCUS ONLY ON THE WORK
- 2. DON'T ASK CLIENTS ABOUT THEIR BUSINESS OBJECTIVES
- 3. KEEP YOUR BEST IDEAS TO YOURSELF
- 4. RESPOND QUICKLY, BUT NOT AS FAST AS A COMPETITOR
- 5. DON'T TAKE THE OBVIOUS NEXT STEP WITHOUT BEING ASKED
- 6. AVOID OFFERING OPINIONS
  BEFORE BEING HIRED
- 7. ACT LIKE YOU ARE TRYING TO WIN THE WORK—INSTEAD OF ACTING LIKE YOU HAVE THE WORK

**STEP 2: ASSESS YOUR CLIENT RELATIONSHIPS** 



2

# ASSESS YOUR CLIENT RELATIONSHIPS

Be certain of which relationships need immediate repair and which are ready to grow

#### Invested clients behave differently.

Stated behavior often differs from actual behavior—particularly when it comes to clients. When asked if they would recommend a named provider, 85% of clients said yes. Later in the same study, when asked which providers they would recommend (without prompting them with the provider's name), fully 45% of executives did not name the provider they said they would recommend earlier.

It's the difference between what clients tell us they will do (many times so we do not force them to have an uncomfortable conversation) and what they will actually do in a given situation.

Building client investment isn't just good for the client. Attorneys and law firms with higher levels of client investment enjoy:

- Higher growth
- Increased profits
- Greater client retention

#### Do You Know...

If your clients really think of you first?

How your performance stacks up against others serving your client?

If something you are doing is driving your clients crazy—even just a little?

How your clients rate you in the activities proven to drive superior relationships?

If your relationship is improving, declining, or stagnant?

Every professional whose client is invested in the relationship knows the answers to these questions and more.

STEP 3: IMMEDIATELY BOOST RELATIONSHIPS BY IMPROVING CLIENTELLIGENCE



3

# IMMEDIATELY BOOST RELATIONSHIPS WITH CLIENTELLIGENCE® Pinpoint your strengths—and weaknesses—in the activities proven to drive growth

BTI's more than 25 years of research pinpoint the 17 activities responsible for driving the absolute best client relationships. In essence, they are how clients define client service excellence and what clients expect out of the firms with whom they have the best relationships. The best-in-class performances in these activities are proven to drive superior financial performance.

There's only 1 way to determine if you are hitting the best-in-class threshold: ask.

Client feedback allows you to unequivocally pinpoint where you are excelling and where you need systematic improvements in your relationships.

The best feedback initiatives not only assess how you and your firm perform, but also look at the performance of the competitors also serving your clients. At the end of the day, what does it matter if a client thinks you are doing great, if a competitor is doing better?

### THE 17 ACTIVITIES

#### **Quadrant I: Relationship Bliss**

- 1. Commitment to help
- 2. Client focus
- 3. Understanding the client's business
- 4. Providing value for the dollar

#### **Quadrant II: Price of Admission**

- 5. Legal skills
- 6. Quality
- 7. Meeting core scope
- 8. Keeping clients informed
- 9. Dealing with unexpected changes
- 10. Handling problems

### **Quadrant III: Relationship Builders**

- 11. Breadth of services
- 12. Helping advise on business issues
- 13. Regional reputation
- 14. Unprompted communication
- 15. Bringing together resources

### **Quadrant IV: Business Magnets**

- 16. Anticipating the client's needs
- 17. Innovative approach

LEARN MORE ABOUT THE 17 ACTIVITIES AND BTI'S NEW BOOK: CLIENTELLIGENCE AT WWW.BTICONSULTING.COM/17



# **BTI's METHODOLOGY AND APPROACH**



## METHODOLOGY AND APPROACH

*Independent, unbiased research* 

#### 2016 SURVEY PARTICIPANT DEMOGRAPHICS

#### **OVERVIEW**

Interviews	322 in-depth telephone interviews
Time Frame	Conducted between March 9 and September 10, 2015
Incentives	Respondents receive a complimentary report of legal benchmarks and metrics

BTI's goal each year is to be objective and transparent in our rankings. The All-Stars is a datadriven ranking based solely on in-depth telephone interviews with leading legal decision makers.

This research is independent and unbiased—no law firm or organization other than BTI sponsors this study. No law firm or attorney influences the results, submits nominations, or provides client names to BTI.

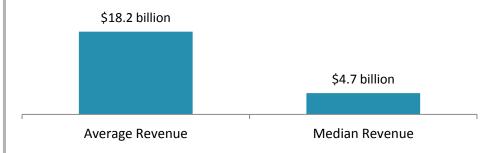
Each year, BTI reaches out to a sample of legal decision makers at large organizations with \$1 billion or more in revenue. BTI Client Service All-Stars 2016 draws on data collected in BTI's ongoing Annual Survey of General Counsel.

Participants are granted confidentiality at the individual and organizational level.

#### HIGHEST-RANKING LEGAL DECISION MAKERS

- General Counsel/Chief Legal Officer
- Direct Report to General Counsel
- · Other Legal Decision Maker

#### **ORGANIZATIONS WITH HIGHEST LEVELS OF LEGAL SPENDING**



#### REPRESENTATIVE OF MORE THAN 15 INDUSTRY SEGMENTS

Banking	High Tech	Professional Services
Chemicals	Insurance	Retail Trade
Consumer Goods	Investment Banks	Telecomm
Energy	Manufacturing	Transportation
Financial Services	Pharma	Wholesale Trade



# ABOUT THE BTI CONSULTING GROUP, INC.



## **KEY SERVICES TO HELP OUR CLIENTS**

Data-driven insights and high-impact advice

BTI dissects each and every aspect of the client experience through more than 14,000 independent interviews with C-level executives and systematic analysis.

BTI has helped professional services firms boost client service for more than 25 years.

BTI is the leading provider of strategic research to the legal community—performing more market research about law firms than virtually anyone. BTI has helped more than 200 law firms and professional services firms improve client service through compelling research and advice. We conduct the only continuous benchmarking market study in the legal services industry, now in its 15th year.

MORE THAN 70 OF THE 100 LARGEST LAW FIRMS USE BTI'S SERVICES AND RESEARCH TO:

- Implement robust client feedback programs
- Assess brand awareness and market positioning
- Target market opportunities
- Establish best practices and benchmarks to drive performance

#### THE RESULTS:

- Drive new business immediately
- Keep competitors out of your client base
- Find your strengths... and weaknesses
- Learn what clients really want from you

BTI conducts the most insightful, custom client surveys as part of world-class client feedback programs to drive consistent client service delivery for leading professional services firms.

Clients use BTI's fact-based approach and powerful decision-making tools to drive change, create urgency, and substantially boost performance.



## KEY SERVICES TO HELP OUR CLIENTS

BTI performs a broad range of services for our clients, including:

CUSTOM CLIENT FEEDBACK RESEARCH
High-impact client feedback drives SUPERIOR client service. Superior client service drives growth.
☐ Client Service Performance Studies ☐ Client Needs Assessment ☐ Your Firm's Client Service Score
BUSINESS DEVELOPMENT
BTI looks at PERFORMANCE in new ways—driving adoption of new tactics and better results.
□ Strategic Business Planning □ Client-focused Business Practices □ Custom Training
MARKET ASSESSMENT
Establish a DIFFERENTIATED position—with less risk, lower costs, and a greater chance of success.
<ul><li>□ Brand Health &amp; Market Awareness Studies</li><li>□ New Market Entry Assessments</li></ul>
STRATEGIC PLANNING
Assess your options to find the GROWTH best suited to your firm: from least risk to highest return and anything in between.
☐ Financial and Market Performance ☐ Competitive Analysis
CLIENT INSIGHT BRIEFINGS
Tailored to your firm and chock full of CLIENT-BASED insights, BTI briefings draw from our research and

Please contact Michael B. Rynowecer at +1 617 439 0333 or <a href="mrynowecer@bticonsulting.com">mrynowecer@bticonsulting.com</a> to learn more about BTI's custom research & services.

experience to help you boost client satisfaction, increase client retention, and improve your performance.



## **BTI RESEARCH AND PUBLICATIONS**

Authoritative, innovative, and practical advice from our research

#### **BTI CLIENT SERVICE A-TEAM 2016**



All of our reports come with a 100% satisfaction guarantee and complete telephone support to help you maximize the value from our publications.

You can order these and other compelling BTI research or publications at www.bticonsulting.com.



17 activities drive superior client relationships.
4 matter most. Discover how clients rate more than
320 law firms—by name—in these key activities,
including Client Focus, Commitment to Help, Legal
Skills, and Provides Value for the Dollar.

#### **BTI BUSINESS DEVELOPMENT OPPORTUNITY ZONES 2016**

Your best source for the data and strategies to jump start your firm's growth today. With detailed information on 17 practice areas and 16 industries find the best opportunities to grow, target and win market advantages, and chart the best course of action for your firm.

#### **BTI LITIGATION OUTLOOK 2016**

Your trusted and essential guide to navigating the hurdles in the litigation market ahead. Use it to immediately target the best opportunities, overcome challenges, and prepare for the biggest changes.



#### BTI BRAND ELITE 2016 - COMING SOON

Based on why clients hire and recommend law firms—not the services, size, or location of a law firm—BTI's research reveals how law firms of any size reap substantial new business by improving brand perceptions in the market.



## **TERMS OF USE**

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## **CONTACT BTI**

For more information on BTI's research, seminars, training, or workshops, please call:

#### +1 617 439 0333

You can also email Michael B. Rynowecer, BTI President, directly at: <a href="mrynowecer@bticonsulting.com">mrynowecer@bticonsulting.com</a>

Reach BTI on the web at: www.bticonsulting.com