



THE BTI CLIENT SERVICE ALL-STARS 2016

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.



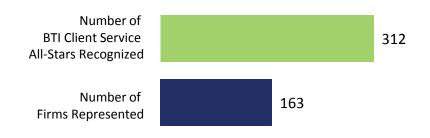
BTI CLIENT SERVICE ALL-STARS 2016

Now in its 15th 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

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.



LEGAL SKILLS



#2

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.





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
Honigman Miller Schwartz and Cohn	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

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LAW FIRMS HOME TO MULTIPLE ALL-STAR ATTORNEYS

Davis Polk & Wardwell DLA Piper Dorsey & Whitney Faegre Baker Daniels	3 3 3 3 3
Dorsey & Whitney	3
	3
Faegre Baker Daniels	
	3
Foley & Lardner	J
Jones Walker	3
K&L Gates	3
Latham & Watkins	3
McDermott Will & Emery	3
McGuireWoods	3
Ogletree, Deakins, Nash, Smoak & Stewart	3
Orrick, Herrington & Sutcliffe	3
Polsinelli	3
Scopelitis, Garvin, Light, Hanson & Feary	3
Sherman & Howard	3
Shook, Hardy & Bacon	3
Sullivan & Cromwell	3
Sutherland	3
Thompson Hine	3
WilmerHale	3

FIRM	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



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.



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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, J Partner, Seyfarth Shaw	r. 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, Meaghe	er & Flom
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	NUMBER OF CONSECUTIVE YEARS RECOGE	NIZED
Bobby R. Bu Partner, King & Spa		3
Jacob D. Byl Partner, Faegre Bak		3
Greg M. Fren Partner, Blake, Case		3
Wayne A. Gra Shareholder/Membe Lavin, O'Neil, Cedro	er of the Board of Directors,	3
Michael Hoff Partner, Arena Hoff		3
Michael A. Ka Senior Counsel, Cro		3
William J. Ke Founding Member, I		3
Tracy E. Kerr Partner, Jones Walk		3
Patrick J. Lan Partner, Valorem La		3
Michael R. La Senior Counsel, Cle	azerwitz ary Gottlieb Steen & Hamilton	3

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

Attorney	NUMBER OF CONSECUTIVE YEARS RECOGN	NIZED
E. Mabry Rogers 3 Partner, Bradley Arant Boult Cummings		
Steven A. Ro Partner, Wachtell, L	D senblum Lipton, Rosen & Katz	3
E. Joshua Ro Partner, Orrick, Her	••••	3
Mary K. Ryan Partner, Nutter McC		3
Charles T. S Shareholder, Ogletree, Deakins,	peth, II Nash, Smoak & Stewart	3
James B. Are Partner, Thompson	•••••	2
John T. Baed Partner, Chadbourr		2
Steven M. Ba Partner, Bryan Cav		2
David E. Cor Partner, Troutman	•	2
Robert M. Co Partner, Duane Mor		2

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"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	NUMBER OF CONSECUTIVE YEARS RECOG	NIZED
Ariel J. Deckelbaum Partner, Paul, Weiss 2		
Stacy Lesho Member, Reiferson	•	2
John Dembe Counsel, Debevoise		2
Robert W. Do Shareholder, Polsin	•	2
James P. Dou Partner, Jones Day	ugherty	2
Sean C. Doyl Partner, Skadden, A	le Arps, Slate, Meagher & Flom	2
Christian W. Partner, Mayer Brow		2
Scott Ferrell Firm Founder, New	port Trial Group	2
Eric M. Feue Partner, Gibson, Du		2
Joel S. Form Shareholder, Vedde		2

Attorney	NUMBER OF CONSECUTIVE YEARS RECO	GNIZED
John G. Fro Partner, Jones Day	•	2
Robert B. G Partner, Stein Mitc	ilmore hell Cipollone Beato & Missner	2
Stephen Glo Partner, Gibson, D		2
Robert D. G Partner, Paul, Wei		2
Howard M. (Partner, K&L Gate		2
Michael A. C Partner, Sidley Au		2
William E. H Managing Partner,	annum, III Schwartz Hannum	2
Elizabeth G. Member, Kaufman		2
A. Gregory A Partner, Van Ness	•	2
Ethan A. Kli Partner, Cleary Go	ngsberg ttlieb Steen & Hamilton	2
	Continued on payt	2000

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"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."



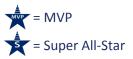
TOP ATTORNEYS REINVENTING CLIENT RELATIONSHIPS

BTI CLIENT SERVICE ALL-STAR MVPs

ATTORNEY NUMBER OF CONSECUTIVE YEARS RECOO	GNIZED
Paula E. Litt Partner, Honigman Miller Schwartz and Cohn	2
Kirk T. May Founding Shareholder, Rouse Hendricks German May	2
David McIntosh Partner, Ropes & Gray	2
Teri Lynn McMahon 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	
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.

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
X	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		
	Jon W. Daly 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	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





I	BLAKE, CASSELS & GRAYDON		
МУР	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	IGS	
мур	E. Mabry Rogers Partner	Location Primary Practice Nominated By	Birmingham, AL Construction and Procurement Leading Energy Company
	BRENNAN, RECUPERO, CASCION	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 BU	RT	
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		
Tom Clare 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





CLEARY GOTTLIEB STEEN & HAMILTON			
Ethan A. Klingsberg Partner	Location Primary Practice Nominated By	New York, NY M&A Leading Consumer Goods Retailer	
Michael R. Lazerwitz Senior Counsel	Location Primary Practice	New York, NY White-Collar Defense, Securities Enforcement and Internal Investigation	
	Nominated By	Leading Financial Services Firm	
Victor I. Lewkow Partner	Location Primary Practice Nominated By	New York, NY M&A and Joint Ventures Leading Technology Company	
COOLEY			
Scott Dailard Partner	Location Primary Practice Nominated By	San Diego, CA Privacy and Data Protection Large Diversified Media Company	
Joseph M. Drayton Partner	Location Primary Practice Nominated By	New York, NY Intellectual Property Litigation 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	Washington, DC Patent Litigation Global Pharmaceutical Giant	
Corinne A. Goldstein Partner	Location Primary Practice Nominated By	Washington, DC International Trade Controls Leading Transportation Company	
Benedict M. Lenhart Partner	Location Primary Practice Nominated By	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	





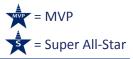
C	CRAVATH, SWAINE & MOORE		
	Susan Webster	Location Primary Practice Nominated By	New York, NY Finance and Securities Leading Industrial Manufacturer
C	CROWELL & MORING		
	Peter J. Eyre	Location Primary Practice Nominated By	Washington, DC Government Contracts Leading Professional Services Firm
	Michael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





	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
S	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





Ed Batts Location East Palo Alto, CA Partner Primary Practice Corporate James M. Brogan Location Philadelphia, PA Partner Primary Practice Product Liability, Mass Torts and ProStewardship Bret Lowell Location Primary Practice Partner Location Reston, VA Partner Decation Reston, VA Partner Primary Practice Franchise and Commercial Contract Partner Location Reston, VA Partner Primary Practice Franchise and Commercial Contract Dorssey & WHITNEY Sandra Edelman Location Partner Location New York, NY Trademark, Copyright, Advertising & Management Large Food Company John Marsalek Location Minneapolis, MN Partner Primary Practice Management John Marsalek Location Minneapolis, MN Partner Location Minneapolis, MN Partner Location Minneapolis, MN Partner Location Minneapolis, MN Partner Nominated By	
Partner Primary Practice Product Liability, Mass Torts and Prostee Stewardship Bret Lowell Nominated By Global Manufacturing Giant Partner Location Reston, VA Partner Primary Practice Franchise and Commercial Contract Dorssey & WHITNEY Eading Financial Services Firm Dorssey & WHITNEY Sandra Edelman Location Partner Location New York, NY Trademark, Copyright, Advertising & Management Nominated By Large Food Company John Marsalek Location Minneapolis, MN Partner Dominated By Large Food Company John Marsalek Location Minneapolis, MN Partner Distribution Location Management Location Minneapolis, MN Partner Location Minneapolis, MN Gary L. Tygesson Location Minneapolis, MN Partner Primary Practice Major Manufacturing Company DUANE MORRIS Location Primary Practice Robert M. Conway Location Philadelphia, PA Primary Practice Nominated By Leadin	
Bret Lowell PartnerLocation Primary Practice Nominated ByReston, VA Franchise and Commercial Contract Leading Financial Services FirmDORSEY & WHITNEYLocation Primary PracticeNew York, NY Trademark, Copyright, Advertising & Management Large Food CompanyJohn Marsalek PartnerLocation Primary Practice Nominated ByNem York, NY Trademark, Copyright, Advertising & Management Large Food CompanyJohn Marsalek PartnerLocation Primary Practice Nominated ByMinneapolis, MN Leading Industrial ManufacturerGary L. Tygesson PartnerLocation Primary Practice Nominated ByMinneapolis, MN Leading Industrial ManufacturerDUANE MORRISLocation Primary Practice Nominated ByMinneapolis, MN Leading Industrial ManufacturerDUNLAP CODDINGLocation Primary Practice Nominated ByPhiladelphia, PA Intellectual Property Leading Industrial ManufacturerDunLAP CODDINGLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerEIMER STAHLLocation Primary PracticeOklahoma City, OK Intellectual Property Leading Industrial Manufacturer	roduct
Sandra Edelman PartnerLocation Primary PracticeNew York, NY Trademark, Copyright, Advertising & Management Large Food CompanyJohn Marsalek PartnerLocation Primary Practice Nominated ByMinneapolis, MN Leading Industrial ManufacturerGary L. Tygesson PartnerLocation Primary Practice Nominated ByMinneapolis, MN Leading Industrial ManufacturerBobert M. Conway PartnerLocation Primary Practice Nominated ByMinneapolis, MN Leading Industrial ManufacturerDUANE MORRISLocation Primary Practice Nominated ByPhiladelphia, PA Intellectual Property Leading Industrial ManufacturerDUNLAP CoddingLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerDunlap CoddingLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerEIMER STAHLLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial Manufacturer	ts
PartnerPrimary PracticeTrademark, Copyright, Advertising & Management Large Food CompanyJohn Marsalek PartnerLocation Primary Practice Nominated ByMinneapolis, MN Leading Industrial ManufacturerGary L. Tygesson PartnerLocation Primary Practice Nominated ByMinneapolis, MN Capital Markets & Corporate Compl Major Manufacturing CompanyDUANE MORRISLocation Primary Practice Nominated ByMinneapolis, MN Capital Markets & Corporate Compl Major Manufacturing CompanyDUANE MORRISLocation Primary Practice Nominated ByPhiladelphia, PA Intellectual Property Leading Industrial ManufacturerDUNLAP CODDINGLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerEIMER STAHLLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial Manufacturer	
John Marsalek PartnerLocation Primary Practice Nominated ByMinneapolis, MN Mergers & Acquisitions Leading Industrial ManufacturerGary L. Tygesson PartnerLocation Primary Practice Nominated ByMinneapolis, MN Capital Markets & Corporate Compl Major Manufacturing CompanyDUANE MORRISLocation Primary Practice Nominated ByMinneapolis, MN Capital Markets & Corporate Compl Major Manufacturing CompanyDUANE MORRISLocation Primary Practice Nominated ByPhiladelphia, PA Intellectual Property Leading Industrial ManufacturerDUNLAP CODDINGLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerEIMER STAHLLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial Manufacturer	& Branc
PartnerPrimary Practice Nominated ByMergers & Acquisitions Leading Industrial ManufacturerGary L. Tygesson PartnerLocation Primary Practice Nominated ByMinneapolis, MN Capital Markets & Corporate Compl Major Manufacturing CompanyDUANE MORRISLocation Primary Practice Nominated ByPhiladelphia, PA Intellectual Property Leading Industrial ManufacturerDUNLAP ControlLocation Primary Practice Nominated ByPhiladelphia, PA Intellectual Property Leading Industrial ManufacturerDunlap ControlLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerEIMER STAHLLocation Primary PracticeOklahoma City, OK Intellectual Property Leading Industrial Manufacturer	
Outly L. TygessonPrimary Practice Nominated ByCapital Markets & Corporate Compl Major Manufacturing CompanyDUANE MORRISLocation Primary Practice Nominated ByPhiladelphia, PA Intellectual Property Leading Industrial ManufacturerDUNLAP CODDINGLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerDunlap CoddingLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerEIMER STAHLEIMER STAHLContext State	
Robert M. Conway PartnerLocation Primary Practice Nominated ByPhiladelphia, PA Intellectual Property Leading Industrial ManufacturerDUNLAP CODDINGLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerDouglas J. Sorocco Director and ShareholderLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerEIMER STAHLEIMER STAHLEimer StahlDouglas J. Sorocco Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial Manufacturer	liance
PartnerPrimary Practice Nominated ByIntellectual Property Leading Industrial ManufacturerDUNLAP CODDINGLocation Primary Practice Nominated ByOklahoma City, OK Intellectual Property Leading Industrial ManufacturerEIMER STAHLEIMER STAHLEIMER Stahl	
Douglas J. Sorocco Location Oklahoma City, OK Director and Shareholder Primary Practice Intellectual Property Leading Industrial Manufacturer EIMER STAHL	
Director and Shareholder Primary Practice Nominated By Intellectual Property Leading Industrial Manufacturer EIMER STAHL Eimer Stahl	
Nathan P. EimerLocationChicago, ILPartnerPrimary PracticeIndividual and Class Civil LitigationNominated ByLarge Energy Company	





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 Partner	Location Primary Practice Nominated By	Los Angeles, CA Labor and Employment Global Food Giant
Danielle S. Urban Partner	Location Primary Practice Nominated By	Denver, CO Labor and Employment Large Professional Services Firm





Foley & Lardner		
Linda E. Benfield 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
Myla R. Reizen 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
ЛР	Eric M. Feuerstein Partner	Location Primary Practice Nominated By	New York, NY Real Estate Large Real Estate Investor
/P	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
P	Jay Tabor Partner	Location Primary Practice Nominated By	Dallas, TX M&A, Private Equity, and Energy & Infrastructure Leading Consumer Goods Retailer
	GREENBERG DAUBER EPSTEIN 8		
VP	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		
John H. Booher 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 A	ND COHN	
/P	Paula E. Litt Partner	Location Primary Practice Nominated By	Chicago, IL Litigation Large Commercial Bank
	Robert J. Palmersheim Partner	Location Primary Practice Nominated By	Chicago, IL Antitrust and Trade Regulation Prominent Industrial Manufacturer
/P	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		
	Jeffrey L. Harvey 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





JONES DAY		
James P. Dougherty Partner	Location Primary Practice Nominated By	Cleveland, OH and New York, NY M&A and Corporate Leading Industrial Manufacturer
John G. Froemming Partner	Location Primary Practice Nominated By	Washington, DC Intellectual Property Leading Consumer Goods Manufacturer
Daniel C. Hagen Partner	Location Primary Practice Nominated By	New York, NY Employee Benefits and Executive Compensation Leading Consumer Goods Manufacturer
Jeffrey J. Jones Partner	Location Primary Practice Nominated By	Detroit, MI and Columbus, OH Litigation Leading Industrial Manufacturer
David A. Kutik Partner	Location Primary Practice Nominated By	Cleveland, OH Litigation Leading Energy Company
Patrick J. Leddy Partner	Location Primary Practice Nominated By	Cleveland, OH M&A Large Industrial Manufacturer
Randi C. Lesnick Partner	Location Primary Practice Nominated By	New York, NY M&A Leading Consumer Goods Manufacturer
Michael J. Solecki Partner	Location Primary Practice Nominated By	Cleveland, OH Capital Markets Large Real Estate Investor
JONES WALKER		
Monique A. Cenac Partner	Location Primary Practice Nominated By	Phoenix, AZ Corporate Governance Leading Energy Giant
Tracy E. Kern Partner	Location Primary Practice Nominated By	New Orleans, LA Labor and Employment Leading Consumer Goods Retailer
Laurie M. Riley Partner	Location Primary Practice Nominated By	Miami, FL Labor and Employment Leading Consumer Goods Retailer





	JOSEPH & COHEN				
	Jeffrey J. Lederman 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		
	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 &	asowitz, 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				
P	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				
/P	William J. Kelly, III Founding Member	Location Primary Practice Nominated By	Denver, CO Commercial & Employment Litigation Large Wholesale Trade Company		
	King & Spalding				
/P	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	Primary Practice Environm	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 & BEAR				
_	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 & Acquisition Large Manufacturing Company		





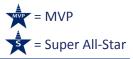
LATHAM & WATKINS			
Matthew A. Brill Partner	Location Primary Practice Nominated By	Washington, DC Communications Law Leading Telecommunications Giant	
Kirk A. Davenport II Partner	Location Primary Practice Nominated By	New York, NY Capital Markets Leading Industrial Manufacturer	
Daniel T. Lennon Partner	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 & DISIPIO			
 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	
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	MAYER BROWN		
	Curtis A. Doty Partner	Location Primary Practice Nominated By	New York, NY Banking and Finance Global Financial Services Firm
MVP	Christian W. Fabian Partner	Location Primary Practice Nominated By	Chicago, IL M&A and Corporate & Securities Large Manufacturing Company
	Charles Salem Hallab Partner	Location Primary Practice Nominated By	Washington, DC International Trade Leading Industrial Manufacturer
MVP	Marc F. Sperber Partner	Location Primary Practice Nominated By	Chicago, IL M&A Global Consumer Goods Giant
	Jason P. Wagenmaker Partner	Location Primary Practice Nominated By	Chicago, IL Financial Institutions M&A Global Industrial Giant
	Carmine R. Zarlenga Partner	Location Primary Practice Nominated By	Washington, DC Litigation and Dispute Resolution 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 Nominated By	Richmond, VA Commercial Litigation and Employment Litigation Leading Consumer Goods Company
James H. Walsh Partner	Location Primary Practice Nominated By	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 &	MCCLOY	
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





Danny S. Ashby	Location Primary Practice	Dallas, TX
Partner	Primary Practice Nominated By	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	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 Nominated By	Newport Beach, CA Commercial Litigation 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 & SU	TCLIFFE	
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
E. Joshua Rosenkran Partner	Z Location Primary Practice Nominated By	New York, NY Supreme Court & Appellate Leading Telecommunications Company
PAUL, WEISS		
Ariel J. Deckelbaum	Location Primary Practice Nominated By	New York, NY Corporate, M&A and Private Equity Transactions Leading Telecommunications Giant
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 PIT	TMAN	
	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 Litigatior 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 & TULL		
7	Steven W. Quattlebaum Managing Member	Location Primary Practice Nominated By	Little Rock, AR Business Litigation Leading Energy Company





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	REN	
Allen C. Schlinsog, Jr. Shareholder	Location Primary Practice Nominated By	Milwaukee, WI Product Liability and Safety Leading Industrial Manufacturer





ROPERS MAJESKI KOHN BENTI	_EY		
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 M	AY		
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	
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	





NSON & FEARY Location Primary Practice Nominated By	Chicago, IL Transportation Defense and Corporate and Business Transactions Prominent Food Company
	rioninener oou company
Location Primary Practice Nominated By	Indianapolis, IN Independent Contractor Issues Large Transportation Company
Location Primary Practice Nominated By	Chicago, IL Insurance & Risk Management Regulatory Compliance Large Transportation Company
Location Primary Practice Nominated By	Chicago, IL Labor and Employment Leading Professional Services Firm
Location Primary Practice Nominated By	New York, NY Employee Benefits and Executive Compensation Leading Health Care Company
DKER	
Location Primary Practice Nominated By	Odessa, TX Litigation Leading Consumer Goods Retailer
	Nominated By Location Primary Practice Nominated By KER Location Primary Practice





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 Nominated By	Miami, FL Product Liability, Business/Commercial Litigation 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	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
Tracey A. Nicastro Partner	Nominated By Location Primary Practice Nominated By	Large Real Estate Investor 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	IER & FLOM			
MVP	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		
	Leif King Partner	Location Primary Practice Nominated By	Palo Alto, CA M&A Large Energy Company		
	John H. Lyons Partner	Location Primary Practice Nominated By	Washington, DC Antitrust and Competition Leading Energy Company		
MVP	Allen J. Ruby Partner	Location Primary Practice Nominated By	Palo Alto, CA Litigation and White-Collar Criminal Defense Leading Food Company		
MVP	Pankaj K. Sinha Partner	Location Primary Practice	Washington, DC M&A, Corporate Finance, General Corporate and Securities Matters		
		Nominated By	Leading Energy Company		
	Robert J. Sullivan Partner	Location Primary Practice	New York, NY Insurance and Reinsurance Law and Related Corporate Transactions		
		Nominated By	Large Insurance Carrier		
	SMITH ANDERSON				
	Gerald F. Roach Partner	Location Primary Practice Nominated By	Raleigh, NC Corporate Governance and Compliance Large Technology Company		





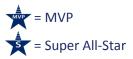
SMITH, ROLFES & SKAVDAHL C	SMITH, ROLFES & SKAVDAHL COMPANY			
Matthew J. Smith Partner	Location Primary Practice Nominated By	Orlando, FL Property and Casualty Defense Large Insurance Carrier		
SPENCER FANE BRITT & BROW	NE			
Patrick J. (Pat) Whalen Partner	Location Primary Practice Nominated By	Kansas City, MO Intellectual Property Leading Professional Services Provider		
STEIN MITCHELL CIPOLLONE BE	EATO & MISSNER			
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	Location Primary Practice Nominated By	Washington, DC International Trade Leading Wholesale Trade Company		
STOEL RIVES				
Jeremy D. Sacks Partner	Location Primary Practice Nominated By	Portland, OR Litigation Leading Consumer Goods Retailer		
SULLIVAN & CROMWELL				
H. Rodgin Cohen Senior Chairman	Location Primary Practice Nominated By	New York, NY Acquisition, Regulatory, Enforcement & Securities Leading Banking Company		
S. Neal McKnight Partner	Location Primary Practice Nominated By	New York, NY Capital Markets, Leveraged Finance, Lendir Large Professional Services Firm		
Benjamin R. Weber Partner	Location Primary Practice Nominated By	New York, NY Commercial Real Estate Large Real Estate Company		





SULLIVAN, WARD, ASHER & PA	ATTON	
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	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
L Shano Starkov	Location	Cincinnati, OH
J. Shane Starkey Partner	Primary Practice	Employee Benefits and Executive Compensation





	Torys		
VP	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
VP	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		
VP	Patrick J. Lamb	Location Primary Practice Nominated By	Chicago, IL Litigation Global Industrial Giant
_	VAN NESS FELDMAN		
IVP	A. Gregory Junge Partner	Location Primary Practice Nominated By	Washington, DC FERC Litigation and Appellate Litigation Leading Professional Services Firm
	VEDDER PRICE		
	Joel S. Forman Shareholder	Location Primary Practice Nominated By	New York, NY Litigation Large Professional Services Firm





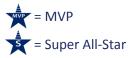
VINSON & ELKINS		
Sarah K. Morgan Partner	Location Primary Practice Nominated By	Houston, TX Capital Markets and M&A Leading Consumer Goods Retailer
W. Matthew Strock Partner	Location Primary Practice Nominated By	Houston, TX M&A Leading Industrial Manufacturer
VLP LAW GROUP		
Michael L. Whitener Partner	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 &	Катz	
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
David L. Yohai 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 & DEI	_GADO				
Jason H. Wilson Partner	Location Primary Practice Nominated By	Los Angeles, CA IP Litigation Large Professional Services Provider			
WILLIAMS & CONNOLLY					
Douglas R. Marvin 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

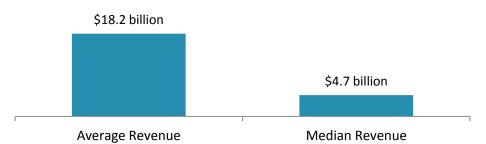
OVERVIEW

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	

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

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.



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
- Score 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.

- Brand Health & Market Awareness Studies
- New Market Entry Assessments

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

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



BTI RESEARCH AND PUBLICATIONS

Authoritative, innovative, and practical advice from our research

Law firms who would otherwise have little insight into corporate counsel hiring decisions, goals, law firm preferences, market positions, and detailed recommendations can now gain access to the same research used by the largest and bestperforming firms in the world. The data and insight found in BTI's reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

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

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BTI CLIENT SERVICE A-TEAM 2016



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.



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CONTACT BTI

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+1 617 439 0333

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

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