



THE 17TH ANNUAL BTI CLIENT SERVICE ALL-STARS

328 ATTORNEYS ABSOLUTELY BEST AT CLIENT SERVICE

GENERAL COUNSEL NAME THE ATTORNEYS ON TOP

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328 attorneys have mastered the art of superior client service. In the eyes of clients, these attorneys are unsurpassed in their delivery of client service. These are the BTI Client Service All-Stars 2018. This report honors the individuals able to stand out in the sea of legal services providers to represent the cream of the crop.

Corporate counsel single out each attorney—by name and in an unprompted manner—as delivering the absolute best client service. No attorney or firm can self-nominate, self-refer, nor pay to be included in this report. Clients have the final—and only—say.

This year's Client Service All-Star lineup is especially strong. These client-savvy attorneys stand out for delivering the best client experience. We note 6 associates standing out for superior client service—an enormous accomplishment, and advantage, for each of the 6 as they move forward in their careers.

We congratulate each and every BTI Client Service All-Star. They continue to exceed clients' ever-rising expectations, as measured by the most demanding clients—the sole and final judge.

This year, clients point to a new reason driving a BTI Client Service All-Star-level performance—a superior client experience. This new driver ups the standard for every attorney, including the All-Stars, as clients expect more. We discuss this on page 4.



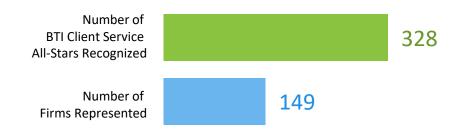
BTI Client Service All-Stars 2018

Now in its 17th year of publication, the BTI Client Service All-Stars is the gold standard used by corporate counsel and law firms alike to identify the attorneys delivering the best client service.

BTI congratulates each of the 328 individual attorneys honored in the BTI Client Service All-Stars 2018 and applauds their skill and dedication to providing superior client service.

18 attorneys—a mere 5.5% of the BTI Client Service All-Stars 2018— are making repeat appearances. Clients single out these MVPs providing consistent service over time—proving themselves as the best at client service time and time again.

Only 72 law firms are home to 2 or more BTI Client Service All-Stars. These firms account for 251 BTI Client Service All-Stars—suggesting a culture of client service which is more dominant than at other firms. 28 of these law firms are also singled out by clients in the BTI Client Service A-Team 2018, appearing on this year's BTI Client Service 30.



All-Star Scarcity:

11% of All Firms Serving Large Clients Are Home to More than One All-Star Attorney



The Elite MVPs:

Fewer than 6% of Attorneys Earn Recognition Year after Year



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. 30.8% of All-Stars earn their nomination through providing exceptional client service by tailoring their services to meet the needs of clients.

CLIENT EXPERIENCE

Clients seek a superior experience in every interaction they have with their attorneys. 30.3% of All-Stars earn their nomination by providing a consistent client experience across all touchpoints.

LEGAL SKILLS

Many All-Stars earn recognition through their exceptional legal skills. The results these attorneys deliver far exceed what the client thought possible.

UNMATCHED BUSINESS UNDERSTANDING

All-Stars know the best way to truly help clients is to first understand their business. Every conversation, action, and recommendation considers industry dynamics, business objectives, current events, and competitive pressures.

OUTSIZED VALUE

Providing value continues to drive nominations to this elite list. Clients face strong cost pressures when hiring law firms and want to feel they are getting a deal—no matter the price tag.

INNOVATIVE THOUGHT LEADER

Thought leaders provide unique, creative solutions to drive a competitive advantage for their client's business.

328 ALL-STARS, 6 DRIVERS.

Despite the number of personalities and varying expectations corporate counsel place on attorneys, there are 6 common characteristics shared by the attorneys singled out by clients as best.

The good news is most of these traits are learnable.



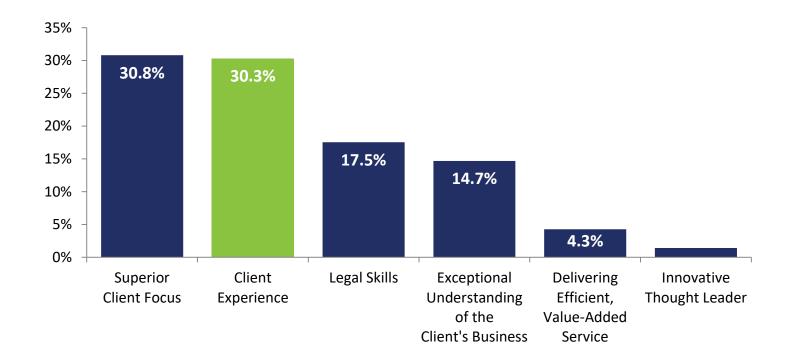
The 6 Traits of a Client Service All-Star

Client Experience

This year corporate counsel single out a new trait—superior client experience. This comes on the heels of a <u>sharp consolidation</u> in firms corporate counsel turn to for their legal needs, making the relationships with the chosen few even more important.

C-level executives will seek out and pay premium rates for a superior, reliable, and predictable client experience. The BTI Client Service All-Stars treat their client relationships as a continuum. It doesn't end. Each experience adds to the relationship, from pitch to post-matter briefing to ongoing communication during and between matters. And these interactions are all built around client preferences and adding value.

The more consistent the client experience, the more clients feel they can rely on their attorneys. Your consistency across interactions and touchpoints leads to predictability and trust—building the strongest and longest lasting client relationships.





CULTIVATING CLIENT SERVICE STANDOUTS



LAW FIRMS HOME TO MULTIPLE ALL-STAR ATTORNEYS

Cultivating Firmwide Success

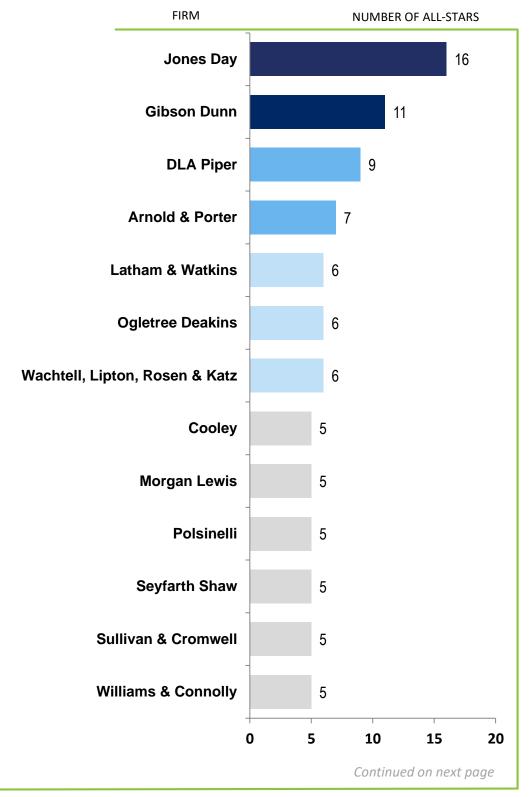
Of the 650 law firms serving large organizations, only 72 are home to more than 1 BTI Client Service All-Star: a truly elite group of standout firms.

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 2018—BTI's definitive annual ranking of the law firms legal decision makers recognize for delivering the absolute best client service.

New Records

Jones Day sets a new record as home to the largest number of BTI Client Service All-Stars, with 16. The firm shows an ongoing and unrelenting commitment to not just delivering, but also improving, client service.

Gibson Dunn also breaks new ground by serving as home for 11 BTI Client Service All-Stars. This shows you can embed client service into firm culture.





LAW FIRMS HOME TO MULTIPLE ALL-STAR ATTORNEYS

FIRM	NUMBER OF ALL-STARS	FIRM NUMBE	R OF ALL-STARS
Jones Day	16	Locke Lord	4
Gibson Dunn	11	McGuireWoods	4
DLA Piper	9	Norton Rose Fulbright	4
Arnold & Porter	7	Sidley	4
Latham & Watkins	6	Skadden	4
Ogletree Deakins	6	Winston & Strawn	4
Wachtell, Lipton, Rosen &	Katz 6	Covington	3
Cooley	5	Debevoise & Plimpton	3
Morgan Lewis	5	Dechert	3
Polsinelli	5	Holland & Hart	3
Seyfarth Shaw	5	Kasowitz Benson Torres	3
Sullivan & Cromwell	5	Kirkland & Ellis	3
Williams & Connolly	5	Mayer Brown	3
Alston & Bird	4	O'Melveny	3
Baker McKenzie	4	Orrick	3
Blank Rome	4	Paul Hastings	3
Cravath, Swaine & Moore	4	Squire Patton Boggs	3
Faegre Baker Daniels	4	White & Case	3
Hogan Lovells	4	Akin Gump Strauss Hauer & Feld	d 2
Jones Walker	4	Andrews Kurth	2
K&L Gates	4	Arent Fox	2
King & Spalding	4	Baker Botts	2

Continued on next page



LAW FIRMS HOME TO MULTIPLE ALL-STAR ATTORNEYS

FIRM	NUMBER OF ALL-STARS	FIRM NUMBER OF ALL	
BakerHostetler	2	Katten Muchin Rosenman	2
Barnes & Thornburg	2	Littler	2
Benesch	2	Manatt	2
Bradley	2	Michael Best	2
Buchanan Ingersoll & Roo	ney 2	Morrison & Foerster	2
Cadwalader	2	Pillsbury	2
Clifford Chance	2	Quinn Emanuel Urquhart & Sullivan	2
Davis Polk	2	Reed Smith	2
Dentons	2	Ropes & Gray	2
Godfrey & Kahn	2	Saul Ewing Arnstein & Lehr	2
Greenberg Traurig	2	Sheppard Mullin	2
Haynes and Boone	2	Simpson Thacher	2
Hughes Hubbard & Reed	2	Weil	2
Jenner & Block	2	Womble Bond Dickinson	2



BTI CLIENT SERVICE SUPER ALL-STARS

BTI CLIENT SERVICE ALL-STAR 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 HALL OF FAME

Even among the elite, H. Rodgin Cohen is in a class of his own. 2018 marks Mr. Cohen's 15th appearance as part of the BTI Client Service All-Stars—far exceeding the record of any other attorney over the past 17 years.

This accomplishment is a true testament to his ongoing dedication to delivering the absolute highest levels of client service.

H. RODGIN COHEN

SENIOR CHAIRMAN
SULLIVAN & CROMWELL

"I value his ability to provide legal advice combined with business advice; he can quickly access an issue and come up with a solution."



BTI CLIENT SERVICE SUPER ALL-STARS

These 6 standout attorneys receive recognition from multiple influential General Counsel and legal decision makers.

ANTHONY ALDEN

PARTNER
QUINN EMANUEL URQUHART & SULLIVAN

"He is a great attorney—I think he is among few we really like. He stands out because he is committed and hard working."

DAVID K. CALLAHAN

PARTNER
LATHAM & WATKINS

"He solves all my problems and has a great attitude towards his work."

SEAN C. FELLER

PARTNER
GIBSON DUNN

"He is responsive, practical, and has specialized knowledge—it's the practical part that makes him special and better than the rest."

ALAN W. BELOFF

SENIOR COUNSEL
MORGAN LEWIS

"He is an experienced lawyer and has an unmatched commitment to his clients."

JONATHAN L. CORSICO

PARTNER
GIBSON DUNN

"I trust his experience and his judgment—and he's fun to work with."

FRANK LAYSON

PARTNER DLA PIPER

"He pays attention to client needs, has the ability to bridge gaps when dealing with the other side, and provides creative solutions."



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

BTI CLIENT SERVICE ALL-STAR MVPs

ATTORNEY	Consecutive Years	Number of Recognized
Tracy E. Kern Partner, Jones Walker		5
E. Joshua Rosen Partner, Orrick	ıkranz	5
John T. Baecher Partner, Norton Rose Fulk	oright	4
Stephen I. Glove Partner, Gibson Dunn	r	4
Kirk T. May Founding Shareholder, Ge	erman May	4
Edward D. Herlih Partner, Wachtell, Lipton,	•	3
Gregg M. Lemley Shareholder, Ogletree De		3
Randi C. Lesnick Partner, Jones Day	(3
Jennifer R. Mewa Partner, Faegre Baker Da		3

"She is zealous, good in trial, and a great advocate for us."

ATTORNEY	NUMB CONSECUTIVE YEARS RECOG	
Ron Chapman, Jr Shareholder, Ogletree Dea		2
A. Craig Cleland Shareholder, Ogletree Dea	ıkins	2
Gregory Carl Coo Partner, Balch & Bingham	k	2
William Donovan	, Jr.	2
Paula J. Morency Partner, Schiff Hardin	,	2
Jonathan M. Mos Partner, Wachtell, Lipton, F		2
Richard R. Patch Partner, Coblentz Patch Du	uffy & Bass	2
Rick Richmond Managing Partner, Los Ang Jenner & Block	geles,	2
JOHN & DIOOK		

"He understands our requirements very quickly and anticipates my needs."



ASSOCIATE ALL-STARS

These 6 standout associates receive recognition from influential General Counsel and legal decision makers.

CAMERON BYRD

ASSOCIATE
AHMAD, ZAVITSANOS, ANAIPAKOS, ALAVI & MENSING

"He is highly effective and helps us be successful."

NADIA JAGUSIAK

ASSOCIATE
CLIFFORD CHANCE

"She gets what I am looking for and gets to the heart of the matter fast."

TIMOTHY ORR

ASSOCIATE JONES DAY

"He is able to answer just about any question I have."

RACHAEL DETTMANN SPIEGEL

ASSOCIATE
FAEGRE BAKER DANIELS

"She is very proactive and gives me concise information which is relevant to us."

BENJAMIN C. LEE

ASSOCIATE JONES DAY

"He is extremely responsive."

SPENCER WINTERS

ASSOCIATE
KIRKLAND & ELLIS

"He is very smart and down to earth."







LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

BTI offers congratulations to the following 328 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.

AHMAD, ZAVITSANOS, ANAIPAKOS, ALAVI & MENSING

Location Houston, TX **Cameron Byrd**

Trade Secrets & Covenants Not to Compete Primary Practice Associate Nominated By World-leading Industrial Services Company

AKIN GUMP STRAUSS HAUER & FELD

Location Washington, DC Ed Pagano **Primary Practice Public Law and Policy**

Partner Nominated By Global Healthcare Company

Location New York, NY Michael S. Stamer

Primary Practice Financial Restructuring Partner

Leading Consumer Goods Manufacturer Nominated By

ALSTON & BIRD

R. Steve Ensor Location Atlanta, GA

Primary Practice Labor & Employment Partner Nominated By

Leading Logistics Company

Location Atlanta, GA Kyle G. Healy

Primary Practice Corporate Transactions & Securities Partner Nominated By Large Consumer Goods Company

Ginabeth B. Hutchison Location Atlanta, GA

Trademark Prosecution & Portfolio **Primary Practice** Counsel

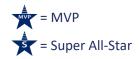
Management

Nominated By **Respected Insurance Company**

Kristine McAlister Brown Location Atlanta, GA **Primary Practice** Litigation Partner

Nominated By Nationwide Furniture Retailer





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

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Robert V. Jewell Location Houston, TX

Managing Partner

Primary Practice Equity and Debt Capital Markets

Appropriate Research Appropriate Primary Practice Equity and Debt Capital Markets

Nominated By International Apparel Manufacturer

Daniel E. McCormickLocationHouston, TXPartnerPrimary PracticeReal Estate

Nominated By Large Saas Provider

ARENT FOX

David G. Bayles Location Los Angeles, CA

Attorney Primary Practice Intellectual Property Litigation

Nominated By World-leading Industrial Services Company

David C. Meyer Location Los Angeles, CA

Partner Primary Practice Corporate & Securities

Nominated By International Computer Accessory

Manufacturer

ARNOLD & PORTER

Richard E. Baltz

Location Washington, DC

Partner Primary Practice Corporate and Finance

Nominated By Respected Insurance Company

Soumitra Deka Location San Francisco, CA

Counsel Primary Practice Patent Litigation
Nominated By International Chemical Company

Daniel P. DiNapoliPartner

Location

New York, NY

Primary Practice

Intellectual Property

Partner Primary Practice Intellectual Property

Nominated By International Chemical Company

Matthew T. Heartney Location Los Angeles, CA

Partner Primary Practice Antitrust/Competition

Nominated By International Vehicle Manufacturer

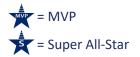
Bruce R. Kelly
Partner

Location
Primary Practice
Antitrust Litigation

Nominated By Large Financial Services Firm

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LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

ARNOL	_D &	PORTER.	, continued
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Brian C. McCormally

Partner

Location
Primary Practice
Nominated By

Washington, DC Financial Services Leading Regional Bank

Christopher M. Odell

Partner

LocationHouston, TXPrimary PracticeLitigation

Nominated By Leading American Power Company

BAKER BOTTS

Andrew M. Baker

Partner

Location Primary Practice Houston, TX and Dallas, TX

Corporate

Nominated By Large Saas Provider

Theodore W. Paris

Partner

Location Houston, TX

Primary Practice Capital Markets and Securities
Nominated By Large Financial Services Firm

BAKER MCKENZIE

Peter R. George

Partner

Location Chicago, IL

Primary Practice Compliance & Investigations

Nominated By Large Risk Manager

C. Thomas Kruse

Partner

Location

Houston, TX

New York, NY

Primary Practice Commercial Litigation

Nominated By Fortune 1000 Industrial Services Company

Nicholas Marchica

Partner

Location
Primary Practice

Nominated By

Mergers & Acquisitions

Premier Automobile Manufacturer

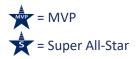
Jonathan B. Newton

Partner

LocationHouston, TXPrimary PracticeCorporate

Nominated By Large Financial Services Firm





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

BAKERHOSTETL	.ER
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Billy M. DonleyPartner
Location
Primary Practice
Litigation

Nominated By World-leading Industrial Services Company

Harold H. FullmerLocationPhiladelphia, PAPartnerPrimary PracticeIntellectual Property

Nominated By Premier Semiconductor Company

BALCH & BINGHAM



Gregory Carl Cook

Partner

Location Birmingham, AL Primary Practice Commercial Litigation

Nominated By Global Tech Manufacturing Company

BALLARD SPAHR

Scott M. Pearson Location Los Angeles, CA

Partner Primary Practice Litigation

Nominated By International Computer Accessory

Manufacturer

BARNES & THORNBURG

Paul OlszowkaLocationChicago, ILPartnerPrimary PracticeLitigation

Nominated By Top Global Chemical Company

Frederick L. Schwartz Location Chicago, IL

Partner Primary Practice Labor and Employment Nominated By International Power Provider

BENESCH

Mark E. Avsec Location Cleveland, OH

Partner Primary Practice Intellectual Property/3iP

Nominated By High-profile Consumer Goods Company

Jeffrey Kosc Location Indianapolis, IN

Partner Primary Practice Intellectual Property/3iP
Nominated By Large Financial Services Firm





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

Kevin J. BrunoLocation

New York, NY and Princeton, NJ

Partner Primary Practice Environmental

Nominated By Large-tier Automotive Supplier

Brett M. Esber Location Washington, DC

Partner Primary Practice Maritime Transactions

Nominated By Large Professional Services Firm

Julia K. Holt Location Los Angeles, CA

Of Counsel Primary Practice Insurance Recovery Litigation

Nominated By World-leading Beverage Company

Philadelphia, PA

Frederick G. Sandstrom Location

Partner Primary Practice Labor & Employment

Nominated By Large Financial Services Company

BOONE KARLBERG

Matthew B. Hayhurst
Shareholder

Location
Primary Practice
Civil Litigation

Shareholder Primary Practice Civil Litigation

Naminated By Innovative Process Systems Company

Nominated By Innovative Process Systems Company

BORDEN LADNER GERVAIS

Douglas R. Sanders Location Vancouver, British Columbia

Partner Primary Practice Construction Law

Nominated By Cutting-edge Engineering & Manufacturing

Company

BRACEWELL

Robert S. Nichols Location Houston, TX

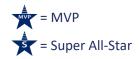
Partner Primary Practice Labor & Employment

Nominated By Leading American Power Company



David W. Owen

Partner



BTI CLIENT SERVICE ALL-STARS 2018: THE LINEUP

LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

BRADIFY

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Location	Birmingham, AL
Primary Practice	Construction Litigation and Disputes
Nominated By	Premier Multinational Infrastructure Group

E. Mabry Rogers Location Birmingham, AL

Partner Primary Practice Construction Litigation and Disputes
Nominated By Fortune 200 Energy Company

BROWN & RUPRECHT

Heather F. ShoreLocationKansas City, MOAttorneyPrimary PracticeConstruction Litigation

Nominated By Premier Multinational Infrastructure Group

BRYAN CAVE

Stephanie M. HoslerLocationSt. Louis, MOPartnerPrimary PracticeTransactions

Nominated By Prominent Healthcare Company

BUCHANAN INGERSOLL & ROONEY

Derek P. BenkeSenior Attorney

Location
Primary Practice
Alexandria, VA
Intellectual Property

Nominated By Global Technology Company

Rosemary J. Bruno
Shareholder

Location
Primary Practice
Newark, NJ
Class Actions

Nominated By Premier Automobile Manufacturer

BURNS & LEVINSON

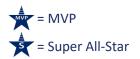
Dr. Ronda P. MoorePartner

Location
Primary Practice

Boston, MA
Patents

Nominated By Top Medical Products Manufacturer





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

BUSINESS LE	GALS
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Location Frank C. Ellinger

Primary Practice Attorney

Nominated By Top Medical Products Manufacturer

Contract Law

Biberach, Germany

CADWALADER

Location London, England Steven Baker **Primary Practice Global Litigation**

Partner Nominated By **Leading IT Solutions Firm**

Gillian Groarke Burns Location

Primary Practice Antitrust Special Counsel

Nominated By Top American Footwear Company

New York, NY

CAHILL

Bradley J. Bondi Location Washington, DC and New York, NY

Primary Practice Litigation Partner

Nominated By **Multinational Food Products Corporation**

CARLTON FIELDS

Daniel C. Johnson Location Orlando, FL **Primary Practice**

Litigation Shareholder

> Nominated By Large Financial Services Firm

CHAPOTON | SANDERS | SCARBOROUGH

Stephen L. Johnson Houston, TX Location

Primary Practice Corporate Transactions Partner

Nominated By Large Financial Services Firm

CLIFFORD CHANCE

Nadia Jagusiak Location Amsterdam, Netherlands **Primary Practice** Intellectual Property **Associate**

Nominated By Innovative Supplier of Specialty Materials

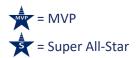
London, England Location

Greg Olsen Primary Practice Antitrust Competition

Nominated By **Top-tier Financial Services Company**

Partner





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

COBLENTZ PATCH DUFFY & BASS

MVP

Richard R. Patch

Partner

Location San Francisco, CA
Primary Practice Litigation

initiary ractice Litigation

Nominated By Large Design Engineering Firm

COOLEY

Matthew D. Brown

Partner

Location
Primary Practice

Nominated By

San Francisco, CA Commercial Litigation

Leading Financial Services Firm

MVP

William Donovan, Jr.

Partner

Location

Primary Practice
Nominated By

Los Angeles, CA

Commercial Litigation

Leading Consumer Goods Manufacturer

Laura Grossfield Birger

Partner

Location

Primary Practice
Nominated By

New York, NY Commercial Litigation

Prominent Professional Services Firm

Dr. Carol Laherty

Partner

Location

Primary Practice

Seattle, WA

Intellectual Property

Nominated By Cutting-edge Engineering & Manufacturing

Company

Stephen Smith

Partner

Location

Primary Practice
Nominated By

Washington, DC

Intellectual Property
Large Energy Company

COVINGTON

Andrew M. Smith

Partner

Location

Washington, DC Financial Services

Primary Practice
Nominated By

Large Banking Firm

Jonathan M. Sperling

Partner

Location

Primary Practice

New York, NY Litigation

Washington, DC

Nominated By

Top Retail Department Store Chain

Allan J. Topol

Location

Litigation

Senior Counsel

Primary Practice
Nominated By

Preeminent International Trading Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

CRAVATH, SWAINE & MOORE					
Richard W. Clary Partner	Location Primary Practice Nominated By	New York, NY Litigation Large Construction Company			
Michael S. Goldman Partner	Location Primary Practice Nominated By	New York, NY Banking and Finance Global Professional Services Firm			
Rachel G. Skaistis Partner	Location Primary Practice Nominated By	New York, NY Class Actions Large Telecom Company			
Christine A. Varney Partner	Location Primary Practice Nominated By	New York, NY Antitrust Large Saas Provider			
	CROWELL & MO	ORING			
Michael Boucher Partner	Location Primary Practice Nominated By	Washington, DC Regulatory Financial Services Giant			

CURTIS	
CURTIS	

Raymond T. Hum

Partner

Location

Primary Practice

Washington, DC and New York, NY

Corporate

Nominated By Premier Technical Services Company

DAVIS POLK

Dan HirschovitsLocationLondon, EnglandPartnerPrimary PracticeCorporate

Nominated By Top-tier Financial Services Company

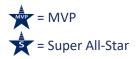
Marc O. Williams

Location

New York, NY

Partner Primary Practice Mergers and Acquisitions
Nominated By High Tech Defense Contractor

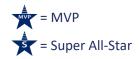




LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

	DEBEVOISE & PLI	MPTON					
John Gleeson Partner	Location Primary Practice Nominated By	New York, NY Litigation Innovative Supplier of Specialty Materials					
William D. Regner Partner	Location Primary Practice Nominated By	New York, NY Mergers and Acquisitions Leading Global Telecom Company					
Julie M. Riewe Partner	Location Primary Practice Nominated By	Washington, DC White Collar & Regulatory Defense High-profile Electric Utility					
	DECHERT						
David L. Ansell Senior Counsel	Location Primary Practice Nominated By	Washington, DC Financial Services M&A Large Consumer Goods Retailer					
Ben Barnett Partner	Location Primary Practice Nominated By	Philadelphia, PA Complex Commercial Litigation Premier Technical Services Company					
Mark D. Perlow Partner	Location Primary Practice Nominated By	San Francisco, CA Financial Services and Regulatory Compliance Large Financial Services Company					
	DENTONS						
Joel N. Bock Partner	Location Primary Practice Nominated By	Short Hills, NJ Intellectual Property and Technology Large Consumer Goods Company					
Steven M. Masiello Partner	Location Primary Practice Nominated By	Denver, CO Litigation Top Retail Department Store Chain					
	DICKINSON WR	IGHT					
Christopher A. Cornwall Member	Location Primary Practice Nominated By	Detroit, MI Construction Law Cutting-edge Engineering & Manufacturing Company					



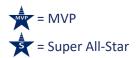


LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

DICKSON MINTO							
Michelle McCabe Corporate Lawyer	Location Primary Practice Nominated By	Edinburgh, Scotland M&A Transactions Large Financial Services Firm					
DILWORTH PAXSON							
Graham R. Laub Partner	Location Primary Practice Nominated By	Philadelphia, PA Mergers & Acquisitions Prominent Global Equipment Manufacturer					
	DINSMORE						
David J. Lavan Partner	Location Primary Practice Nominated By	Washington, DC Securities Leading Construction Products Company					
DLA PIPER							
Robert J. Alessi Partner	Location Primary Practice Nominated By	New York, NY Energy Litigation Prominent Natural Resources Company					
James E. Anderson Partner	Location Primary Practice Nominated By	East Palo Alto, CA Real Estate Finance Leading Beverage Corporation					
Richard W. Ashley III Partner	Location Primary Practice Nominated By	Chicago, IL Employee Benefits Global Energy Company					
Peter M. Astiz Partner	Location Primary Practice Nominated By	East Palo Alto, CA Intellectual Property Large Waste Management Company					
David H. Bamberger Partner	Location Primary Practice Nominated By	Washington, DC Antitrust and Competition Multinational Food Products Corporation					

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LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

DLA PIPER , continue

Marc D. Katz Location Dallas, TX

Primary Practice Employment Litigation and Dispute Partner

Resolution

Nominated By Large Manufacturing Company

Joseph Lavelle Location Washington, DC **Primary Practice Patent Litigation**

Partner Nominated By Premier Automobile Manufacturer

Location Atlanta, GA Frank Layson

Primary Practice Mergers and Acquisitions

> Nominated By Major Transportation Company and

World-leading Beverage Company

Andrew P. Valentine Location East Palo Alto, CA **Primary Practice Intellectual Property** Partner

Nominated By Leading Media Company

DOHERTY, CIECHANOWSKI, DUGAN & CANNON

Steven D. Weil Location Franklin, MA Litigation **Primary Practice** Shareholder

Nominated By International Apparel Manufacturer

DUANE MORRIS

Shelton M. Vaughan, P.C. Location Houston, TX

Primary Practice Corporate Partner Nominated By

Leading Engineering Firm

ECKERT SEAMANS

John J. Myers Location Pittsburgh, PA

Primary Practice Labor & Employment Member

Nominated By **Leading Paints and Coatings Technology**

Company

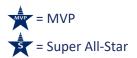
EIMER STAHL

Nathan P. Eimer Location Chicago, IL

Antitrust and Commercial Litigation Primary Practice Partner

Nominated By **International Chemical Company**





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

/ERSH		

John W. Benson Atlanta, GA Location

Primary Practice Real Estate Finance **Partner**

> Nominated By **Giant Financial Services Company**

FAEGRE BAKER DANIELS

Des Moines, IA **Andrew Anderson** Location

Primary Practice Corporate Partner

> Nominated By Innovative Supplier of Specialty Materials

> > Corporate

Michael F. Cockson Minneapolis, MN Location **Primary Practice** Litigation

Partner Nominated By Top Medical Products Manufacturer

Rachael Dettmann Location Minneapolis, MN **Primary Practice Food and Agribusiness** Spiegel

Nominated By Innovative Supplier of Specialty Materials Associate

Jennifer R. Mewaldt Location Minneapolis, MN

Primary Practice Partner Nominated By Large Consumer Goods Retailer

FARRELL FRITZ

Domenique Camacho Location Uniondale, NY **Primary Practice** Labor & Employment Moran

Nominated By **International Chemical Company Partner**

FENWICK & WEST

Samuel B. Angus Location San Francisco, CA **Primary Practice** Corporate

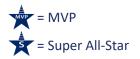
Partner Nominated By **Multinational Food Products Corporation**

FISHER PHILLIPS

Cheryl Pinarchick Location Boston, MA **Primary Practice Employment Partner**

Nominated By **Premier Technical Services Company**





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

	E١			

Jonathan E. Book Location Boston, MA

Partner Primary Practice Commercial Real Estate Transactions

Nominated By Large Energy Company

FREDRIKSON & BYRON

Lawrence BenderLocationBismarck, NDShareholderPrimary PracticeOil & Gas

Shareholder Primary Practice Oil & Gas
Nominated By Notable Petroleum Company

FRIED FRANK

Robert M. MastersPartner
Location
Primary Practice
Washington, DC
Primary Practice
IP Litigation

Nominated By Leading Insurance Company

FROST BROWN TODD

Nicholas C. Pappas Location Indianapolis, IN

Member Primary Practice Product Liability Litigation

Nominated By Preeminent Manufacturer of Process

Control Systems

GAYDOS, CHURNSIDE & BALTHROP

Michael H. Long
Of Counsel

Location
Primary Practice

Eugene, OR
Litigation

Nominated By Large Risk Manager

GERMAN MAY

Kirk T. MayFounding Shareholder
Location
Primary Practice
Business Litigation

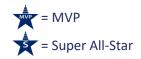
Nominated By Renowned Trading Company

GIBBONS

David E. De LorenziLocationNewark, NJChair, Intellectual PropertyPrimary PracticeIP Litigation

Nominated By Top Global Chemical Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

GIBSON DUNN

Karen E. Bertero Los Angeles, CA Location **Primary Practice** Global Finance Partner

Nominated By Elite Banking and Finance Firm

Location Washington, DC Michael D. Bopp **Primary Practice Regulatory Consulting** Partner

Nominated By Global Leader in Adhesive Technologies

Frederick Brown Location San Francisco, CA

Primary Practice Litigation Partner **Biotech Leader** Nominated By

Washington, DC Jonathan L. Corsico Location

Primary Practice Securities Regulation and Corporate

Governance

Nominated By Large Data Management Company and

High Tech Defense Contractor

Andrew L. Fabens Location New York, NY **Primary Practice Capital Markets Partner**

Nominated By Global Personal Care Products Corporation

Sean C. Feller Location Century City, CA

Primary Practice Executive Compensation and Employee

Benefits

Nominated By **Global Personal Care Products Corporation**

and Global Chemical Leader

Stephen I. Glover Location Washington, DC

Primary Practice Securities Regulation and Corporate **Partner**

Governance

Nominated By Large Data Management Company

Matthew Hoffman Location Los Angeles, CA **Primary Practice** Litigation **Partner**

Nominated By **Respected Insurance Company**

Washington, DC Elizabeth A. Ising Location

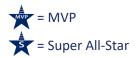
Primary Practice Securities Regulation and Corporate Partner

Governance

Nominated By **Global Personal Care Products Corporation**

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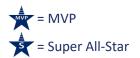




LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

GIBSON DUNN, continued						
Brian J. Lane Partner	Location Primary Practice	Washington, DC Securities Regulation and Corporate Governance				
	Nominated By	Global Chemical Leader				
Douglas Smith Partner	Location Primary Practice Nominated By	San Francisco, CA Mergers and Acquisitions Prominent Natural Resources Company				
GIGLIOTTI LEGAL						
Thomas A. Gigliotti Principal	Location Primary Practice Nominated By	Raleigh, NC Intellectual Property Consulting Multinational Software Company				
GODFREY & KAHN						
Timothy F. Nixon Shareholder	Location Primary Practice	Green Bay, WI Business Finance, Bankruptcy & Restructuring				
	Nominated By	International Power Provider				
C.J. Wauters Shareholder	Location Primary Practice Nominated By	Milwaukee, WI Corporate and Securities Leading Regional Bank				
	GOODWIN					
John O. Newell Counsel	Location Primary Practice Nominated By	Boston, MA Securities International Apparel Manufacturer				
GOF	DON REES SCULLY	MANSUKHANI				
Nancy M. Erfle Partner	Location Primary Practice Nominated By	Portland, OR and Seattle, WA Tort & Product Liability Litigation Notable Natural Resources Company				





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

	RG TR	

Brian T. Feeney Location Philadelphia, PA

Shareholder Primary Practice Business and Commercial Disputes

Nominated By Leading Financial Services Firm

Paul J. FerakLocationChicago, ILShareholderPrimary PracticeLitigation

Nominated By Elite Banking and Finance Firm

GREENE ESPEL

John W. Ursu Location Minneapolis, MN

Attorney Primary Practice Litigation
Nominated By Biotech Leader

HAYNES AND BOONE

Brian D. Barnard Location Fort Worth, TX

Partner Primary Practice Mergers and Acquisitions

Nominated By Leading IT Solutions Firm

Emmie Gooch Location Houston, TX

Counsel Primary Practice Litigation
Nominated By Large Specialized Manufacturer

HEALEY LAW OFFICE AND REGULATORY CONSULTING

Martha A. Healey Location Ottawa, Ontario

Principal Primary Practice Regulatory
Nominated By Innovative Supplier of Specialty Materials

HINCKLEY ALLEN

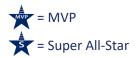
Michael L. Koenig Location Albany, NY and New York, NY

Partner Primary Practice Government Enforcement & White Collar

Defense

Nominated By Pacesetting Technology Services Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

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Scot Anderson Location Denver, CO

Primary Practice Energy and Natural Resources Partner

Nominated By Large Natural Resources Company

Daniel E. González Location Miami, FL

Primary Practice Commercial Litigation Partner

Nominated By Fortune 200 Energy Company

Location John J. Smith, M.D., J.D. Washington, DC

Primary Practice FDA Regulatory Partner

Nominated By Top Medical Products Manufacturer

Steven B. Steinborn Washington, DC Location

Primary Practice Food Labeling and Advertising Regulation **Partner** Nominated By **Leading American Fast Food Company**

HOLLAND & HART

Denver, CO Jonathan Anderson Location

Compliance **Primary Practice** Partner International Vehicle Manufacturer Nominated By

Denver, CO Location James Borgel

Primary Practice Real Estate Development and Finance Partner

Leading Consumer Goods Retailer Nominated By

Matthew Cavarra Location Denver, CO

Primary Practice Intellectual Property Partner Nominated By Large North American Drilling Company

HOLLAND & KNIGHT

Location Atlanta, GA Charles S. Johnson, III

Primary Practice Litigation and Dispute Resolution **Partner** Nominated By **Leading Global Energy Company**

HOWARD KENNEDY

Paul Glassberg Location London, England

Primary Practice Mergers and Acquisitions Partner

> Nominated By Leading Global Automotive Supplier





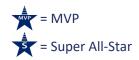
LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

	HUGHES HUBBAR	D & REED				
Jason C. Benton Partner	Location Primary Practice Nominated By	New York, NY Litigation Prominent Professional Services Firm				
James W. Dabney Partner	Location Primary Practice Nominated By	New York, NY Intellectual Property Large Financial Services Firm				
	HUNTON & WIL	LIAMS				
Stephen P. Demm Partner	Location Primary Practice Nominated By	Richmond, VA Intellectual Property Top American Footwear Company				
HUSCH BLACKWELL						
Ann M. Maher Partner	Location Primary Practice Nominated By	Milwaukee, WI Franchise & Distribution Litigation Leading Consumer Services Provider				
	JENNER & BL	.ock				
Martin C. Glass Partner	Location Primary Practice Nominated By	New York, NY Securities Preeminent Manufacturer of Process Control Systems				
Rick Richmond Managing Partner, Los Angeles	Location Primary Practice	Los Angeles, CA Complex Commercial Litigation				

Nominated By

Fortune 200 Energy Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

JONES DAY

Aaron L. Agenbroad

Partner

Location

Primary Practice Nominated By

San Francisco, CA **Labor and Employment**

Top Financial Services Company

Richard J. Bedell Jr.

Partner

Location

Primary Practice Nominated By

Litigation

Cleveland, OH

High-profile REIT

David S. Birnbaum

Partner

Location

Primary Practice Nominated By

Chicago, IL

Labor and Employment

Top Global Chemical Company

Thomas E. Dutton

Partner

Location

Primary Practice Nominated By

Columbus, OH Healthcare

Large Healthcare Firm

Ronald S. Gross

Partner

Location

Primary Practice Nominated By

New York, NY

Banking, Finance & Securities Large Financial Services Company

Daniel C. Hagen

Partner

Location

Primary Practice

New York, NY

Employee Benefits & Executive

Compensation

Nominated By

Joseph W. Hammell

Partner

Location

Primary Practice

Large Data Management Company

Minneapolis, MN

Nominated By

Nominated By

Labor and Employment

Market-leading Packaging Manufacturer

John K. Kane

Partner

Location

Primary Practice

New York, NY

Transactions

Prominent Healthcare Company

Benjamin C. Lee

Associate

Location

Primary Practice Nominated By

San Francisco, CA

Government Regulation

Major Petroleum and Petrochemical

Products Marketer

Randi C. Lesnick

Location

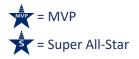
Primary Practice Nominated By

New York, NY

M&A and Securities Transactions Large Consumer Products Company

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LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

JONES DAY, continued

Timothy J. Melton Detroit, MI and Chicago, IL Location **Primary Practice** Mergers & Acquisitions Partner

Nominated By **Prominent Construction Organization**

Location Washington, DC Glen D. Nager

Primary Practice Labor and Employment Partner

Nominated By Leading Retail Financial Services Firm

Location New York, NY **Timothy Orr Primary Practice** Corporate **Associate**

Nominated By **Prominent Healthcare Company**

Washington, DC Douglas H. Pearson Ph.D. Location

Primary Practice Intellectual Property Partner Nominated By **Financial Services Giant**

Tracy V. Schaffer Location New York, NY

Primary Practice Antitrust & Competition Law Partner

Nominated By Leading Agribusiness Company

Jeffrey A. Schlegel Location Houston, TX

Primary Practice Energy Partner Nominated By **Premier Energy Company**

JONES WALKER

Monique A. Cenac Location Phoenix, AZ

Primary Practice Corporate & Securities Partner Nominated By High Tech Defense Contractor

Tracy E. Kern Location New Orleans, LA

Primary Practice Labor and Employment

Nominated By **Growing Retailer**

Craig N. Landrum Location Jackson, MS

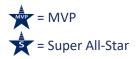
Primary Practice Banking & Financial Services Partner Nominated By **Innovative Financial Services Company**

Kelly C. Simoneaux Location New Orleans, LA

Primary Practice Corporate & Securities Partner

High Tech Defense Contractor Nominated By





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

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\mathbf{r}	CX.	_ '	G.	AI		J

Stacy G. AckermannLocationCharlotte, NCPractice Area Leader - FinancePrimary PracticeReal Estate Finance

Nominated By Giant Financial Services Company

David A. BatemanLocationSeattle, WAPartnerPrimary PracticeIP Litigation

Nominated By Leading Energy Company

Mark D. Feczko Location Pittsburgh, PA

Partner Primary Practice Complex Commercial Litigation and Disputes

Nominated By Top Industrial Manufacturer

Kristen L. StewartPartner

Location
Pittsburgh, PA
Primary Practice
Corporate/M&A

Nominated By Global Agribusiness Company

KASOWITZ BENSON TORRES

Sander Ash Location New York, NY

Special Counsel Primary Practice Real Estate Transactions

Naminated By Top Specialty Potabler

Nominated By Top Specialty Retailer

Nancy Elizabeth Kaschel Location New York, NY

Special Counsel Primary Practice Commercial Litigation

Nominated By Top Financial Services Company

Joseph I. Lieberman Location New York, NY

Senior Counsel Primary Practice Government Affairs and Strategic Counsel

Nominated By Leading Healthcare Company

KATTEN MUCHIN ROSENMAN

Russell E. Greenblatt Location Chicago, IL

Partner Primary Practice Employee Benefits & Executive

Compensation

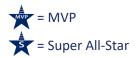
Nominated By Leading Agribusiness Company

Andrew G. Klevorn Location Chicago, IL

Partner Primary Practice Antitrust and Competition Litigation

Nominated By Fortune 1000 Food Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

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David L. Balser Location Atlanta, GA

Partner Primary Practice Contracts and Business Torts
Nominated By Respected Insurance Company

Nonmacca by Respected insurance compan

Mark S. BrownLocationWashington, DCPartnerPrimary PracticeProduct Liability

Nominated By Global Technology Company

Bobby R. Burchfield Location Washington, DC

Partner Primary Practice Litigation

Nominated By Preeminent International Trading Company

William C. Smith, III Location Atlanta, GA

Partner Primary Practice Mergers and Acquisitions
Nominated By Nationwide Furniture Retailer

KIRKLAND & ELLIS

Brian BorchardPartner

Location
Primary Practice
Litigation

Partner Primary Practice Litigation

Nominated By Leading Financial Holding Company

Jonathan F. Ganter Location Washington, DC

Partner Primary Practice Product Liability and Mass Tort Litigation

Nominated By Large Financial Services Firm

Spencer Winters Location Chicago, IL

Associate Primary Practice Restructuring

Nominated By Leading Energy Company

KNOBBE MARTENS

Brian HorneLocation
Partner
Location
Primary Practice
Litigation

Nominated By Top Specialty Retailer

THE KULLMAN FIRM

Samuel Zurik III

Location

New Orleans, LA

Primary Practice

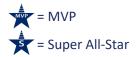
Labor and Employment

Member Of The Firm

Primary Practice* Labor and Employment**

Nominated By* World-leading Industrial Services Company**





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

LATHAM & WATKINS	L	_A	ГΗ	AM	&	WA	1T	(INS
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James E. BrandtLocationNew York, NYPartnerPrimary PracticeLitigation

Nominated By Leading Financial Services Firm

Thomas G. BrandtPartner

Location
Primary Practice
Houston, TX
Securities

Nominated By Global Energy Company

David K. Callahan Location Chicago, IL

Partner Primary Practice Intellectual Property Litigation
Nominated By Leading Global Telecom Company and

Prominent Global Equipment Manufacturer

Michael E. Dillard Location Houston, TX

Partner Primary Practice Corporate and Securities
Nominated By Large Financial Services Firm

Nominated By Large Financial Services Firm

J. Patrick NevinsLocation
Partner
Primary Practice
Project Development

Partner Primary Practice Project Development & Finance
Nominated By Major Hospitality Services Department

Stephen C. SzalkowskiLocationHouston, TXPartnerPrimary PracticeCorporate

Nominated By Global Energy Company

LITTLER

Robert S. Blumberg Location Los Angeles, CA

Shareholder

Primary Practice
Nominated By
Labor and Employment
Large Construction Company

Nominatea By Large Construction Company

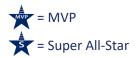
Theodore A. Schroeder Location Pittsburgh, PA and Charleston, WV

Office Managing Shareholder Primary Practice Labor and Employment

Nominated By Leading Paints and Coatings Technology

Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

LOCKE LORD

Brian I. Hays Partner	Location Primary Practice Nominated By	Chicago, IL Antitrust High-profile Tier 1 Automotive Supplier				
Mike Peters Partner	Location Primary Practice Nominated By	Houston, TX Corporate Major Petroleum and Petrochemical Products Marketer				
David L. Ruediger Partner	Location Primary Practice Nominated By	Boston, MA Corporate Leading Home Products Company				
Kimberly F. Williams Partner	Location Primary Practice Nominated By	Dallas, TX Labor and Employment Global Hospitality Company				
LOWENSTEIN SANDLER						
Karim G. Kaspar Senior Counsel	Location Primary Practice	New York, NY and Roseland, NJ Business Litigation				

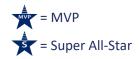
MANATT

Brett J. Natarelli Partner	Location Primary Practice Nominated By	Chicago, IL Litigation Leading Home Products Company
Ted Wolff Partner	Location Primary Practice Nominated By	New York, NY Environment Innovative Supplier of Specialty Materials

Nominated By

Respected Financial Services Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

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IV			_		_				

Erika Z. JonesPartner
Location
Primary Practice
Regulatory

Nominated By Premier Automobile Manufacturer

Andrew S. Marovitz Location Chicago, IL

Partner Primary Practice Antitrust & Competition Law Nominated By Fortune 200 Power Company

Michael A. Olsen Location Chicago, IL

Partner Primary Practice Litigation & Dispute Resolution
Nominated By International Chemical Company

MCDERMOTT WILL & EMERY

Russell HaymanPartner
Location
Primary Practice
Los Angeles, CA
Litigation

Nominated By First-class Healthcare System

MCELROY, DEUTSCH, MULVANEY & CARPENTER

Richard E. Brennan

Of Counsel

Location

Primary Practice

Morristown, NJ

Primary Practice

Litigation

Nominated By Respected Financial Services Company

MCGUIREWOODS

Steven E. AdkinsLocationWashington, DCPartnerPrimary PracticeIntellectual Property

Nominated By Broad-reaching American Energy Provider

Robert J. BittmanLocation
Partner
Primary Practice
Litigation

Partner Primary Practice Litigation

Nominated By Global Technology Company

Peter J. Covington Location Charlotte, NC

Partner Primary Practice Business and Securities Litigation

Department

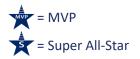
Nominated By Top-tier Financial Services Company

Douglas M. FoleyLocation
Washington, DC and Richmond, VA

Partner Primary Practice Litigation

Nominated By Leading Agribusiness Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

IVIII	 \sim	டப	ES1	

Stuart A. Fredman

Partner

Location **Primary Practice** Nominated By

Midvale, UT Corporate, M&A Top Specialty Retailer

Jason D. Rogers

Partner

Location Midvale, UT **Primary Practice** Corporate, M&A Nominated By **Top Specialty Retailer**

MIDDLETON REUTLINGER

Julie Gregory Ray

Of Counsel

Location **Primary Practice** Nominated By

Louisville, KY **Intellectual Property Global Food Company**

MILLER CANFIELD

Sherri A. Wellman

Principal

Location Lansing, MI

Energy, Environmental and Regulatory **Primary Practice**

International Power Provider Nominated By

MORGAN LEWIS

Nathan J. Andrisani

Partner

Location

Primary Practice Nominated By

Philadelphia, PA

Government Investigations, Litigation Large Financial Services Company

Alan W. Beloff

Senior Counsel

Location **Primary Practice** Nominated By

Boston, MA **Financial Services**

Prominent Construction Organization and

Large Insurance Company

Daniel L. Goldberg

Senior Counsel

Location

Primary Practice

Commercial Litigation

Premier Automobile Manufacturer

Robert A. Lewis

Partner

Location **Primary Practice**

Location

Nominated By

San Francisco, CA

Boston, MA

Litigation

Paul A. Zevnik

Partner

Nominated By

Respected Financial Services Company

Washington, DC and Los Angeles, CA Product Liability, Tort, and Insurance

Primary Practice Groundbreaking Technology Company Nominated By

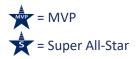




LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

MORRISON & FOERSTER							
Robert L. Falk Partner	Location Primary Practice Nominated By	San Francisco, CA Environmental/Toxics and Consumer Products World-leading Pharmaceutical Company					
William I. Schwartz Partner	Location Primary Practice Nominated By	San Francisco, CA Intellectual Property and Technology Premier Semiconductor Company					
MOTLEY RICE							
David I. Ackerman Senior Counsel	Location Primary Practice Nominated By	Washington, DC Litigation Large Consumer Goods Manufacturer					
MOYE, O'BRIEN, PICKERT & DILLON							
James E. Moye Managing Partner	Location Primary Practice Nominated By	Maitland, FL Construction Large Saas Provider					
	NEAL GERBER EIS	SENBERG					
Angela R. Elbert Partner	Location Primary Practice Nominated By	Chicago, IL Corporate, Insurance Notable Natural Resources Company					
	NIXON PEAB	ODY					
Neal R. Pandozzi Partner	Location Primary Practice Nominated By	Boston, MA and Providence, RI Public Finance Large Financial Services Firm					





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

NORTON ROSE FULBRIGHT	NO	RTO	ON F	ROSE	FUL	BRIGHT
-----------------------	----	-----	------	------	------------	--------

Judith A. Archer

Partner

Primary Practice Nominated By

Location

New York, NY Litigation

Prominent Independent Power Company

Bill Armstrong, QC

Senior Partner

Location

Calgary, Alberta

Labor and Employment

Primary Practice Nominated By

Branded Multinational Food Manufacturer

John T. Baecher

Partner

Location New York, NY **Primary Practice**

Project Finance

Prominent Independent Power Company Nominated By

Mike Keeley

Partner

Location Dallas, TX

Bank M&A and Securities

Nominated By Large Consumer Goods Retailer

NUTTER

Mary K. Ryan

Partner

Location **Primary Practice**

Nominated By

Primary Practice

Boston, MA Litigation

Notable International Manufacturing

Company

OGLETREE DEAKINS

Charles B. Baldwin

Managing Director

Location **Primary Practice**

Primary Practice

Nominated By

Indianapolis, IN

Labor and Employment

Nominated By National Healthcare Organization

James M. Barrett

Shareholder

Location

Portland, OR

Labor and Employment

Global Industrial Equipment Company

Ron Chapman, Jr.

Shareholder

Shareholder

Location

Dallas, TX

Primary Practice Nominated By

Labor and Employment

Innovative Supplier of Specialty Materials

A. Craig Cleland

Location

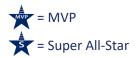
Atlanta, GA

Primary Practice Nominated By

Class Action and Employment Law Large Consumer Goods Retailer

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LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

OGLETREE DEAKINS, continued

MVP

Gregg M. Lemley

Shareholder

Location St. Louis, MO

Primary Practice
Nominated By

Labor and Employment

Premier Marketing Services Company

Stephen R. Woods

Shareholder

Location

Primary Practice
Nominated By

Greenville, SC

Labor and Employment Growing Retailer

O'MELVENY

Allen Burton

Partner

Location

Primary Practice
Nominated By

New York, NY Litigation

Leading Construction Products Company

Matthew W. Close

Partner

Location

Primary Practice
Nominated By

Los Angeles, CA Litigation

Cutting-edge Engineering & Manufacturing

Company

George Davis

Partner

Location

Primary Practice
Nominated By

New York, NY

Global Restructuring Large Regulated Utility

ORRICK

Morton Dubin

Partner

Location

Primary Practice

New York, NY

Litigation

Nominated By International Chemical Company

MVP

E. Joshua Rosenkranz

Partner

Location

OCULION Orimary Dractic New York, NY

Primary Practice Litigation
Nominated By Large Des

Large Design Engineering Firm

Eric Shumsky

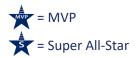
Partner

Location

Primary Practice Nominated By Washington, DC Litigation

Large Design Engineering Firm





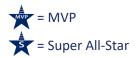
LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

PAUL HASTINGS						
Kenneth R. Bender Senior Counsel	Location Primary Practice Nominated By	Los Angeles, CA Corporate Global Technology Company				
Scott M. Flicker Partner	Location Primary Practice Nominated By	Washington, DC Litigation Large Financial Services Company				
Brandon G. Howald Partner	Location Primary Practice Nominated By	Orange County, CA and San Francisco, CA Corporate Cutting-edge Engineering & Manufacturing Company				
PAUL, WEISS						
Andrew N. Rosenberg Partner	Location Primary Practice Nominated By	New York, NY Bankruptcy & Corporate Reorganization Leading Consumer Goods Retailer				
PECKAR & ABRAMSON						
Gregory A. Eichorn Partner	Location Primary Practice Nominated By	Chicago, IL Construction Cutting-edge Engineering & Manufacturing Company				
PEPPER HAMILTON						
Jeffrey M. Goldman Partner	Location Primary Practice Nominated By	Orange County, CA and Los Angeles, CA Litigation Top Regional Financial Corporation				
	PERKINS CO	DIE				
Sue J. Stott Partner	Location Primary Practice	San Francisco, CA Labor and Employment				

Nominated By

Leading Paper Product Manufacturer





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

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Steven D. HamiltonPartner

Location
Primary Practice

San Diego, CA
Real Estate

Nominated By Large Manufacturing Company

Steven L. MeltzerLocationMcLean, VAPartnerPrimary PracticeCorporate

Nominated By Leading Energy Company

POLSINELLI

Roy Bash Location Kansas City, MO

Senior Partner Primary Practice Construction/Energy/Real Estate Litigation

Nominated By Large Professional Services Firm

Fredric J. EntinSenior Partner

Location
Primary Practice
Healthcare

Nominated By Large Healthcare Firm

Curtis J. Petersen Location Overland Park, KS

Shareholder Primary Practice Real Estate

Nominated By Premier Automobile Manufacturer

Jeffrey B. Rosen Location Kansas City, MO

Senior Partner Primary Practice Litigation
Nominated By Cutting-edge Engineering & Manufacturing

Company

Lisa M. Schultes Location Kansas City, MO

Senior Partner Primary Practice Corporate

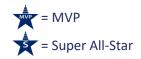
Nominated By Branded Multinational Food Manufacturer

PROSKAUER ROSE

Robert A. Cantone Location New York, NY

Partner Primary Practice Corporate Governance, M&A
Nominated By Major Transportation Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

QUINN EMANUEL URQUHART & SULLIVAN

Anthony Alden

Location

Primary Practice Nominated By

Litigation

Los Angeles, CA

Leading Construction Company and

Pacesetting Technology Services Company

Raymond N. Nimrod

Partner

Location

Primary Practice Nominated By

Primary Practice

Nominated By

New York, NY Litigation

International Chemical Company

REED SMITH

Craig R. Enochs

Partner

Location

Houston, TX **Commodity and Derivative Transactions**

Broad-reaching American Energy Provider

Holly A. Roth

Partner

Location **Primary Practice**

Nominated By

McLean, VA and Washington, DC Global Regulatory Enforcement

Innovative Supplier of Specialty Materials

REINHART BOERNER VAN DEUREN

Allen C. Schlinsog, Jr.

Shareholder

Location

Primary Practice Nominated By

Chicago, IL and Milwaukee, WI

Litigation and Product Liability and Safety **Preeminent Manufacturer of Process**

Control Systems

ROPES & GRAY

David C. Djaha

Partner

Location

Primary Practice

New York, NY

Real Estate Investments & Transactions

Elite Banking and Finance Firm

Kevin J. Post

Partner

Location

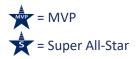
Primary Practice Nominated By

Nominated By

New York, NY **Intellectual Property**

Major Financial Services Firm





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

SAUL EWING ARNSTEIN & LEHR

Earl Adams Jr. Location Washington, DC

Primary Practice Regulatory, Compliance and Government Partner

> Nominated By Large Convenience Store Chain

Sharon L. Levine Location Newark, NJ **Primary Practice** Bankruptcy Partner

Nominated By **Respected Financial Services Company**

SCHIFF HARDIN



Paula J. Morency

Primary Practice Litigation

Nominated By Large Consumer Products Company

Chicago, IL

SEYFARTH SHAW

Brett C. Bartlett Location Atlanta, GA

Primary Practice Labor & Employment Partner

Location

Nationwide Furniture Retailer Nominated By

Kenneth R. Dolin Location Chicago, IL

Primary Practice Labor and Employment Partner

> Nominated By Top Global Chemical Company

Location Chicago, IL William I. Goldberg

Primary Practice Commercial Litigation Partner

Nominated By National Wholesaler

Jonathan D. Karelitz Location Chicago, IL

Primary Practice Employee Benefits and Executive Partner

> Nominated By Compensation

> > **Leading Agribusiness Company**

Daniel B. Klein Boston, MA Location

Primary Practice Labor and Employment Partner

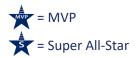
> Nominated By **Prominent Independent Power Company**

SHAFER, DAVIS, O'LEARY & STOKER

Odessa, TX James W. Essman Location **Primary Practice**

Litigation Shareholder Nominated By Large Risk Manager





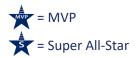
LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

SHAW KELLER

Karen E. Keller Partner	Location Primary Practice Nominated By	Wilmington, DE Intellectual Property Litigation Top Specialty Retailer					
	SHEPPARD MU	JLLIN					
Bryan D. Daly Partner	Location Primary Practice Nominated By	Los Angeles, CA Litigation Large Consumer Goods Manufacturer					
Tracey A. Kennedy Partner	Location Primary Practice Nominated By	Los Angeles, CA Labor and Employment Litigation Leading American Fast Food Company					
SHOOK, HARDY & BACON							
William P. Geraghty Managing Partner	Location Primary Practice Nominated By	Miami, FL Product Liability Large Tobacco Company					

Managing Partner	Nominated By	Large Tobacco Company
	SIDLEY	
Samuel B. Boxerman Partner	Location Primary Practice Nominated By	Washington, DC Environmental Fortune 200 Energy Company
Robert A. Buhlman Partner	Location Primary Practice Nominated By	Boston, MA Labor, Employment and Immigration Leading Hospitality Company
Jordan B. Cherrick Senior Counsel	Location Primary Practice Nominated By	Chicago, IL Commercial Litigation and Disputes Leading Food Manufacturer
Mary C. Niehaus Partner	Location Primary Practice Nominated By	Chicago, IL Employee Benefits and Executive Compensation Leading Agribusiness Company





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

SIMI	PSC	NC	ГНА	CH	ER
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Nicholas S. Goldin
Partner
Location
Primary Practice
New York, NY
Litigation

Nominated By Preeminent Beverage Distributor

Laurence M. MossLocationNew York, NYPartnerPrimary PracticeEmployee Benefits

Nominated By Large Regulated Utility

SKADDEN

John T. Bentivoglio Location Washington, DC

Partner Primary Practice Healthcare Compliance

Nominated By Prominent Healthcare Company

James R. CarrollLocationBoston, MAPartnerPrimary PracticeLitigation

Nominated By Top American Telecom Company

Charles W. Mulaney, Jr. Location Chicago, IL

Partner Primary Practice Mergers and Acquisitions

Nominated By Fortune 500 Engineering & Manufacturing

Firm

Charles F. SmithLocationChicago, ILPartnerPrimary PracticeLitigation

Nominated By Global Professional Services Firm

SQUIRE PATTON BOGGS

David S. Elkins Location Palo Alto, CA

Partner Primary Practice Intellectual Property & Technology
Nominated By Leading Manufacturing Company

Barry A. Pupkin Location Washington, DC

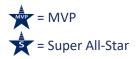
Senior Partner Primary Practice Competition - Antitrust

Nominated By Specialized Health Care Provider

Anthony W. Swisher Location Washington, DC

Partner Primary Practice Competition - Antitrust
Nominated By Longstanding Tier 1 Automotive Supplier





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

Mark D. Ovington Location Kansas City, MO

Partner Primary Practice Banking and Financial Services
Nominated By Renowned Trading Company

STOEL RIVES

Jeremy D. SacksLocation Portland, OR Primary Practice Litigation

Partner Primary Practice Litigation

Nominated By Large Risk Manager

SULLIVAN & CROMWELL

Patrick S. Brown Location Los Angeles, CA

Partner Primary Practice Mergers and Acquisitions

Nominated By Global Professional Services Firm

H. Rodgin Cohen Location New York, NY

Senior Chairman Primary Practice Corporate and Finance
Nominated By High Tech Defense Contractor

Nonlinated by Tilgit Teen belefise contractor

Theodore EdelmanLocation
Partner
Primary Practice
New York, NY and London, England
M&A and Intellectual Property

Partner Primary Practice M&A and Intellectual Property

Nominated By Top Food Manufacturer

Joseph E. Neuhaus

Location

Primary Practice

Litigation

New York, NY

Litigation

Partner Primary Practice Litigation

Nominated By Large Consumer Goods Retailer

Mark F. RosenbergLocationNew York, NYPartnerPrimary PracticeLitigation

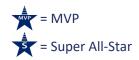
Nominated By Large Construction Company

THOMPSON HINE

Stephen J. AxtellLocationDayton, OHPartnerPrimary PracticeEnvironmental

Partner Primary Practice Environmental Nominated By Top Regional Financial Corporation





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

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Arthur H. Domby

Retired Partner

Atlanta, GA Location **Primary Practice** Environmental

Nominated By Leading Technology Company

VEDDER PRICE

James A. Arpaia

Shareholder

Location Chicago, IL

Primary Practice Corporate and Governance

Nominated By National Wholesaler

VERRILL DANA

James G. Goggin

Senior Counsel

Location **Primary Practice**

Litigation Nominated By

Global Industrial Equipment Company

VINSON & ELKINS

Daniel B. Spelkin

Counsel

Location Houston, TX

Primary Practice Corporate Finance and Securities Nominated By Premier Oil & Gas Company

WACHTELL, LIPTON, ROSEN & KATZ

Mark Gordon

Partner

Location

New York, NY Corporate

Portland, ME

Primary Practice Nominated By

World-leading Medicine Producer

Edward D. Herlihy Partner

Location

New York, NY

Primary Practice Nominated By

Mergers and Acquisitions Leading Regional Bank

Joseph D. Larson

Partner

Location

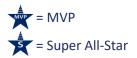
Primary Practice Nominated By

New York, NY Antitrust

World-leading Medicine Producer

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LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

WACHTELL, LIPTON, ROSEN & KATZ, continued

Jonathan M. Moses New York, NY Location **Primary Practice** Litigation Partner

> Nominated By Global Professional Services Firm

Sabastian V. Niles Location New York, NY

Primary Practice Securities and Mergers and Acquisitions Partner

Nominated By **Global Personal Care Products Corporation**

William Savitt Location New York, NY **Primary Practice** Litigation Partner

> Nominated By **Prestigious Insurance Company**

> > WEIL

Morgan Bale Location New York, NY

Primary Practice Banking and Finance **Partner** Nominated By Large Professional Services Firm

David J. Lender Location New York, NY

Complex Commercial Litigation Primary Practice Partner

International Chemical Company Nominated By

WHITE & CASE

Stefan Mentzer Location New York, NY **Primary Practice IP Litigation** Partner

Nominated By Large Healthcare Firm

Robert Milne Location New York, NY **Primary Practice Antitrust** Partner

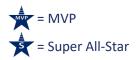
Nominated By Respected Healthcare Delivery System

Richard Smith Location Los Angeles, CA

Primary Practice Mergers & Acquisitions Partner

Nominated By Large Design Engineering Firm





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

WILLIAMS & CONNOLLY			
Kevin T. Baine Partner	Location Primary Practice Nominated By	Washington, DC Commercial Litigation High-profile Consumer Goods Company	
Jessamyn S. Berniker Partner	Location Primary Practice Nominated By	Washington, DC Patent Litigation Top Medical Products Manufacturer	
Dane H. Butswinkas Partner	Location Primary Practice Nominated By	Washington, DC International Arbitration Fortune 200 Energy Company	
Thomas H.L. Selby Partner	Location Primary Practice Nominated By	Washington, DC Patent Litigation Top Medical Products Manufacturer	
Lance A. Wade Partner	Location Primary Practice Nominated By	Washington, DC Government and Internal Investigations Top Medical Products Manufacturer	
WILMERHALE			
Robert D. Keefe Senior Counsel	Location Primary Practice Nominated By	Boston, MA Litigation Top Medical Products Manufacturer	
WILS	ON SONSINI GOODR	ICH & ROSATI	
David J. Berger Partner	Location Primary Practice Nominated By	Palo Alto, CA and San Francisco, CA Corporate Governance Large Risk Manager	
	WINSTON & STR	AWN	
John R. Keville Partner	Location Primary Practice Nominated By	Houston, TX Intellectual Property Litigation Top Specialty Retailer	

Location

Primary Practice

Nominated By

Chicago, IL

Intellectual Property

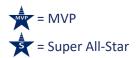
Leading American Fast Food Company

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Robert H. Newman

Partner





LISTED IN ALPHABETICAL ORDER, BY FIRM NAME

	WINSTON & STRAWN	, continued	
Joseph J. Torres Partner	Location Primary Practice Nominated By	Chicago, IL Labor and Employment Leading Paints and Coatings Technology Company	
Christina Trotta Roupas Partner	Location Primary Practice Nominated By	Chicago, IL Capital Markets and Securities Top Specialty Retailer	
WOMBLE BOND DICKINSON			
Melinda Davis Lux Partner	Location Primary Practice Nominated By	Greenville, SC Mergers and Acquisitions Notable International Manufacturing Company	
Christopher E. Leon Partner	Location Primary Practice Nominated By	Winston-Salem, NC Corporate and Finance Large Consumer Products Company	
	WYATT TARRANT 8	COMBS	

	WIAII, IAMANI	a combo	
G. Brian Wells Partner	Location Primary Practice Nominated By	Lexington, KY Mergers and Acquisitions Global Technology Company	



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 clients?

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 LATEST BOOK: CLIENTELLIGENCE AT WWW.BTICONSULTING.COM/17



BTI's METHODOLOGY AND APPROACH



Methodology and Approach

Independent, unbiased research

2018 Survey Participant Demographics

OVERVIEW

Interviews

Time Frame
Conducted between February 20 and July 3, 2017

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.

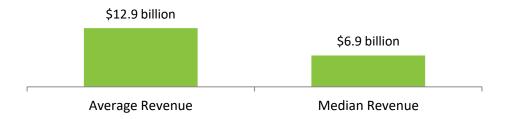
Each year, BTI reaches out to a sample of legal decision makers at large organizations with \$1 billion or more in revenue. BTI Client Service All-Stars 2018 draws on data collected in BTI's ongoing Annual Survey of General Counsel.

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	Telecom
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 17th 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
DOSINESS DEVELOPIVIENT
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

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

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.



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.

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

BTI Client Service A-Team 2018

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



BTI Practice Outlook 2018

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 2018

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 2018 - 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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Address any questions to: The BTI Consulting Group, Inc. 396 Washington Street, Suite 314 Wellesley, MA 02481 +1 617 439 0333



Contact BTI

Questions? Research inquiries? Interested in becoming a BTI Client?

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

+1.617.439.0333

Email Michael B. Rynowecer, BTI President, directly at: mrynowecer@bticonsulting.com

Email Jennifer Dezso, BTI Principal, directly at: jdezso@bticonsulting.com

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

Read *The Mad Clientist*—BTI's blog at: www.bticonsulting.com/themadclientist