OUR MISSION

"We deliver creative and effective business solutions and counsel."

Every word of our mission statement is a testament to who we are and our core beliefs:

We – we think of our firm as a team, and each of our attorneys practices principally on one practice team. Our Firm culture encourages and rewards collaboration in all aspects of our business, because we believe collaboration enhances client service. You may be introduced to our Firm by one of our attorneys or your matter may be handled principally by one attorney, but when you engage, you get the benefit of whichever of our team members can add value to our representation. Our attorney compensation system does not reward or encourage attorneys who resist involving others within our Firm who can help in a particular engagement or aspect thereof.

Deliver – the greatest legal work in the world adds no value until it is translated into a timely action plan for our clients. We know that clients often operate with tight time constraints and we are fully aware that time is money. Our attorney team members are sensitive to the needs and realities of our clients' business and are committed to deliver advice and counsel in a timely manner.

Creative – we know that there are many smart lawyers, but smart is frequently not enough. Some lawyers have a well- deserved and earned reputation as "deal killers," and indeed often times it is easy for business lawyers to find lots of good reasons to advise clients against pursuing a transaction. We pride ourselves on the creativity of our attorney team members, and on our ability to get deals done-especially the hard ones.

Effective – by including the concept of effectiveness in our mission statement, we demonstrate to our clients and remind ourselves that our approach to an engagement always has to be governed by the particular attributes of the engagement, including size, time constraints, and other governing factors. Within the notion of effectiveness, we include efficiency as well. We know that incurring $100,000 in legal fees for a $250,000 transaction is not effective for our clients, regardless of the elegance of the documents we could prepare or the approach we could formulate. Many of our attorney team members joined us after practicing at large institutional firms. They experienced firsthand the dismay of clients assigned multiple layers of attorneys and paraprofessionals on their matters. We take an evaluative approach and ensure effective representation in the way we staff the engagements entrusted to us.

Business Solutions – while we have the pleasure of representing many institutional clients, our practice is largely a transaction business. We consistently demonstrate our ability to identify with and assist entrepreneurial and business clients overcome obstacles that stand in the way of achieving their goals and objectives.

Counsel – above all else, our clients and prospective clients come to us for counsel. That counsel could take the form of legal representation or advising a prospect or client that a desired business outcome is not feasible. Sometimes the best counsel we can give is that we are not the best Firm to help with an engagement or aspect of an engagement. In all the counsel we give, we consistently demonstrate that we are long-term relationship-oriented with our clients and prospective clients, and that we understand that even by foregoing a representation offered to us, we build faith and trust in our clients. Our desired relationship with our clients is

that they call us for all of their legal or professional service needs, and we help to guide them to the appropriate professionals, within or outside of our Firm.