



The BTI Client Service All-Star Team for Law Firms

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The 2009 BTI Client Service All-Stars

EXECUTIVE SUMMARY



Who Are *The BTI Client Service All-Stars*?

2008 brought a spate of changes to the corporate world. The subprime mortgage crisis, upset in the financial services sector and an economic downturn created a wealth of challenges and unexpected changes for organizations of all types and sizes. Amid this turmoil, 176 attorneys transformed economic crisis into opportunity, helping to drive client satisfaction among large corporations to its highest point in 5 years. These are *The BTI Client Service All-Stars*.

This year's *BTI Client Service All-Stars* deserve special recognition. In times of crisis, client expectations rise and pressure to deliver the optimum in service and business savvy intensifies. These 176 attorneys rose to the challenge. BTI heartily congratulates *The 2009 BTI Client Service All-Stars*.

The BTI Client Service All-Stars win client praise and recognition for excellence in delivery of client service—unprompted and by name. The only way to be honored among this elite group is to be named by a client.

The BTI Client Service All-Stars as a group deliver outstanding legal skills enveloped in a rare combination of practical business knowledge, extraordinary attention to client needs and noteworthy responsiveness. Clients celebrate the uncanny ability of many of the 176 *BTI Client Service All-Stars* to instill a confidence and trust reserved only for the most valued and strategic business partners. This achievement is worthy of commemoration.

On the following pages, we are delighted to present *The 2009 BTI Client Service All-Stars*, including direct client feedback as to why and how these exceptional attorneys are so good at client service.

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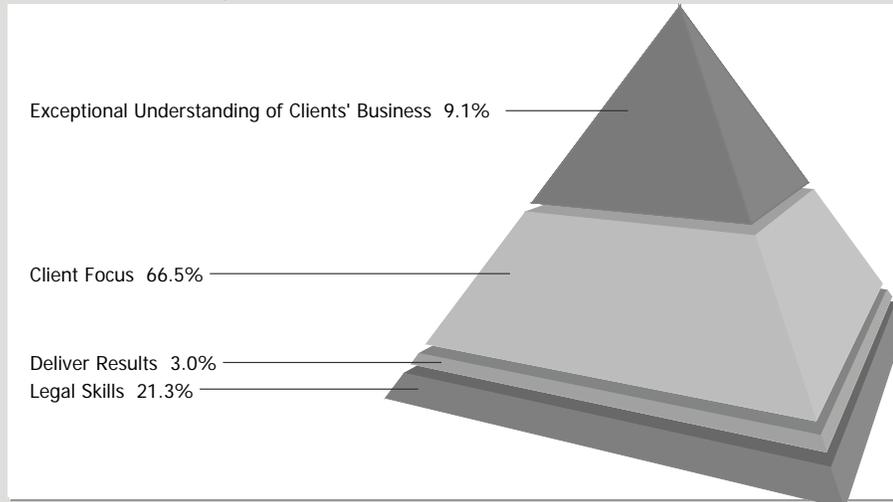
The BTI Client Service All-Star Team



The BTI Client Service All-Star Team for Law Firms 2009

Client Focus Shines: The Number One Way to Earn Your Place on The BTI Client Service All-Star Team

What makes an All-Star's service so good?



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Compelling Research. Compelling Results.

What Defines a *BTI Client Service All-Star*: Client-Driven Attorney Nominations

BTI's exclusive research with the world's largest clients shows that 3 elements are core to superior client service delivery. These elements speak to the ability of the attorney to go beyond core legal skills and differentiate themselves in key aspects of client service. These strategic differentiators include:

1. Client Focus
2. Understanding of the Client's Business
3. Delivering Results

Client Focus

More than 65% of clients nominate their *BTI Client Service All-Star* for the attorney's unyielding dedication to client focus. Clients define client focus in a number of ways:

- Being highly responsive to clients' individual goals and objectives
- Providing highly personalized strategic legal advice
- Going above and beyond the call of duty to service any client needs



The BTI Client Service All-Star Team

ON OUTSTANDING CLIENT FOCUS—DIRECT MARKET FEEDBACK

“We consistently feel like we are his only client even though he is a senior partner and is very busy.”

— *Vice President of Legal, Fortune 1000 Professional Services Firm*

“He helps us reach our goals in creative ways and is business-oriented.”

— *General Counsel, Mid-Sized Real Estate Firm*

“The calming influence that they provide, along with the common sense approach to finding practical solutions makes the service so good.”

— *Associate General Counsel, Fortune 1000 Energy Company*

“[Our All-Star] immediately calls you back and is a Bankruptcy expert. You can always depend on him to refer you on any issue if he doesn't have the expertise.”

— *Chief Legal Officer, Mid-Size Professional Services Firm*

“Her communication skills are amazing, and she is extremely efficient.”

— *Director of Legal Administration, Fortune 500 High-Tech Company*

“He takes pride in his work and in balancing between the technical and practical aspect of his work.”

— *General Counsel, Fortune 1000 Professional Services Firm*

“Extremely responsive to us and extremely thorough, dedicated and bright.”

— *Managing Director of Litigation, Global 100 Investment Bank*

“He treats me like his most important client. He is incredibly client-oriented.”

— *Vice President, General Counsel, Large Chemical Company*

“[Our All-Star] is tireless, responsive, always goes the extra mile and his advice is always excellent.”

— *General Counsel, Secretary, Large Telecommunications Company*



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Exceptional Understanding of the Client's Business

The ability to understand the client's business drives 9.1% of *BTI Client Service All-Star* nominations. These attorneys are applauded for their keen awareness of the client's business and their ability to translate this advanced understanding to pointed advice. With a thirst for client understanding, they ask the right questions, listen to their clients and apply in-depth knowledge to their clients' most pressing needs. They excel at providing tailored advice that helps their clients in today's high-risk business environment.

ON EXCEPTIONAL UNDERSTANDING OF THE CLIENT'S BUSINESS— DIRECT MARKET FEEDBACK

“They have a deep understanding of our company's way of doing things and of our values. They've taken the time and effort to understand us.”

— *Chief Legal Officer, Global 500 Pharmaceuticals Firm*

“They know my business and they are able to anticipate my needs.”

— *General Counsel, Leading High-Tech Organization*

“He understands our business. He is proactive, professional and cutting-edge.”

— *General Counsel, Fortune 100 High-Tech Manufacturer*



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The BTI Client Service All-Star Team

Deliver Results

A smaller group of *BTI Client Service All-Stars* shine for their ability to simply get things done. No case churning, no changes in staffing, no science experiments—just laser focus on closure. These business savvy attorneys easily maneuver through the legal environment with their tactical problem-solving skills. Clients praise these powerful attorneys in ways such as: “He’s smart, strategic and gets the job done!”

ON DELIVERING RESULTS—DIRECT MARKET FEEDBACK

“Their results make their service so good as well as their promptness in finding the right solution and reaching out-of-court agreements.”

— *General Counsel, Global 100 Bank*

“[My All-Star] creatively focuses on the right things to get good results.”

— *General Counsel, Large Telecommunications Company*

Core Legal Skills

Finally, a group of clients nominate their *BTI Client Service All-Star* purely based on their ability to provide exceptional legal advice in a specific area of expertise. Clients turn to these attorneys to deliver advice to their exact needs when others can’t.



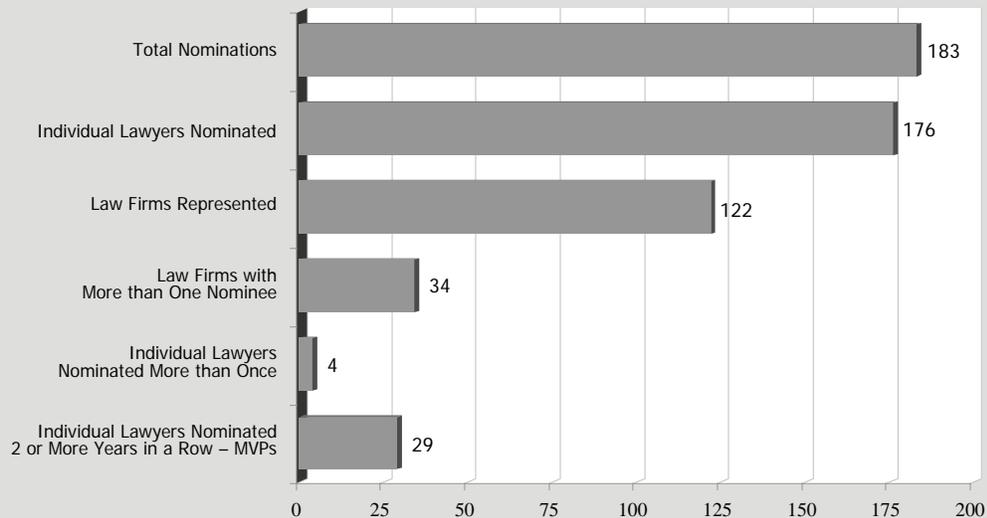
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The BTI Client Service All-Star Team for Law Firms 2009

Who and How Many: Inside Look at The BTI Client Service All-Star Team



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Compelling Research. Compelling Results.

About The BTI Client Service All-Star Team

The *BTI Client Service All-Star Team* celebrates the 176 individual attorneys identified by clients for providing outstanding client service. This year's *BTI Client Service All-Stars* are honored for their ability to deliver service in a way that adds more value to the client relationship. Strong client relationships lead to business growth, increased revenues, lower costs and higher billing rates.

BTI looks to the most important judge of client service—the client—to define client service and identify, in an unprompted manner, the attorneys who truly deliver superior client service.

The members of this year's *BTI Client Service All-Star Team* are nominated by clients for:

- Leveraging knowledge of their client's business and industry to deliver strategic advice
- Keeping the client's interests top-of-mind through efficient use of time and resources
- Providing ultra-responsive and timely answers to clients' most pressing needs

We heartily congratulate this year's *BTI Client Service All-Star Team* for standing out in the client's mind for superior client service delivery.



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The BTI Client Service All-Star Team

The 2009 BTI Client Service All-Star Team

This year, clients nominate 176 individuals to *The BTI Client Service All-Star Team*. Within this elite group of celebrated attorneys, only 4 attorneys earn the distinction of being nominated by more than one client—proving their dedication to superior client service for every client. 29 standout attorneys mark a return to *The BTI Client Service All-Star Team*—a true commitment to delivering superior client service year after year.

The Key Players on *The BTI Client Service All-Star Team*

BTI's analysis draws on candid feedback from corporate counsel to determine precisely which attorneys top the charts in client service. BTI celebrates 4 distinct rankings of superior client service among legal professionals:

1. *The BTI Client Service All-Stars* are the attorneys identified by clients—unprompted and by name—as the absolute best at client service.
2. *The BTI Client Service Hall of Famer*—superior client service for 8 years.
3. *The BTI Client Service Super All-Star Team* enjoys multiple client nominations.
4. *The MVPs* represent those honored for superior client service year after year.

Clients nominate 176 individuals to *The BTI Client Service All-Star Team*. Of these 176 attorneys, the following outstanding individuals excel, even among the prestigious *Client Service All-Star Team*.

The BTI Client Service Hall of Famer—Unparalleled Client Service Delivery

For an unprecedented 8 years running, 1 attorney has continually received client kudos for exceptional client service delivery. This outstanding attorney enjoys his third year as the sole member of *The BTI Client Service Hall of Fame*:



H. Rodgin Cohen	Chairman	Sullivan & Cromwell	New York, NY
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The BTI Client Service Super All-Star Team—Truly Outstanding

BTI's exclusive research reveals only 4 attorneys as being nominated by more than one client—placing them at the head of this prestigious pack. *The BTI Client Service Super All-Stars* don't pick favorites; these attorneys deliver both legal expertise and superior client service to all of their clients—without exception. Join us in saluting:



Jim Carlson — *Thompson Hine*
H. Rodgin Cohen — *Sullivan & Cromwell*
Lyle G. Ganske — *Jones Day*
Richard A. Rosen — *Paul, Weiss, Rifkind, Wharton & Garrison*



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The BTI Client Service All-Star Team

The MVPs—

BTI Client Service All-Stars Who Perform Year After Year

29 attorneys rise above all others to be part of *BTI's Client Service MVPs*. These individuals surpass the harshest test—standing out for superior client service—for 2 or more consecutive years.

4-YEAR MVP

2 exceptional attorneys return to *The BTI Client Service All-Star Team* for the fourth consecutive year. We congratulate their devotion to superior client service performance.



Daniel W. McGill	Partner	Barnes & Thornburg	Indianapolis, IN
Philip S. Beck	Senior Partner	Bartlit Beck	Chicago, IL

3-YEAR MVP

We honor 4 individual attorneys who mark their third consecutive year on *The BTI Client Service All-Star Team*. We applaud their ongoing client service commitment.



Jay O. Rothman	Partner	Foley & Lardner	Milwaukee, WI
Peter Teare	Partner	Reed Smith	London, England
Jan M. Conlin	Partner	Robins, Kaplan, et al.	Minneapolis, MN
Eric S. Haueter	Partner	Sidley Austin	San Francisco, CA

2-YEAR MVP

An impressive 22 individual attorneys mark their return to *The BTI Client Service All-Star Team* for a second year in a row. These attorneys are honored with a MVP star  among the full list of *BTI Client Service All-Stars* presented on pages 11-16. We commend these attorneys for their dedication to client service excellence.



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The BTI Client Service All-Star Team



The Full Team:

The BTI Client Service All-Stars of 2009

Being nominated to *The BTI Client Service All-Star Team* is a true achievement. We heartily congratulate all nominees and the firms they represent.

A full list of *The BTI Client Service All-Star Team* is presented on pages 11-16.

Cultivating Client Service Success—

Law Firms with More than One All-Star Team Member

BTI applauds this elite group of law firms that have cultivated a culture of superior client service delivery. These firms celebrate multiple *Client Service All-Stars*—showcasing a commitment to client service firm wide.

This commitment delivers multiple dividends as many of these firms also enjoy strong positioning in *The BTI Client Service 30*—the firms that perform 4 to 15 times better than everyone else. To find out more about these firms please see BTI’s recently released report, *The Survey of Client Service for Law Firms: The BTI Client Service A-Team*.

2 standout firms boast **8 BTI Client Service All-Stars**:

Jones Day
Sidley Austin

1 firm excels with **4 BTI Client Service All-Stars**:

Mayer Brown

6 firms shine with **3 BTI Client Service All-Stars**:

Foley & Lardner	Sullivan & Cromwell
Kirkland & Ellis	Troutman Sanders
Reed Smith	Wachtell, Lipton, Rosen & Katz



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The BTI Client Service All-Star Team

25 firms boast 2 *BTI Client Service All-Stars*:

Armstrong Teasdale	Gibson, Dunn & Crutcher
Barnes & Thornburg	Gide Loyrette Nouel
Bartlit Beck Herman et al.	Herbert Smith
Bryan Cave	Hogan & Hartson
Buchanan Ingersoll & Rooney	Husch Blackwell Sanders
Cadwalader, Wickersham & Taft	Kilpatrick Stockton
Chadbourne & Parke	Morgan Lewis
Cleary Gottlieb Steen & Hamilton	Ogletree, Deakins, Nash, et al.
Cravath, Swaine & Moore	Paul, Weiss, Rifkind, et al.
Davis Polk & Wardwell	Seyfarth Shaw
Dykema Gossett	Simpson Thacher & Bartlett
Freshfields Bruckhaus Deringer	Thompson Coburn
Fulbright & Jaworski	

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The BTI Client Service All-Star Team



The Entire *BTI Client Service All-Star Team* (Alphabetically by Law Firm)

 = Most Valuable Player

Mr. Mert F. Buckley	Attorney	Adams Jones Law Firm	Wichita, KA
Mr. Peter C. Lewis	Partner	Adorno & Yoss	Dallas, TX
Mr. R. David Patton	Partner	Alston & Bird	Atlanta, GA
Mr. Thomas R. Petty	Partner	Anderson Kill & Olick	Washington, DC
Mr. Joseph W. Anthony	Managing Partner	Anthony Ostlund Baer Louwagie & Ross	Minneapolis, MN
Mr. Craig S. King	Partner	Arent Fox	Washington, DC
Mr. Daniel Godar	Partner	Armstrong Teasdale	St. Louis, MO
Mr. Edward R. Spalty	Partner	Armstrong Teasdale	Kansas City, MO
 Ms. Renee L. Wilm	Partner	Baker Botts	New York, NY
Mr. Justin P. Klein	Partner	Ballard Spahr Andrews & Ingersoll	Philadelphia, PA
 Mr. Daniel W. McGill	Partner	Barnes & Thornburg	Indianapolis, IN
Mr. Kenneth J. Yerkes	Partner	Barnes & Thornburg	Indianapolis, IN
Mr. Fred H. Bartlit Jr.	Partner	Bartlit Beck Herman Palenchar & Scott	Chicago, IL
 Mr. Philip S. Beck	Senior Partner	Bartlit Beck Herman Palenchar & Scott	Chicago, IL
Mr. Robert E. Blacher	Attorney	Becker Gurian	Highland Park, IL
Mr. Barry N. Hurwitz	Partner	Bingham McCutchen	Boston, MA
Mr. Alan H. Lieblich	Partner	Blank Rome	Philadelphia, PA
Mr. Robert S. Russell	Partner	Borden Ladner Gervais	Toronto, Canada
Mr. Rick E. Frawley	Associate	Bryan Cave	Kansas City, MO
Mr. Craig D. Jeffrey	Associate	Bryan Cave	Chicago, IL
Mr. Steven E. Bizar	Shareholder	Buchanan Ingersoll & Rooney	Philadelphia, PA
Mr. Thomas E. Boyle	Shareholder	Buchanan Ingersoll & Rooney	Pittsburgh, PA
Mr. Dennis J. Block	Senior Partner	Cadwalader, Wickersham & Taft	New York, NY
 Mr. Stuart N. Goldstein	Partner	Cadwalader, Wickersham & Taft	Charlotte, NC
Mr. Stephen L. Kass	Partner	Carter Ledyard & Milburn	New York, NY
Mr. Marc A. Alpert	Partner	Chadbourne & Parke	New York, NY
Mr. Douglas M. Fried	Partner	Chadbourne & Parke	New York, NY
Mr. Michael D. Dayan	Partner	Cleary Gottlieb Steen & Hamilton	New York, NY
 Mr. Jeffrey S. Lewis	Partner	Cleary Gottlieb Steen & Hamilton	New York, NY
Mr. Jay Bernstein	Partner	Clifford Chance	New York, NY

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The BTI Client Service All-Star Team

★ = Most Valuable Player

★	Ms. Alexandra Wald	Partner	Cohen & Gresser	New York, NY
★	Mr. Scott A. Barshay	Partner	Cravath, Swaine & Moore	New York, NY
	Mr. James C. Woolery	Partner	Cravath, Swaine & Moore	New York, NY
	Mr. James J. Regan	Partner	Crowell & Moring	Washington, DC
	Mr. William M. Kelly	Partner	Davis Polk & Wardwell	Menlo Park, CA
	Mr. Richard D. Truesdell Jr.	Partner	Davis Polk & Wardwell	New York, NY
	Mr. Douglas C. Ross	Partner	Davis Wright Tremaine	Seattle, WA
★	Mr. Dennis R. LaFiura	Co-Chairman	Day Pitney	Florham Park, NJ
	Mr. Carmen J. Romano	Partner	Dechert	Philadelphia, PA
	Mr. James R. Bryant III	Partner	Dewey & LeBoeuf	Charlotte, NC
	Ms. Susan Artinian	Member	Dykema Gossett	Detroit, MI
	Mr. Daniel J. Stephenson	Member	Dykema Gossett	Ann Arbor, MI
	Mr. Nathan P. Eimer	Founding Partner	Eimer Stahl Klevorn & Solberg	Chicago, IL
	Mr. André Elvinger	Partner	Elvinger, Hoss & Prussen	Luxembourg, Luxembourg
	Ms. Kathleen S. Ruhland	Partner	Faegre & Benson	Minneapolis, MN
	Mr. Steven H. Felderstein	Managing Partner	Felderstein Fitzgerald Willoughby & Pascuzzi	Sacramento, CA
	Mr. Dean M. Jeske	Partner	Foley & Lardner	Chicago, IL
★	Mr. Jay O. Rothman	Partner	Foley & Lardner	Milwaukee, WI
	Mr. Jay N. Varon	Partner	Foley & Lardner	Washington, DC
	Mr. Frederick L. Warren	Partner	Ford & Harrison	Atlanta, GA
	Mr. Scott L. Vernick	Partner	Fox Rothschild	Philadelphia, PA
	Mr. Joseph L. Fogel	Partner	Freeborn & Peters	Chicago, IL
	Mr. Barry O'Brien	Partner	Freshfields Bruckhaus Deringer	London, England
	Dr. Dirk Schmalenbach	Partner	Freshfields Bruckhaus Deringer	Frankfurt, Germany
	Mr. John V. Lonsberg	Partner	Fulbright & Jaworski	Riyadh, Saudi Arabia
	Mr. Daniel M. McClure	Partner	Fulbright & Jaworski	Houston, TX
	Mr. Ruben K. Chuquimia	Partner	Gallop, Johnson & Neuman	St. Louis, MO
	Ms. Renata Mendaña	Partner	Garrigues	Madrid, Spain
	Mr. Chris Reynolds	Partner	Gibbs & Bruns	Houston, TX
	Ms. Amy L. Goodman	Partner	Gibson, Dunn & Crutcher	Washington, DC
	Mr. Brian J. Lane	Partner	Gibson, Dunn & Crutcher	Washington, DC
	Mr. Antoine Choffel	Partner	Gide Loyrette Nouel	Paris, France
	Mr. Emmanuel Fontaine	Partner	Gide Loyrette Nouel	Paris, France
	Mr. J. Kenneth Wainwright Jr.	Shareholder	Harvey Kruse	Troy, MI

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The BTI Client Service All-Star Team

 = Most Valuable Player

Mr. Kenneth D. Kraft	Partner	Heenan Blaikie	Toronto, Canada
Mr. Richard Fleck	Partner	Herbert Smith	London, England
Mr. Howard Watson	Partner	Herbert Smith	London, England
Mr. Richard J. Parrino	Partner	Hogan & Hartson	Washington, DC
Mr. Stuart G. Stein	Partner	Hogan & Hartson	Washington, DC
Mr. José V. Zapata	Member	Holguín Neira Pombo Abogados	Bogotá, Colombia
Mr. William E. Corum	Partner	Husch Blackwell Sanders	Kansas City, MO
Ms. Melissa M. Merlin	Associate	Husch Blackwell Sanders	St. Louis, MO
Mr. Alvin L. Emch	Member	Jackson Kelly	Charleston, WV
Mr. John V. Biernacki	Partner	Jones Day	Cleveland, OH
Mr. Stephen J. Brogan	Managing Partner	Jones Day	Washington, DC
 Mr. Thomas F. Cullen Jr.	Partner	Jones Day	Washington, DC
 Mr. Lyle G. Ganske	Partner	Jones Day	Cleveland, OH
Mr. Phillip A. Proger	Partner	Jones Day	Washington, DC
Ms. Toby G. Singer	Partner	Jones Day	Washington, DC
Ms. Patricia J. Villareal	Partner	Jones Day	Dallas, TX
 Mr. Stanley Weiner	Partner	Jones Day	Cleveland, OH
Mr. James F. Jorden	Managing Partner	Jorden Burt	Washington, DC
Mr. Michael S. Caccese	Practice Area Leader	K&L Gates	Boston, MA
 Mr. Peter R. Boutin	Managing Partner	Keesal, Young & Logan	San Francisco, CA
 Mr. Joseph M. Beck	Partner	Kilpatrick Stockton	Atlanta, GA
Mr. Mark D. Wincek	Partner	Kilpatrick Stockton	Washington, DC
 Mr. Robert E. Meadows	Partner	King & Spalding	Houston, TX
Ms. Leslie M. Smith	Partner	Kirkland & Ellis	Chicago, IL
 Mr. Michael G. Timmers	Partner	Kirkland & Ellis	Chicago, IL
Mr. Jeffrey L. Willian	Partner	Kirkland & Ellis	Chicago, IL
Mr. Thomas D. Balliett	Partner	Kramer Levin Naftalis & Frankel	New York, NY
Mr. Vincent J. Pisegna	Senior Trial Lawyer	Krokidas & Bluestein	Boston, MA
Mr. Peter F. Kerman	Partner	Latham & Watkins	Menlo Park, CA
Mr. Jeremy A. Roth	Shareholder	Littler Mendelson	San Diego, CA
Mr. Jason P. Lambert	Attorney	London & Amburn	Knoxville, TN
Mr. David Alberts	Partner	Lovells	New York, NY
Mr. Dean Zipser	Partner	Manatt, Phelps & Phillips	Costa Mesa, CA
 Mr. Edward S. Best	Partner	Mayer Brown	Chicago, IL



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★ = Most Valuable Player

	Mr. Stephen M. Shapiro	Partner	Mayer Brown	Chicago, IL
	Mr. Richard W. Shepro	Partner	Mayer Brown	Chicago, IL
	Mr. Frederick B. Thomas	Partner	Mayer Brown	Chicago, IL
★	Mr. Jeffrey M. Grantham	Shareholder	Maynard Cooper & Gale	Birmingham, AL
	Mr. Michael Kendall	Partner	McDermott Will & Emery	Boston, MA
	Mr. James G. Powers	Shareholder	McGrath North Mullin & Kratz	Omaha, NE
	Mr. Geoffrey C. Cockrell	Partner	McGuireWoods	Chicago, IL
	Mr. Ira Meislik	Managing Principal	Meislik & Meislik	Montclair, NJ
	Mr. Jefferson V. Wright	Principal	Miles & Stockbridge	Baltimore, MD
	Mr. Rahul Kapoor	Partner	Morgan Lewis	Palo Alto, CA
	Ms. Georgette A. Schaefer	Partner	Morgan Lewis	New York, NY
	Mr. Robert S. Townsend	Partner	Morrison & Foerster	San Francisco, CA
★	Mr. Jonathan Shapiro	Managing Director	Moss Shapiro	Portland, ME
	Mr. Martin Scott	Partner	Norton Rose	London, England
★	Mr. Sanford V. Teplitzky	Principal	Ober Kaler	Baltimore, MD
	Mr. Robert S. Phifer	Shareholder	Ogletree, Deakins, Nash, Smoak & Stewart	Charlotte, NC
	Mr. James B. Spears Jr.	Shareholder	Ogletree, Deakins, Nash, Smoak & Stewart	Charlotte, NC
	Mr. Edward Davis	Partner	Orrick, Herrington & Sutcliffe	Menlo Park, CA
	Mr. William J. Maledon	Partner	Osborn Maledon	Phoenix, AZ
	Mr. Benham Dayanim	Partner	Paul, Hastings, Janofsky & Walker	Washington, DC
	Mr. Brad S. Karp	Chairman	Paul, Weiss, Rifkind, Wharton & Garrison	New York, NY
★	Mr. Richard A. Rosen	Partner	Paul, Weiss, Rifkind, Wharton & Garrison	New York, NY
	Mr. Kenneth H. Zucker	Partner	Pepper Hamilton	Philadelphia, PA
	Mr. Daniel F. Kaplan	Attorney	Perry, Guthery, Haase & Gessford	Lincoln, NE
	Mr. Mark Gordon	Founding Partner	Pietragallo Gordon Alfano Bosick & Raspanti	Pittsburgh, PA
	Mr. Mark H. Verwys	Partner	Plunkett Cooney	Grand Rapids, MI
★	Mr. Brian J. Dougherty	Partner	Post & Schell	Philadelphia, PA
	Mr. Louis C. Spelios	Partner	Powell Goldstein	Atlanta, GA
★	Mr. Arnold S. Jacobs	Partner	Proskauer Rose	New York, NY
	Ms. Pamela M. Floor	Partner	Quarles & Brady	Milwaukee, WI
	Mr. Eric W. Boyer	Managing Partner	Quintairos, Prieto, Wood & Boyer	Miami, FL
	Mr. W. Thomas McGough Jr.	Partner	Reed Smith	Pittsburgh, PA
	Mr. David T. Mittelman	Counsel	Reed Smith	San Francisco, CA
★	Mr. Peter Teare	Partner	Reed Smith	London, England

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★ = Most Valuable Player

	Mr. John R. Jacobson	Attorney	Riley Warnock & Jacobson	Nashville, TN
★	Ms. Jan M. Conlin	Partner	Robins, Kaplan, Miller & Ciresi	Minneapolis, MN
	Mr. Peter S. Sorokin	Partner	Rogin Nassau	Hartford, CT
	Mr. John B. Ayer	Partner	Ropes & Gray	Boston, MA
	Mr. Lionel Aeschlimann	Partner	Schellenberg Wittmer	Geneva, Switzerland
★	Mr. Frederick J. Sperling	Partner	Schiff Hardin	Chicago, IL
	Mr. Mark A. Lies II	Partner	Seyfarth Shaw	Chicago, IL
	Mr. Gerald L. Maatman Jr.	Partner	Seyfarth Shaw	Chicago, IL
	Mr. David J. McCarty	Partner	Sheppard Mullin Richter & Hampton	Los Angeles, CA
	Mr. Larry A. Barden	Partner	Sidley Austin	Chicago, IL
	Mr. Scott Bass	Partner	Sidley Austin	Washington, DC
	Mr. Thomas A. Cole	Partner	Sidley Austin	Chicago, IL
	Mr. David F. Graham	Partner	Sidley Austin	Chicago, IL
★	Mr. Eric S. Haueter	Partner	Sidley Austin	San Francisco, CA
	Mr. Christopher Hilbert	Partner	Sidley Austin	New York, NY
	Mr. Imad I. Qasim	Partner	Sidley Austin	Chicago, IL
	Ms. Kathleen L. Roach	Partner	Sidley Austin	Chicago, IL
	Mr. Leonard T. Strand	Member	Simmons Perrine	Cedar Rapids, IA
	Mr. D. Rhett Brandon	Partner	Simpson Thacher & Bartlett	New York, NY
	Mr. Gary I. Horowitz	Partner	Simpson Thacher & Bartlett	New York, NY
	Mr. Brian J. McCarthy	Partner	Skadden, Arps, Slate, Meagher & Flom	Los Angeles, CA
	Mr. Bruce E. Baty	Partner	Sonnenschein Nath & Rosenthal	Kansas City, MO
	Mr. R. Miles Stanislaw	Partner	Stanislaw Ashbaugh	Seattle, WA
★	Mr. H. Rodgin Cohen	Chairman	Sullivan & Cromwell	New York, NY
	Mr. Mitchell S. Eitel	Partner	Sullivan & Cromwell	New York, NY
	Mr. Adam S. Paris	Partner	Sullivan & Cromwell	Los Angeles, CA
★	Ms. Annette L. Tripp	Partner	Sutherland	Houston, TX
	Mr. Harvey A. Levin	Partner	Thompson Coburn	Washington, DC
	Mr. Thomas A. Litz	Partner	Thompson Coburn	St. Louis, MO
★	Mr. Jim Carlson	Partner	Thompson Hine	Cleveland, OH
	Mr. David M. Carter	Partner	Troutman Sanders	Richmond, VA
	Mr. Robert Edwards	Partner	Troutman Sanders	Atlanta, GA
	Mr. Clifford S. Sikora	Partner	Troutman Sanders	Washington, DC
	Mr. Bruce A. Blefeld	Partner	Vinson & Elkins	Houston, TX

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The BTI Client Service All-Star Team

 = Most Valuable Player

Mr. Andrew R. Brownstein	Partner	Wachtell, Lipton, Rosen & Katz	New York, NY
Mr. David C. Karp	Partner	Wachtell, Lipton, Rosen & Katz	New York, NY
Mr. Steven A. Rosenblum	Partner	Wachtell, Lipton, Rosen & Katz	New York, NY
Mr. David L. Ward Jr.	Member	Ward and Smith	New York, NY
Mr. Erik Thyness	Managing Partner	Wiersholm, Mellbye & Bech	New Bern, NC
 Mr. Bruce R. Genderson	Partner	Williams & Connolly	Oslo, Norway
Mr. Paul P. Brontas	Retired Partner	WilmerHale	Waltham, MA
Mr. Joel Alquezar	Partner	Winston & Strawn	Paris, France
Mr. David E. Moran	Shareholder	Winthrop & Weinstine	Minneapolis, MN
Ms. Elizabeth O. Temple	Attorney	Womble Carlyle Sandridge & Rice	Greenville, SC



B T I

The BTI Client Service All-Star Team

The BTI Consulting Group, Inc.—Who We Are

The BTI Consulting Group (BTI) is the leading provider of strategic market research to law firms and professional services firms. BTI performs more market research about law firms than virtually anyone. We conduct the only continuous benchmarking market study in the legal services industry based on more than 1,900 independent interviews with General Counsel and key decision makers that hire law firms.

BTI uses powerful, robust analysis to help clients define new approaches to key issues that boost performance, including:

- ◆ 17 activities that drive relationships between law firms and clients
- ◆ 12 power marketing practices that drive growth and profits
- ◆ 7 tactics to command premium rates
- ◆ 4 key differentiators that separate law firms in the minds of clients
- ◆ 6 core barometers to gauge market position
- ◆ 5 drivers of favorable awareness that attract the best new clients

BTI regularly publishes this compelling research in independent publications, reports and summaries. Learn more about BTI's publications on pages 19–20.

BTI conducts private benchmarking, market awareness and client satisfaction research for some of the best-run organizations in the world. BTI boasts one of the world's largest knowledge bases of professional services research based on more than 6,000 interviews conducted over the last 18 years.

BTI enjoys a far-reaching client base that includes:

- ◆ More than 70 of the 100 largest law firms
- ◆ Over 250 of the leading professional services firms worldwide
- ◆ Over 35% of the Global 500
- ◆ More than 450 Fortune 1000 companies



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Key Services to Help Our Clients

BTI offers the following key services for law firms:

Strategic Market Research

- ◆ Custom Client Surveys
- ◆ Market Awareness
- ◆ Strategic Research
- ◆ Client Satisfaction Surveys
- ◆ Performance Metrics and Indicators
- ◆ Best Practices for Superior Client Service
- ◆ Key Client Programs
- ◆ Private Briefings
- ◆ Client Focus Bootcamp

Consulting

- ◆ Key Client Strategies
- ◆ Client-Focused Business Practices
- ◆ Strategic Business Planning
- ◆ BTI Client Focus Boot Camp
- ◆ Garnering Premium Rates by Articulating Value

Private Briefings

BTI also offers private briefings both in person and via the web. Chock full of client-based insights, perspectives and facts, BTI briefings draw from our research, experience and other resources to provide provocative, constructive insights to help you boost client satisfaction, increase client retention and improve your performance. We can tailor our briefing to include specific feedback on your firm.

Please call Michael B. Rynowecer at (617) 439-0333 ext. 5048 to learn more about BTI's custom research and services.

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Additional Insights from BTI Publications

The Survey of Client Service Performance for Law Firms: The BTI Client Service A-Team 2009

Client service is more important than ever as law firms brace for a spending slowdown. Discover which law firms—by name—best meet client service demands in an economic downturn. In the 8th annual *BTI Client Service A-Team* report, corporate counsel rank nearly 300 law firms across 17 activities that define client service. BTI introduces a new user-friendly format so you can target your specific strengths—and weaknesses—as seen by clients. Learn which activities are most important to clients in this changing economy and benchmark your performance against competitors.

BTI Premium Practices Forecast 2009: Survey of Corporate Legal Spending

Outside counsel spending slows to a crawl for 2009. This market-leading report uses data from more than 1,900 one-on-one interviews with corporate counsel. Our sole goal is to pinpoint trends and opportunities for 16 practices and 18 industries. Discover the 4 practices still showing signs of growth and delineate the 11 that are flat to down. You can also see specific law firm opportunities being created in the wake of the federal bank bailout (which may help soften the blow).

BTI's Survey of National Market Awareness

BTI's Survey of National Market Awareness reveals which firms are top-of-mind in clients' eyes thanks to favorable, well-established brands. This 2-part survey draws on more than 1,700 interviews with corporate counsel at large and Fortune 1000 companies over the past 7 years, including nearly 300 new interviews in 2007. BTI finds that a 10% boost in market differentiation drives a 17.2% increase in revenue.

Boston Law: Leaders, Contenders & Corporate Spending Forecast

4 law firms enjoy the best positioning in the Boston market; 10 more are nipping at their heels. *Boston Law* draws on over 150 in-depth interviews with corporate counsel and C-level executives in the Boston market. It delineates exactly where legal spending in Boston is headed, where the prime market opportunities exist, which law firms are best positioned in the market and how your firm can stand out in this crowded market.

BTI Power Rankings:

The BTI Client Relationship Scorecard for Law Firms

BTI's Power Rankings delineates exactly where you stand in the market by measuring the quantity and quality of client relationships. Clients identify—by name—over 350 law firms enjoying primary relationships, recommendations, Bet-the-Company work and much more. Learn which law firms to look out for and discover the 13 law firms that capture top market position. Based on interviews with over 400 of America's most powerful buyers of legal services.



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How Clients Hire, Fire and Spend: Landing the World's Best Clients

BTI's *How Clients Hire, Fire and Spend: Landing the World's Best Clients* is an unparalleled tool to boost your understanding of clients and how to win more business. Drawing on over 1,200 client interviews and more than 26 years of experience building 8-figure client relationships, *How Clients Hire, Fire and Spend* delivers no-nonsense insight into getting more leads and closing more business now.

BTI's *How Clients Hire, Fire and Spend: Landing the World's Best Clients 2007* is your key to developing 7- and 8-figure client relationships. Learn what works—and what doesn't—based on more than 1,200 interviews with corporate counsel. Hear directly from your clients what it takes to get hired.

BTI's Benchmarking Law Firm Marketing and Business Development Strategies

Must-have tool to gauge marketing spending, budget, staff and best practices. Based on nearly 500 interviews, including more than 120 brand-new, individual, independent interviews with Chief Marketing Officers, Marketing Directors and Directors of Business Development at the world's 250 largest law firms. Discover key benchmarks and best practices in legal marketing today!

BTI Market Movers: Law Firms Shaping the Legal Market

The BTI Consulting Group's research with 240 corporate counsel at large and Fortune 1000 companies reveals 40 law firms stand out as the real movers and shakers in today's ever-changing legal marketplace. Of the 40, DLA Piper, Foley & Lardner, Jones Day and Skadden stand out as the true *BTI Market Trailblazers*. Use *BTI Market Movers* to learn 5 innovative approaches to casework and service delivery, and how clients define value in word-for-word direct feedback.