

Annual Law Firm Managing Partners Roundtable: Growing Practice Areas



Niche and industry practices that understand their clients' businesses are key to the continued success of most New Jersey law firms. Illustrations: Dreamstime.com by Andrew Genn

COMPILED BY MILES Z. EPSTEIN
EDITOR, COMMERCE

ONE IMPORTANT WAY TO measure the economy and track changes in the market is to examine which law firm practice areas are growing the fastest, and to ask why.

That's exactly what *COMMERCE* did this month, by reaching out to the managing partners at New Jersey's top law firms and asking the question: "What are your strategies for growing your practice areas and niche practices, and which ones are growing the fastest or changing the most to meet client needs?"

The following law firm leaders participated in our 2017 Annual Law Firm Managing Partners Roundtable:

- Capehart Scatchard, PA
Managing Shareholder
Mary Ellen Rose, Esq.;
- Chiesa Shahinian & Giantomasi PC
Managing Member
Daniel A. Schwartz, Esq.;
- Connell Foley LLP Managing Partner
Philip F. McGovern, Jr., Esq.;
- Day Pitney LLP Parsippany (NJ)
Office Managing Partner
Paul Marino, Esq.;
- Dunn Lambert, LLC Managing Partner
Richard Lambert, Esq.;
- Gibbons P.C. Chairman and Managing Director
Patrick C. Dunican, Jr., Esq.;
- Greenbaum, Rowe, Smith & Davis LLP
Co-Managing Partner
W. Raymond Felton, Esq.;

- McCarter & English, LLP Managing Partner
Joseph T. Boccassini, Esq.;
- Meyner and Landis LLP
Senior Partner William J. Fiore, Esq.;
- NPZ Law Group P.C. U.S. Managing Attorney
David H. Nachman, Esq.;
- Sills Cummis & Gross P.C.
Managing Partner Max Crane, Esq.



Capehart Scatchard, PA
By Mary Ellen Rose, Esq.,
Managing Shareholder

Capehart Scatchard has experienced sustained growth in its healthcare practice area, by responding to the comprehensive needs of our physician, group practice and other health-related clients. We counsel our healthcare clients with respect to the multitude of transactional matters, and regulatory and compliance requirements affecting healthcare delivery, including practice management issues; licensure and professional board matters; state and federal self-referral, anti-kickback, and fraud and abuse; electronic health records; and the Health Insurance Portability and Accountability Act of 1996 (HIPAA). The needs of our healthcare clients also transcend traditional "healthcare issues" and include both transactional and litigation services encompassing general corporate, real estate, zoning, mergers, joint ventures,

medical malpractice, workers' compensation and employment matters. The niche area of state and federal privacy, security and data breach also is addressed frequently. The extensive needs of these clients have driven our strategy for growing our firm's established practice groups. We continue to enhance our corporate and employment areas to meet the needs of our growing healthcare client base. Whether our clients require assistance in constructing contracts or agreements, or providing business, regulatory, or tax advice, our attorneys are ready to offer knowledgeable guidance and counsel. Our primary mission has always been to sustain growth by adding depth where needed to satisfy our clients.



Chiesa Shahinian & Giantomasi PC
By Daniel A. Schwartz, Esq.,
Managing Member

CSG's growth is attributed to the change in our clients' needs and the industries in which they operate. In response, we are strategically focused on areas such as real estate and development, healthcare, intellectual property and corporate investigations resulting from increased regulatory oversight. We view our relationships, both with our clients and among our

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own attorneys, as paramount—as needs arise, we adapt through organic growth. Geographically, we have identified the New York City market as an area of tremendous growth in real estate, corporate transactions and commercial litigation, prompting CSG to open a new office at 11 Times Square in 2016.



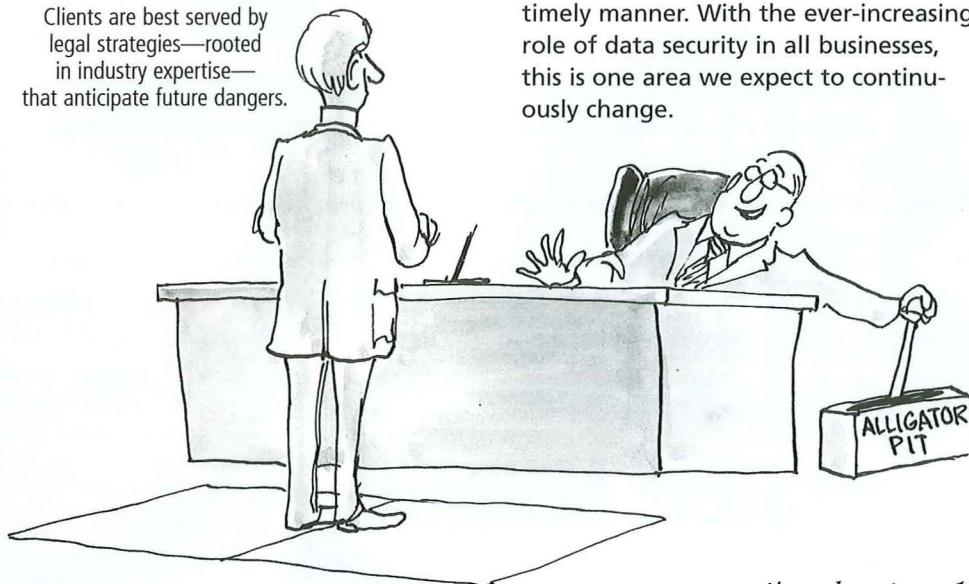
Connell Foley LLP

By Philip F. McGovern, Jr., Esq., Managing Partner

Connell Foley has had great success in growing its practices organically through strategic acquisitions, as well as through the entrepreneurial spirit of our attorneys. Understanding trends in business as well as legal developments helps us not only in advising our clients but in determining where we should grow or develop practices. One niche area that we have focused on, our Cybersecurity & Data Privacy Group, has proven to be a

timely investment. It is also a good example of a practice area that was developed based on the foreseen needs of clients across all industries, from those requiring cyber insurance policies to companies responding to a breach or others needing to prepare cyber

Clients are best served by legal strategies—rooted in industry expertise—that anticipate future dangers.



incident response plans. As with most niche practices, this is a nimble group that is entrenched in the industry by serving on state task forces, leading bar association cyber groups and issuing authoritative articles. We strive to stay on top of the latest developments in this area, so as to advise clients in the most timely manner. With the ever-increasing role of data security in all businesses, this is one area we expect to continuously change.

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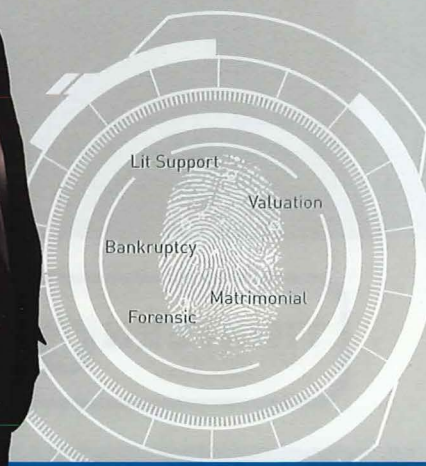
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Day Pitney LLP
By Paul Marino, Esq.,
Managing Partner,
Parsippany, NJ Office

Our clients expect us to be knowledgeable about their businesses and the industries in which they operate. Thus, our approximately 300 attorneys strive to become subject matter specialists for each client. To best meet our clients' evolving needs, we created Industry Teams. As an example, Day Pitney has numerous clients that are financial institutions for which we provide a variety of legal services, including those related to bank regulations, capital markets, M&A, securities, consumer finance, creditors' rights, employment, executive compensation, family office, fiduciary advice, institutional finance, IT, investment management compliance, litigation and municipal finance. To best serve these clients, we created a Financial Institutions Industry Team, which is comprised of attorneys who are steeped

in knowledge regarding the financial sector and who constantly endeavor to learn more about the industry and contribute as vital thought leaders and partners in the space. This team is also constantly looking for new ways to expand the scope of services that we can provide for financial institution clients, thereby growing the firm's practice. We take a similar tack with other industries in which we excel as a firm, including real estate, energy and insurance, to name a few.



Dunn Lambert, LLC
By Richard Lambert, Esq.,
Managing Partner

Business partners can fall out of love with each other just like spouses, often with devastating consequences. More than 20 years ago, we became involved in helping business owners extricate themselves from bad partnerships. At the time, this practice area did not even have a name. Over



the years, as this practice area grew, we began to call it "Business Divorce," and to market it as such. One of the things we learned is that there was a dearth of information available to business owners who wished to form a partnership or obtain a business divorce. To bridge this gap, we recently announced the formation, with Jeri Quinn, CBC, of the Business Divorce Institute, and the release of our new e-book, *The Business Divorce Institute, From Prevention to Finalization*. The Business Divorce

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Institute is the first multi-disciplinary forum created to support business partners—from the decision to take a partner to creating a solid foundation for the partnership to continuing the partnership through constructive communication to separating from a bad partner to obtaining a business divorce.



Gibbons P.C.

By Patrick C. Dunican, Jr., Esq., Chairman and Managing Director

Gibbons regularly expands and targets legal services to accommodate a continually evolving legal marketplace and companies with emergent business needs. For example, we are expanding the size and scope of our Government Affairs Department, based in Trenton and, until recently, focused primarily on state government outreach. Gibbons is one of just a few New Jersey lobbying practices with a regular presence on Capitol Hill, and we



"Some of your ideas sound like they have been pulled out of a hat. Let's check with our attorney."

will enhance that presence within the next year by opening a Washington, D.C. office, broadening our team of highly regarded lawyer-lobbyists who regularly interact with members of the New Jersey congressional delegation and their senior staffs. With our longstanding relationships in Washington and extensive knowledge of Congress's committee and

subcommittee structure and the regulatory, legislative budget, and appropriations processes, the Gibbons Government Affairs Department will be uniquely positioned to help New Jersey businesses not only to navigate the federal legislative landscape, but to have their voices heard and ensure their interests are protected and advanced.

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**Greenbaum, Rowe,
Smith & Davis LLP**
By **W. Raymond Felton,
Esq., Co-Managing Partner
and Chair, Corporate Dept.**

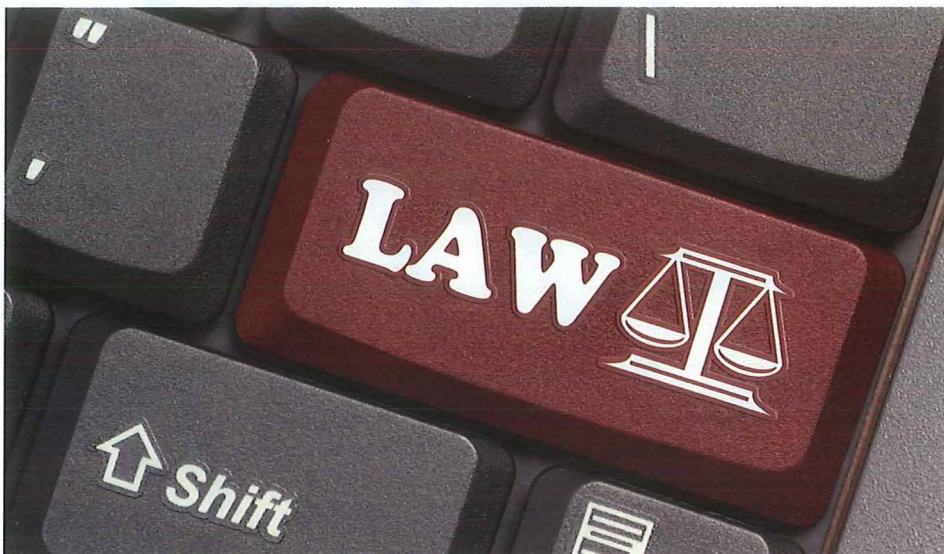
With all our practice areas, we continue to focus on high-quality work delivered as efficiently and economically as possible. We recognize that in today's environment, this alone may not be sufficient to develop, maintain and grow client relationships, but we strongly believe it is necessary. In recent years, our strongest practice areas in terms of growth have been our Real Estate and Corporate Transactional practices, as well as our Family Law practice, which focuses on high-net-worth individuals. As to real estate, our work in the redevelopment sector, which focuses on the renewal of urban areas, has been particularly dynamic. On the corporate side, mergers and acquisitions work continues to grow, representing mid-market businesses that are buyers

or sellers. Our family law attorneys deal frequently with clients who have a business or real estate as a significant component of the marital estate, and we are able to bring our expertise in multiple practice areas together to deliver a comprehensive solution to complex and sensitive situations.



McCarter & English, LLP
By **Joseph T. Boccassini,
Esq., Managing Partner**

You can't force growth in practice areas or industry sectors. Macroeconomic trends largely determine where growth will occur,



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for our clients and the firm. To increase our share of sector- or discipline-specific markets, we must be prepared to meet demand, both in terms of our roster size and our attorneys' skill sets. We make it our business to study trends in commerce, not only to stay ahead of the

curve as a firm, but because it's best for our clients. We're seeing growth—and predicting further growth—in intellectual property, an integral component of our state and regional economy, as well as commercial real estate and venture capital. We're continuing to focus our

recruiting and retention efforts in those areas. While that's certainly not to the exclusion of other practice areas, based on big-picture growth in New Jersey's tech and tech-enabled economy, it's where we're concentrating a large portion of our resources. We've always said our greatest asset is our people. Our clients choose us time and again because we ensure that we have the right number of attorneys and staff—with the right education, industry background and experience—to handle their matters effectively.



Meyner and Landis LLP
By William J. Fiore, Esq.,
Senior Partner

Meyner and Landis LLP was founded in 1962 by former New Jersey Governor Robert B. Meyner. Our strategy is the same now as it was when the firm was founded—to focus specifically on the needs of the business community as experienced

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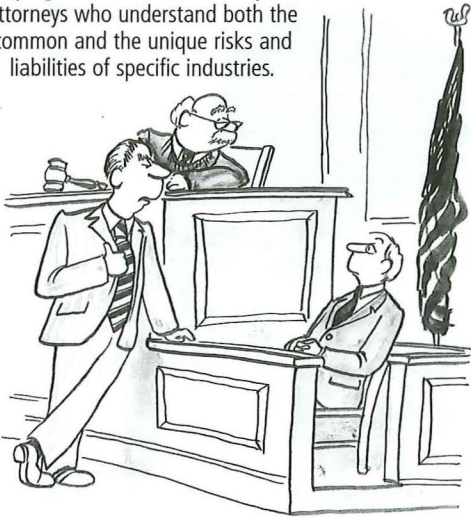
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problem-solvers and common sense legal advisors. Our firm practices in Banking, Business Transactions, Corporate Law, Creditor's Rights, Commercial Litigation, Environmental Law, Corporate Immigration and Real Estate. Laws and regulations in our key practice areas are changing in 2017, particularly in banking, immigration and environ-

Keeping clients out of court requires attorneys who understand both the common and the unique risks and liabilities of specific industries.



mental matters. This requires us to be proactive to anticipate and avoid legal problems in advance. For 2017, we are seeing an increase in commercial transactions such as family business mergers in lieu of succession plans, and in commercial real estate with value-added repositioning of space to alternate uses. There are many uncertainties in the corporate immigration space, and plenty of anxiety with the legal changes and new regulations emanating from Washington, D.C. Overall, commercial activities remain strong for 2017.



NPZ Law Group P.C.
By David H. Nachman, Esq.,
U.S. Managing Attorney

Investment in the United States is the area of immigration law that provides added value through economic stability and additional jobs for U.S. workers. A close look at the statistics clearly shows that most Silicon Valley startup companies are



owned and operated by foreign national entrepreneurs. NPZ Law Group is a business immigration law firm that concentrates on the niche area of investor visas, which provide temporary and permanent visa options for individuals and businesses to enter the U.S. market and to establish a foundation from which to grow. On the nonimmigrant front, we are seeing an increase in investors in visa classifications such as E, L and O. On the immigrant front, for more permanent immigration, we continue to see increases in intracompany transfers as well as EB-5

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investor/entrepreneur visas leading to a Green Card. This month (July 2017), a new entrepreneurial parole rule will become effective which allows individuals to either enter or stay in the United States for three years to nurture significant startup businesses.



Sills Cummis & Gross P.C.
By Max Crane, Esq.,
Managing Partner

Strategically, we always rely on our core disciplines and are doubling down on what makes the firm exceptional, namely the Corporate, Litigation and Real Estate Practice Groups. While we are a full-service firm, these are the areas that generate the most revenue. Certain niche areas therein are growing, as well. We are seeing growth in the world of Environmental Law; we are keeping up with the fast-paced evolution of Cybersecurity, and; we continue to conduct Corporate Internal Investigations for our clients.

Without the right legal counsel and advice, a client will likely see their case thrown out of court.

We are also cognizant that New Jersey will soon have a new governor, and that the United States has a new President and administration. No one can predict what changes will be coming our way. That is why our firm, as it has since its founding almost 50 years ago, continues to position itself at the intersection of law, business and public policy, and to work with our clients and lawmakers to achieve mutual solutions to ever more complicated problems. ■



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