



Sokolove/Co-counsel 2010 Significant Verdicts and Settlements

SETTLEMENT	CASE TYPE	CO-COUNSEL FIRM
\$4,250,000	Birth Injury	Donahue & Horrow El Segundo, CA
\$1,500,000	Medical Malpractice	Lubin & Meyer Boston, MA
\$1,000,000	Cerebral Palsy	Donahue & Horrow El Segundo, CA
\$1,000,000	Medical Malpractice	Lubin & Meyer Boston, MA
\$775,000	Medical Malpractice	Karlin & Fleisher Chicago, IL
\$400,000	Erb's Palsy	The Talaska Law Firm Houston, TX
\$300,000	Automobile Accident	Mark C. Anzman, Attorney at Law Cheyenne, WY
\$100,000	FLSA	Werman Law Office Chicago, IL

UNDER INVESTIGATION

Sokolove Law is currently investigating potential litigation and case generation opportunities for injuries/losses arising from the following:

► Football Head Injuries

Catastrophic brain and spinal cord injuries sustained by student athletes, particularly football players, as a result of defective helmets or other gear, misdiagnosis or mistreatment of concussions, lack of adequate precautions taken after a player has suffered a mild concussion, inadequate pre-season examinations and/or inadequate instruction.

► Propane & Natural Gas Explosions

Claims on behalf of homeowners and other victims of propane or natural gas leaks and explosions caused by improper maintenance, odor fade, negligent excavation, and faulty design, manufacture or installation of gas tanks, gas lines or gas appliances.

► Bone Growth Products

In a follow up to our July 2009 newsletter, we also continue to evaluate potential claims of life-threatening complications associated with the off-label use of recombinant human Bone Morphogenetic Protein (rhBMP), such as Medtronic's InFuse Bone Graft, in cervical fusion procedures.

► Reverse Mortgage Fraud

Claims by senior citizens who are targets of predatory and fraudulent lending practices associated with home equity conversion mortgages.

Call us to discuss these and other opportunities.

Please note our new address:
93 Worcester Street, Suite 101, Wellesley, MA 02481

NEW SOKOLOVE SUCCESS BLOG DEBUTS

Information is the lifeblood of a business. That's why it's so important to monitor the news developments that impact your firm.

To help our co-counsel firms stay on top of the latest legal happenings, Sokolove Law rolled out a new service: the Sokolove Success Blog — Our Perspective on Legal News that Matters. When you subscribe, you can expect daily emails delivered straight to your inbox in newsletter form. The Sokolove Success Blog culls only the top headlines and links from the Sokolove Law Research & Development team's daily report and presents them in a concise format so you can quickly zero in on the breaking news and emerging case types that will drive new business opportunities for your firm.

As a blog subscriber, you'll also receive a weekly recap each Saturday from Marc Stern, Vice President of Business Development for Sokolove Law, highlighting his take on the week's top developments, news, and on must-read articles.

Subscribe to the Sokolove Success Blog today (www.sokolovesuccess.com) and let us keep you abreast of the legal news that can help move your business forward.

1-800-305-4009
SokoloveSuccess.com



SOKOLOVE SUCCESS

SOKOLOVE MEANS SUCCESS. Volume 7, October 2010

Digging Deep to Maximize Consumer Reach

When it comes to creating a successful lead generation campaign, the "cookie-cutter" approach is out, and getting to know your audience is in. That, according to Diego Vaccarezza, Senior Vice President of Marketing at Sokolove Law, is how the firm defines the most effective way to reach consumers.



DIEGO VACCAREZZA
Senior Vice President of Marketing
Sokolove Law

"It starts from the bottom up," he says. "We get a good understanding of the audience demographics and psychographics as well as their media usage habits, and then create a plan that speaks to them."

Thirty years after Jim Sokolove first aired his iconic television spots, Sokolove Law still utilizes TV as a major channel for consumer outreach. TV campaigns are designed to fit the unique profile of the target audience, from network mix to the time of day a commercial airs. Radio adds another touch point to the firm's offline campaigns, providing a highly

cost-effective and targetable channel that complements TV initiatives. Vaccarezza notes that Sokolove Law has a distinct leg-up when starting a new campaign: a historical response perspective. "Chances are when a new campaign comes across our desk, we've done something very similar in the past ... our database holds information for the past 20 years, providing great insights into what has worked and what hasn't. That provides us a great running start at being able to then customize our efforts against the new campaign. That's an advantage that most firms can't claim."

Television and radio are integrated with digital marketing to broaden a campaign's influence. Jim Gregoire, Vice President of Digital Marketing, underscores the importance of audience profiling. "It all centers on defining who we want to attract. Paid search advertising is typically our first step; it provides an immediate platform and control. If early results are promising, we'll start building out sites to drive natural search traffic. Ultimately, we may employ a blend of paid search, Web publishing, banner advertising, and mobile display ads to reach the right consumers at the right time."

Gregoire explains that Sokolove Law builds sites that will serve the firm and its co-counsel now — and in the future. "Working with our R&D department, we identify emerging topics that are likely to be relevant in six to 12 months. This strategically positions us to be ready when topics heat up, giving our co-counsel firms a true competitive advantage."

Sokolove Law is also delving into social media. A case in point is YazTalk, the firm's online community for women suffering side effects from the use of oral contraceptives such as YAZ.[®] Says Gregoire, "If a co-counsel targets a group receptive to online engagement, we find out where those conversations are happening and join in. Opening up dialogues on Twitter and Facebook enables us to drive relevant traffic to the YazTalk site. It's the perfect example of engaging people at the information stage and leading them down the path to transacting with an attorney."

Group Product Manager Dian Dulberger explains that whether a campaign centers on TV, radio, or digital media, it is continuously evaluated and refined to yield better results. "Every move we make is intended to maximize lead generation for co-counsel," she says. "Being plugged in to each campaign enables us to maximize their investment, and that is the true value we provide."

YAZ[®] is a registered trademark of Bayer Healthcare Pharmaceuticals Inc.

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Contributing Editor

Cultivating a Team of High Performance Leaders *By Jon L. Greenawalt*

In difficult economic times, leadership development often seems like a low organizational priority. Yet nothing could be further from the truth.

As leadership specialists, it's our experience there's no better time for building a high performance team that can drive the success of your business. Such an investment in your leadership team will yield dividends that transform the ability of your business to thrive in uncertain economic times. These include enhanced productivity, innovative thinking, and a new enthusiasm for the business. For team members, the opportunity exists to experience significant personal growth that aligns to the organization's mission and goals.

So what does it take to get there? The answer depends upon the will, commitment, and openness of the Senior Partner, the organization's culture, and the key leadership team. But generally speaking, setting the foundation for a culture of leadership requires actions accomplished in a retreat setting.

First is a critical review of the realities of the team's organizational environment, along with an open sharing of personal behavior and leadership styles by members. The next step is a clarification of personal values by team members and the development of individual life visions that link to the organization's mission. The third step is the establishment of strategic team goals and to clearly map out the organizational and reporting structure needed for the team to accomplish the mission and goals.

Back at the office is where the work of developing a team of high performance leaders really begins. Follow-up involvement

by a leadership coach that incorporates one-on-one and group coaching is necessary to support the commitment to achieve breakthrough goals.

We have found that true leadership growth occurs when the organizational culture has become one where:

- Each individual experiences their work as an opportunity to fulfill a personal commitment to contribute to their clients, their associates, and the community.
- Accountability exists. People do what they say they will do ... and are held accountable as a means of supporting personal success.
- Each individual is committed to accomplishing the quantifiable measures that define their job and is clear about how their performance contributes to the organization's success.
- Traditional thinking is challenged. People regularly promote innovative thinking outside of past-based experiences.
- The organization becomes self-generative; a vibrant team of inspired, committed people.
- And finally, trust, integrity, and mutual respect provide the foundation for growth.

It's true that leadership development is a significant investment. But like all successful investments, it is one that will ultimately pay for itself by producing great returns for your business.

Jon L. Greenawalt, Sr. is chairman and founder of PMP Inc., an executive coaching consultancy that provides leadership development, training, executive coaching, organizational development, and succession planning services.

Co-counsel SPOTlight

McNulty Law Firm Los Angeles, CA

The McNulty Law Firm is one of our national Nursing Home Campaign success stories. In the time that the firm has handled nursing home neglect and abuse cases for Sokolove Law, it has obtained almost \$10 million in verdicts and settlements on behalf of victims of nursing home abuse and their families.

But handling nursing home cases successfully is only a portion of the McNulty Law Firm's practice. Founded in 1983 by Peter J. McNulty, the firm has two offices and 13 employees and specializes in the preparation and trial of catastrophic personal injury actions and complicated commercial actions with special emphasis on class action/mass tort litigation.

In addition, the firm has also represented numerous Asian corporations and high-net-worth individuals in complex business litigation in the U.S.

Sokolove Law has enjoyed a long-standing relationship with McNulty spanning almost a decade. In addition to participating in the national Nursing Home Campaign, the firm has also been involved in our Accutane® and Oxycontin® campaigns and our Birth Injury Campaign.

"Working with Jim Sokolove, Mike Skoler and their team has been a wonderful partnership," says McNulty. "Their professionalism, assistance, and hard



PETER J. McNULTY

work have played a large part in our combined success. You can always count on Sokolove Law to do whatever it takes to make a campaign a success."

Accutane® is a registered trademark of Hoffman-La Roche, Inc.; Oxycontin® is a registered trademark of Purdue Pharma, L.P.



Campaign Highlight

Nursing Home Abuse: Podcasts Drive Traffic, Engage Visitors

Sokolove Law works constantly to optimize the value of our campaign initiatives to ensure that they anticipate the current and future needs of co-counsel by tapping into consumer needs and insight. One example of how we evolve our campaigns can be found at our updated Nursing Home Abuse site.

Sokolove Law recently partnered there with ElderLawAnswers.com to create a four-part podcast series aimed at shining a spotlight on nursing home abuse and the ways many nursing homes fail both residents and their loved ones.

This special report, "Nursing Home Abuse: Are Your Loved Ones Safe in Our Current System?" provides an in-depth look at the problem. In this series, Jim Sokolove was interviewed by Rachel Gotbaum, special correspondent for National Public Radio, on the litigator's role in holding nursing homes accountable for abuse. The series also interviewed the daughter of a nursing home abuse victim, the public policy director of an elder care advocacy group, and an executive from the Massachusetts Senior Care Association, an industry group.



Distribution of these podcasts through our national marketing initiatives exemplifies Sokolove Law's commitment to advocacy and awareness on behalf of nursing home abuse victims. They've also increased traffic to our Nursing Home Abuse site and shown early success in visitor engagement and lead generation.

Download the series at: www.sokolovelaw.com/legal-help/nursing-home-abuse/blog/podcasts.

SOKOLOVE LAW ON TRACK TO SUCCESSFUL 2010

An economic downturn would seem an impossible time to launch a major expansion and to grow revenue. But Sokolove Law bucked the trend by strategically expanding its business and staff to better serve the needs of co-counsel — while growing total revenue by an estimated 19.6% over the last 3 years. We appear on track for another positive performance in 2010, powered partly by the momentum we gained coming out of a banner year in 2009. And while 2010 isn't over yet, the numbers below provide a snapshot of our success — and that of our co-counsel firms — through the first 8 months of this year.

2010 Milestones*

- **41% GROWTH** in total leads for co-counsel across all case types (Med Mal, Nursing Home, Wage & Hour, Mass Torts, and Asbestos)
- **34% RISE** in qualified leads to provide our co-counsel the highest quality clients
- **27% INCREASE** in total signed cases through the outstanding efforts of co-counsel
- **61 UNIQUE** campaigns to date — running 27% ahead of the same time last year

*Year over Year as of August 2010

What's another sure sign of a thriving business? The ability to exploit the hiring climate to acquire the best talent to grow our business — and yours. To that end Sokolove Law has significantly increased its staff, growing from 73 employees at the start of 2009 to 125 employees as of August 31, 2010, a 71% increase. These hires have primarily strengthened our team's core capabilities in the areas that are most meaningful to our co-counsel firms: marketing and service.

As 2010 begins to wind down we believe these milestones of positive growth herald another successful year for Sokolove Law and our co-counsel firms.

SOKOLOVE IN THE NEWS

October 12, 2010

Sokolove Wins Top Marketing Honor

Sokolove Law and agency partner BKV captured an ECHO Leader Award, 4th Place, for the redesign of its Mesothelioma Resource Center Website (www.mesorc.com/) at the 2010 International ECHO Awards in San Francisco this month. Presented by The Direct Marketing Association, the ECHO Awards are the most prestigious honor in direct marketing. To win, an entry must have a superb marketing strategy and results, and outstanding creative. More than 1,000 entries are submitted annually from agencies around the globe, and fewer than 75 are singled out for recognition.