

FARRELL FRITZ, PC Rebranding, New Office & Volunteerism

A force behind the success of businesses since 1976, the Uniondale-based law firm, Farrell Fritz, emphasizes its quality and sophisticated expertise as it rebrands itself with a transformed logo, new website and tag line, "Because Success Matters."

"We are looking to bring clarity and consistency to the way we present ourselves," said Farrell Fritz Managing Partner Charles Strain. "While the firm has strong name recognition on Long Island, we want our website, our advertising and our collateral materials to better reflect why clients choose to work with us, our firm's culture and our values."

The new logo — a rounded, tricolored letter F — is a less formal look for the firm. "When you gather a group of lawyers together to look at marketing materials, you don't know what you will get, but we quickly came to a consensus that we wanted a more contemporary look," Strain said. The logo's predominant color is dark blue, a symbol of trust and stability. Those qualities have characterized the firm since it was formed. Turquoise is associated with wisdom and loyalty, and green gives the logo a contemporary feel. Green is also symbolic of the firm's forward thinking, reflecting how Farrell Fritz approaches clients' challenges and the practice of law.

In today's world it is critical to be accessible, and Farrell Fritz redesigned its website to reflect this. "We want to give people a sense of who our attorneys are and what it is like to work with them," Strain said.

Regarding the firm's new tagline, Because Success Matters, Strain commented, "Success is important to our clients, as it is to us. Everyone defines success differently, based upon their circumstances. Our approach is to understand what motivates our clients and how they view success in a particular matter. We then provide legal guidance accordingly. Clients value this approach. You will see the success theme throughout our website, including in our attorneys' profiles, where each attorney defines what

success means to him or her."

Among the firm's greatest successes is the longevity of its relationships with clients, many of whom have been clients for decades. "A strong reputation for integrity, long term client relationships, community service, and our approach to the practice of law give us the ability to attract and retain terrifically talented lawyers," Strain said.

Growing out of its 2,400-square-foot Bridgehampton space, Farrell Fritz recently moved its East End office into a 4,600-square-foot office in Water Mill.

"In 2012 we absorbed a very fine law firm, Gilmartin & Bregman, in Southampton and we needed more space," Strain said. "Our Water Mill location enables us to be close to Southampton while continuing to serve the East Hampton community."

Farrell Fritz has been fortunate over the years to have a number of very fine attorneys join the firm, Strain noted. "We are always talking to people who are interested in joining us, he said. "While we are very selective in that process, we always look for ways to grow our practice. If there is someone who is a strategic fit, we will bring them on board."

Farrell Fritz, with 85 attorneys and offices in Uniondale, Hauppauge, Water Mill and New York City, provides legal services to businesses, not-for-profit organizations and individuals in many areas of law such as corporate & finance, including emerging companies and venture capital, securities, tax law and distressed assets; healthcare; real estate, including construction, land use & zoning, municipal law, environmental law, eminent domain, condemnation and tax certiorari; commercial litigation, including creditors' rights and bankruptcy; labor and employment law; and trusts and estates planning; administration; and litigation.

The firm encourages all its attorneys to be involved in community volunteer work.

"We see it as part of the responsibility of being one of the larger law

firms on Long Island," Strain said. "We are very active across Long Island and into Queens. Our lawyers collectively sit on some 75 not for profit boards, often taking active leadership roles in those organizations, in addition to being generous with their time and contributions. Community involvement is in our firm's DNA."

Farrell Fritz is involved with fundraising events and not for profit activities all year round. One of its recent focuses was a run where Farrell Fritz Partner Jim Wicks organized a team of runners to participate in the Ocean to Sound 50 Mile Relay Race. His team raised \$10,000 for The School for Language and Communication Development in Glen Cove.

"We volunteer our time, donate our resources and dedicate our talents to supporting nonprofit organizations that make our communities better places in which to live and work," Strain said. Some of the organizations the firm has supported include: Women's Fund of Long Island, Long Island Technology Hall of Fame, Child Abuse Prevention Services, Make-A-Wish Metro New York, Ronald McDonald House of Long Island, The Interfaith Nutrition Network (The INN), Girl Scouts of Nassau County, Contractors for Kids, Heckscher Museum of Art, Long Island Housing Partnership, Family Service League, Ward Melville Heritage Organization, American Heart Association, Arthritis Foundation, and Long Island Alzheimer's Foundation, among many others.

Being actively involved in the community also helps the firm attract lawyers who are interested in participating in their communities and giving back, while providing leadership opportunities where appropriate, Strain explained.

"We are proud to have so many creative, smart lawyers at the firm," Strain said. "We provide sophisticated, practical legal counsel to clients delivered in an efficient, collegial manner. These characteristics are what our clients value."

