



KEY PLAYERS
Maxine &
Jenkins founder
Charlie Jenkins is
among the people
who shaped
Atlanta firms

7B-10B

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INDUSTRY FOCUS

Section B



1970 1971 1972 1973 1974 1975 1976 1977 1978 1979

The History of **LAW &** **ACCOUNTING**

1981 1982 1983 1984 1985 1986 1987 1988 **A look back at the past several decades**





A look back at law and accounting in Atlanta

Much has changed in the legal and accounting professions in the past several decades. From the rise of technology to the passage of the Sarbanes-Oxley Act, legal and accounting firms in Atlanta have adapted to numerous external and internal events and many have grown and prospered in that time.

Atlanta Business Chronicle surveyed leaders of the metro area's top 25 law firms

and top 25 accounting firms and leaders of professional associations for their thoughts on the most significant players and events both locally and within the industries over the past two decades. We asked them to tell us about changes and milestones at their firms, including cities where they opened offices and new practice areas, as well as the key firm players who truly made an impact.

We also asked these leaders to describe the most important changes in their respective industries, to name the most influential people who have changed the industry landscape over this time period, and the reasons for their choices.

We hope this History of Law and Accounting section provides a capsule of these industries in Atlanta over the past 20 years.

Firm changes & events in the past 20 years

Many local firms branched out into new practice areas, cities and regions in the past 20 years. We asked the top 15 law and accounting firms in Atlanta Business Chronicle's Book of Lists to tell us about the firms' most significant changes and key events of the past two decades. Here are their responses:

LAW

ALSTON & BIRD LLP

Changes: The most significant changes in the last 20 years have been our growth from a regional to a national firm, and the addition of cutting-edge legal practices. Since 1992, Alston & Bird has grown from 227 attorneys in two offices (Atlanta and Washington, D.C.), to over 800 lawyers in 10 offices. New cities we have entered include New York, Los Angeles, Silicon Valley, Dallas, Charlotte, Research Triangle and Brussels.

The most significant practice area we have entered in the last 20 years has been intellectual property. Other practice areas we have entered in the last 30 years include FDA regulation, public policy, international tax, international trade, energy, and new areas of financial services such as hedge funds and structured finance.

Events: The firm's national expansion took place through mergers with law firms in Charlotte and Research Triangle in 1996, New York in 2001, and Los Angeles and Silicon Valley in 2008. In 2011 the firm successfully concluded landmark IP litigation on behalf of Nokia against Apple.

BAKER, DONELSON, BERMAN, CALDWELL & BERKOWITZ P.C.

Changes: Our firm has grown from a Tennessee-based firm to a large regional firm. We are now able to serve clients in 18 cities and even outside those cities on a national basis. We are focused on client service and use alternative delivery systems to accommodate client needs. The firm entered new cities, including Atlanta and Macon, Jackson, Miss., Birmingham and Montgomery, Ala., New Orleans, Mandeville and Baton Rouge, La., Orlando, Fla. and Houston. New practice areas opened during the time period include Construction, Environmental, Intellectual Property and Alternative Dispute Resolution.

Events: Hurricane Katrina and our reaction to it. Katrina impacted about half of our lawyers and staff. The firm assured that no one missed a paycheck, even if they were unable to come to work. Lawyers were welcomed to work in other cities, so they could continue to serve their clients.

CARLOCK, COPELAND & STAIR LLP

Change: Our firm's most significant change was the decision to enter the Charleston, S.C. market in 1997. Our success in moving into a new market took an attorney willing to be the first on the ground — and that was Kent Stair. Stair represents design professionals (architects and engineers) and recognized that the fast pace of construction happening on the South Carolina coast at the time was an opportunity for our firm. Our first office was actually opened in Hilton Head, S.C. However, it did not take long for Stair to realize that he needed to move the practice to Charleston. Stair recruited Mike Ehrhig as the move was taking place and deciding he needed help with the considerable practice he had already built.

Now we have 35 attorneys operating out of the Charleston office, 11 of which are partners.

Events: Our move into the Margate II Tower in Peachtree Center. (In June 2011 we moved from Peachtree Center to 191 Peachtree Tower.) This move took place in the mid-1980s so a bit further back than 20 years.



Wade Copeland

GREENBERG TRAURIG LLP

Changes: By following a clear and consistent growth strategy, the once-small law firm founded in Florida has become the seventh-largest in the United States. Now, under the direction of Chairman of the Board Larry Hoffman, Executive Chairman Cesar Alvarez, Chief Executive Officer Richard Rosenberg, and President Matt Gorson, Greenberg Traurig continues to expand internationally, building a network of 1,890 attorneys in 33 offices on four continents.

Greenberg Traurig opened its Atlanta office in 1998 by joining forces with Katz, Smith & Cohen, which established the firm as a significant player in the entertainment field. In January of 2000, the Atlanta office continued to grow by adding 25 attorneys from the business law firm of Minkis & Saylor, and moved to the Forum Building in Buckhead in December of 2000. After over 11 years of sustained growth, the Atlanta office is moving to a new home at Terminus 200 in the heart of Buckhead in early 2012. The Atlanta office currently has more than 100 attorneys located in Atlanta under the leadership of Managing Shareholder Ernest Green.

Since 1996, GT has opened at least one new office every year, with the exception of 2007.

Events: Our firm's growth has been most important because it has impacted



Greenberg Traurig: Cesar Alvarez, from left, Matt Gorson and Richard Rosenberg have joined the firm to a presence on four continents.

not only our lawyers, but our clients and their ability to make use of resources in the key markets in the U.S. and now beyond in Latin America, Europe and the Middle East.

KILPATRICK TOWNSEND & STOCKTON LLP

Changes: During the last 20 years, Kilpatrick Townsend has become a national law firm with several international offices. We did this primarily through two major mergers. In 1997, Kilpatrick Cady LLP merged with the North Carolina firm of Petree Stockton LLP to become Kilpatrick Stockton LLP. In 2011, we merged with the West Coast firm of Townsend and Townsend and Crew LLP to become Kilpatrick Townsend & Stockton LLP. In addition, we opened international offices in Stockholm, Tokyo, Taipei and Dubai. Our strong Intellectual Property Department has also grown to be a leading practice globally.

Events:

Despite expanding rapidly, we have remained true to our heritage by continuing our commitment to a collegial culture, diversity and inclusion, pro bono work and community service. By way of example:

■ Through the efforts of Debbie Segal, our partner who heads our pro bono practice, we have become a national leader in providing critical legal services to the needy.

■ Our important community service led by Whitney Deal has touched the lives of many, such as the high school students at Booker T. Washington High School in

Atlanta through our Freedom Writers program.

KING & SPALDING

Changes:

■ King & Spalding has grown from the leading Southeastern firm to become a major recognized player in the global marketplace.

■ Twenty years ago, the firm had three offices: Atlanta, Washington, D.C., and New York. Since 1991, we've opened 14 offices — in Houston (1995), London (2002), Dubai (2007), Riyadh (2007), Charlotte (2007), Frankfurt (2007), Austin Valley (2008), San Francisco (2008), Silicon Valley (2008), Abu Dhabi (2008), Paris (2009), Geneva (2010), Singapore (2010) and Moscow (2011).

■ International arbitration, international trade, energy, biotech/pharma/medical devices, Latin America, professional liability litigation.

Events:

■ The development and implementation of a business strategy in late 2006, based on doubling-down on the firm's core, high-value practice strengths. The strategy has enabled the firm to open 12 offices, grow revenue by nearly \$200 million even in a difficult economic environment and position itself for additional competitive gains going forward.

■ International expansion of litigation and transactional legal services to 17 worldwide offices doing business in 160 countries on six continents.

■ Creation in 1995 and growth of the King & Spalding Discovery Center, providing high-quality, cost-effective solutions



KILPATRICK TOWNSEND

Kilpatrick Townsend & Stockton: Has remained true to its heritage while expanding rapidly.

IGAF Polaris in June 2004. Founding Partner Greg Colson was named chairman of the board for IGAF Worldwide, North America, and board member and treasurer for IGAF Worldwide. In June 2006, Colson was re-elected as chairman of the board for IGAF Worldwide, North America. In 2011, IGAF Worldwide merged with Polaris International and Fishburn International to form IGAF Polaris for the purpose of providing members and their clients with the capability of furnishing a broad spectrum of accounting, auditing and management services on an efficient and cost-effective basis around the globe.

PORTER KEADLE MOORE LLP

Changes: Founded in 1977, Porter Keadle Moore has grown into one of the most respected accounting and advisory firms in the country. We believe in providing holistic and growth-driven financial solutions built around understanding clients' business challenges, not just their accounting issues. The firm develops deep relationships with its clients over the years so that working together is a positive, accretive experience for both parties. Traditionally, we were a community banking firm, and had deep roots in that area. The changing landscape of financial institutions brought strategic changes. We currently represent leading corporations in the financial, insurance, technology, biological science and government service areas.

We are based in Atlanta, but have a number of employees working on site in Texas on a significant, but confidential, government services contract.

Events: The closing of so many consistency bodies has been a challenge. But the firm is now well-positioned to move forward, thanks to new strategies and practice areas, many of which are mentioned above.

We're seeing a lot of growth in these new areas. We're also focusing more on the Atlanta market and our presence here.

The firm has won a number of awards:

- Inside Public Accounting named it among the nation's top 50 accounting firms in the country.

Accounting Today recently noted that it is the best rated accounting firm to work for in the entire South.

Our managing partner, Phil Moore, is the chairman of the board of PKF North America, an association of 87 independently owned public accounting firms that share educational, client service, technical and marketing resources, and expertise. It helps us offer more services to our clients.

We recently established a new strategic alliance with Monterey Wealth, which serves the financial needs of executives, entrepreneurs and professionals, and consults with businesses on 401(k)s and other retirement plans.

For several years now we've sponsored the Fraud and Forensic Accounting Education Conference with Georgia Southern College. Forensic accounting is a great career path for young people; it can also benefit those who pursue non-

forensic accounting jobs.

We have also had a number of large financial services clients in the Gulf Coast region, which has been relatively prosperous despite the recession.

PRICEWATERHOUSECOOPERS

Changes/Events: In 1998,

PriceWaterhouseCoopers LLP (now known as PwC) was formed from a merger between Price Waterhouse and Coopers & Lybrand. Both firms had a history in client services dating back to the 19th century, and the merger was a turning point as it sparked the creation of the PwC network of firms around the globe.

Today, the U.S. firm of PwC, with more than 1,100 people in Atlanta and 32,000 people across the country, is one of the largest professional services firms in the

United States. Our client-centric approach to the market means that we cultivate and deliver the skills and capabilities our clients expect from a full-service professional firm. Our assurance, tax and advisory capabilities provide our clients with a broad spectrum of service and expertise to meet their most pressing business challenges, and our people with a wide range of professional development opportunities.

In an environment of constant change to the law, regulations and multi-accounting standards governing global capital markets, we are constantly considering whether the skills, methods and technologies we're employing now will promote high-quality audits on a consistent and evolving basis well into the future. To that end, PwC is investing significant resources to make continuous improvements in the quality of our audit services.

pwc

Influential leaders of the past two decades

The people who provide law and accounting services are some of the key figures in metro Atlanta. We asked the top 25 law firms and the top 25 accounting firms to name their key players who have truly made an impact and changed the landscape over the last 20 years, and to explain why. Here are their answers:

LAW

ALSTON & BIRD LLP

Our key players who have changed the landscape have been less individuals than teams that work on complex matters across multiple offices and practice areas. This has included teams in intellectual property, products liability, and securities litigation, health-care regulation and policy, and banking and finance, among others. Our managing partners over the last 20 years have been **Neil Williams**, **Ben Johnson** and most recently **Richard Hays**. Each managing partner brings his own vision to the firm and has propelled the firm forward in terms of geographic expansion and addition of new practice areas, while maintaining the firm's culture.

BAKER, DONELSON, BERMAN, CALDWELL & BERKOWITZ P.C.

Sen. **Howard Baker**, **Bill Painter** in Jackson, Miss., and **Roy Chestnut** in New Orleans. Sen. Baker is a senior statesman, who has incredible judgment. Bill Painter controlled the board of directors to invest time and resources into Legal Process Management, making our firm a leader in this area. Roy Chestnut built the Louisiana offices of the firm and held everything together after Katrina. He is now working on the Houston addition to the firm.



Neil Stair



Tom Carlock

CARLOCK, COPELAND & STAIR LLP

■ **Neil Stair** for his vision and perseverance to open an office in Charleston, S.C.

■ **Tom Carlock** for his support of new ideas. As with many firms that are run by a committee, it can be difficult to gain support for a new idea, even if it is one that will benefit the firm. If Carlock believes an idea is a good one, he has a way of building a support base so that the idea can turn into reality.

GREENBERG TRAURIG LLP

Unlike other large law firms, GT decided not to grow through mergers with smaller, local firms. The firm typically adds one or two new attorneys at a time. Lawyers are hired with a focus on the right skills and experience to help the firm build the specific local offices. That has been one of the keys to maintaining the firm's culture: empowering the individual. The culture of a firm is very important. Culture will drive success. The lawyers we brought that used the platform we developed have been able to expand their practice exponentially and in under two decades we've had incredible growth and got to be one of the top 10 firms in the United States. Our ability to work collaboratively is what sets our firm apart.

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tirelessly committed.

That's HA&W.

HA&W has all of the knowledge and skills you expect from an accounting firm. However, these days, you need more than number crunchers. You need professionals who are aggressively looking for ways to help your business thrive. Is your business as successful as it can be? To find out, call 404-892-9651 or visit www.hawcpa.com.

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