

A NAMWOLF SUCCESS STORY



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In this issue, we are spotlighting a corporate-NAMWOLF member success story shared by Barbara Stevens, Vice President and Corporate Counsel at Prudential. Stevens, a long-time advocate of NAMWOLF, is a member of the NAMWOLF Board and Chair of its In-House Advisory Council.

Recently, Prudential worked on a project that demonstrated one of the ways NAMWOLF's corporate partners can work with member firms. On April 29, 2014, Prudential announced it would open a new business and technology center in El Paso, Texas. Because of its proximity to Fort Bliss, the center will provide quality job opportunities to military spouses, veterans and their families and other members of the El Paso community.

Instead of hiring a national "white shoe" law firm to lead the legal team and perhaps portion out projects to WMBE firms, Prudential selected Gonzalez Saggio & Harlan (GSH), a national minority-owned firm that has offices in 16 cities, to serve as sole outside counsel. GSH is using other NAMWOLF or minority/women owned firms on the project as much as possible.



Prudential worked with New York Partner Peggy A. Miller as GSH lead to serve the full spectrum of legal needs required for the opening of the El Paso center. In addition to knowledge of Texas local and state laws and regulations, the services GSH provided included negotiating, drafting and closing complicated personnel co-location and IT services agreements, and advising on employment matters, contractual liability issues, real estate and other related matters.

"This is a perfect example of how NAMWOLF firms can be used as lead counsel on large projects and not just as specialty firms for niche areas," Stevens said. Greg Wesley, Equity Partner of GSH, was very pleased with the project and being selected as lead counsel. "Prudential has been a true champion in this area and we hope that this type of collaboration becomes a prototype that other companies will follow as our member firms mature, establish networks and are able to provide a broader range of services," said Wesley.

NAMWOLF CEO Joel Stern added, "It's great to see stellar companies like Prudential use NAMWOLF firms to deliver outstanding value in both traditional and non-traditional areas. I challenge other corporations to do more of the same and I'm confident that they will be pleased with the outcomes. NAMWOLF firms are known for delivering high performance legal services to corporations that rightfully have very high expectations."

For more details on how the decision was made to use GSH and the outcomes, contact Barbara Stevens at barbara.stevens@prudential.com. For more information on Prudential's technology and business center, visit <http://www.prudential.com/veterans>. For more information about Gonzalez Saggio & Harlan, visit www.gshllp.com or contact Greg Wesley at greg_wesley@gshllp.com.