

At Norris McLaughlin & Marcus, Practicing Law is Personal



From left, Norris McLaughlin & Marcus, P.A. members Anthony R. Caruso, Robert C. Gabrielski, Victor S. Elgort, Danielle M. DeFilippis, Naya K. Pearlman, Melissa A. Peña, David S. Blatteis, and James H. Laskey pose for a portrait in the firm's new Bridgewater office. PHOTO BY ANDREW MILLER/NJBIZ

Norris McLaughlin & Marcus, P.A.

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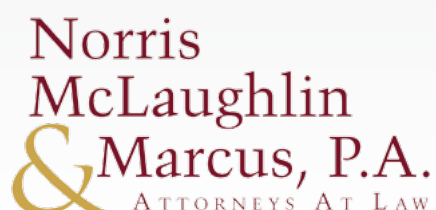
No. of Employees: 286 employees overall, including 140 attorneys

Key Executive:

Robert C. Gabrielski, Chair of the Business Law Group and International Business and Tax Planning Group

Product/Service: Legal

Year Founded: 1953



Norris McLaughlin & Marcus, P.A. sees two trends occurring in the legal marketplace.

First, it's a buyers' market. There's fierce competition for legal services; clients are sensitive to costs and value. Second, as the market continues to go global, there's an increasing opportunity to expand clientele, which is also a challenge.

With the use of technology coupled with sophisticated guidance, Norris McLaughlin & Marcus focuses on value and works on anticipating and solving clients' business issues. Whatever the concern, the firm's professionals strive to become trusted advisors and virtual business partners.

"Our clients are mainly individuals and successful entrepreneurial middle-market companies," says Robert C. Gabrielski, whose multiple duties including chairing the firm's international practice group. "From the business perspective, our focus is on these middle-market companies. We have experience in every area of law that affects these clients and we represent them in all areas of life—from a business idea to helping with a merger, acquisition, or exit strategy."

Norris McLaughlin & Marcus boasts offices across New Jersey, New York, and Pennsylvania, but has a worldwide reach through its membership in Meritas, a global alliance of law firms with over 7,000 lawyers in more than 75 countries. Membership is limited. All firms undergo a comprehensive quality control process to carefully select—and continually validate them—from the very beginning.

Through its vast network of professionals, use of technology, and its accessibility, the firm offers tremendous value to clients. It applies the right

legal strategies and talent to accomplish business objectives. Ultimately, Gabrielski says, the company offers the sophistication of a much larger law firm in a smaller firm setting, which creates better client service and, frankly, lower bills.

Skillfully adapting to a changing marketplace, while attracting talented lawyers, has fueled Norris McLaughlin & Marcus's growth over the past decade.

"We've successfully expanded our markets, both domestically and internationally. We believe in our team and endeavor to provide them the tools and opportunities to grow and be nimble to succeed in today's ever-changing markets," Gabrielski says.

Within the last two years, the firm moved its Allentown, Pa. office to a new efficient and secure office in the burgeoning Neighborhood Improvement Zone in downtown Allentown. The Bridgewater office also relocated to new digs at the popular Bridgewater Commons.

"This new state-of-the-art space gives us ample room for growth well into the future and allows us to be well-positioned to efficiently serve our clients in the modern practice of law," Gabrielski says. "While only a couple of miles away from our old office, the new location is more convenient for our clients and employees."

Because its clients gain a strategic and competitive advantage from its forward-thinking approach, Norris McLaughlin & Marcus's growth should continue for years. "We believe in the continued success and growth of our client base," Gabrielski explains. "We pay attention to what they're doing and what is going on around us so we can service their needs."