

The **BTI Consulting Group**
is pleased to recognize

Eric A. Rubel
Arnold & Porter LLP

**BTI 2010
CLIENT SERVICE
ALL-STAR**



Corporate counsel recognize Mr. Eric A. Rubel, of Arnold & Porter LLP, as a *BTI Client Service All-Star*. The *BTI Client Service All-Star Team for Law Firms 2010* draws on unprompted candid feedback from corporate counsel at the world's largest organizations. As part of one-on-one interviews, The BTI Consulting Group asks General Counsel and their direct reports to delineate, unprompted, the attorneys delivering the absolute best client service. These in-depth telephone interviews determine precisely which attorneys top the charts in client service excellence.

Each *BTI Client Service All-Star* is nominated as a direct result of independent feedback from corporate counsel. We do not accept law firm submissions, attorney self-nominations or suggestions as to which corporate counsel to interview. BTI controls all aspects of the interview process. BTI selects and interviews thought-leading corporate counsel and those who help manage legal issues at large companies.

The 2010 BTI Client Service All-Stars

Executive Summary

The perfect storm of crises rolling through the legal community truly separated the client service “haves” and “have-nots,” according to over 240 corporate counsel. The client service haves packaged proactive outreach, counseling and a healthy dose of practicality with their deep understanding of clients’ business. The have-nots mostly watched or retreated.

Corporate counsel delineate 165 attorneys who stepped up to rise above the storm.

These 165 *BTI Client Service All-Stars* are identified solely and exclusively by corporate counsel. No law firm or attorney can submit a name or pay to be included on this list. No firm can nominate an attorney or submit client names. The only possible path to *The BTI Client Service All-Stars* is an unprompted, unequivocal recommendation from corporate counsel.

Corporate counsel are impressed by *The BTI Client Service All-Stars’* ability to take a position, proffer creative solutions and outline prospective scenarios for moving ahead. *The BTI Client Service All-Stars* were the first to define new tactics to reduce costs, revisit staffing and billing strategies at their firms, and even analyze litigation portfolios with an eye towards risk and cost reduction. Clients describe them as “creative,” “thought-leading,” “commanding,” and “emotionally intelligent.”

BTI congratulates each of the 165 *BTI Client Service All-Stars*. Stepping up takes courage, conviction and confidence.

We extend special congratulations to the 22 *BTI Client Service All-Stars* who enjoy this elite status for 2 or more years in a row, showing the skill to deliver superior client service over time in disparate market conditions.

Defining *The BTI Client Service All-Star*

BTI’s exclusive research reveals 5 primary drivers behind *The BTI Client Service All-Stars’* performance:

1. Client Focus
2. Exceptional Understanding of Clients’ Business
3. Delivering Efficient, Value-Added Service
4. Outstanding Results
5. Legal Skills