



Announcing a New & Improved Referral Competition!



Contest Goal:

Increase internal BUSINESS referrals to KK attorneys.



What's in it for you?



Prize Money

Additional Mental Health Days

An opportunity to help referrals get the representation they need

When you share love, you get love



Why Focus on Businesses Specifically?



While all quality referrals are encouraged, the competition is targeted towards **BUSINESS** referrals.

- 1) Kelley Kronenberg, as a firm, is focusing its efforts on business owners and decision-makers.
- 2) Businesses typically require legal representation across several of our practice areas.
- It's easier to secure business leads than it is to gain placement on a Third-Party Administrator (TPA) or insurance carrier panel, thus producing a greater volume of work for the firm.



Targeted Criteria for Business Referrals



Decision-makers at businesses: C-Level, Owners, Presidents, Executives, Risk Managers, Safety Managers, etc. ("Employers")

\$10M - \$300M in Revenue

10 – 500 Employees



Your Feedback Helped Developed Solutions





20% origination for Business/Employer referral clients (= conversions).



Your leads will have **priority tracking** and accountability with what happens to your lead.



For the first time, non-attorneys are also rewarded with additional Spot Bonus incentives.



We built the "Business Dream Team" lineup to accommodate targeted business legal needs.



Submitting is easy: Either via the new KK App or the Marketing Portal. Just complete quick forms to process the referral. Send the referral and Marketing manages the rest.



Marketing will facilitate "Breaking Bread" lunches to **foster relationships & trust** to discuss cases together.



Business Dream Team Lineup



GARY BROWN
Construction Litigation | OSHA



ANGELO GASPARRICommercial Transactions & Litigation



JOSHUA ROSENBERG
Business Succession Planning



JASON VANSLETTE Real Estate Litigation



TALYA VAN EMBDEN-HAAS Labor & Employment



Kelley Kronenberg

ANGELO FILIPPI Labor & Employment | OSHA



DAVID HENRY General Liability



JAMES SILVER
Business Bankruptcy



TIMOTHY SHIELDS

Data Privacy & Cybersecurity
Intellectual Property



ELLIOTT HALSEY Intellectual Property



AMY SIEGEL
Workers' Compensation



JOSHUA HIGGINS
Workers' Compensation



JUSTIN NESTOR
Workers' Compensation



KAREN GILMARTIN
Workers' Compensation



KIMBERLY FERNANDES
Workers' Compensation



DON ALLENWorkers' Compensation

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RICHARD UNGER Workers' Compensation



JOSE ZALDUONDO
Workers' Compensation



Areas Where KK Specifically Helps Targeted Businesses





Construction Law

Negligent Security

OSHA

Premises Liability

Real Estate

Transportation

Workers' Compensation



General Liability

Labor & Employment

OSHA

Errors & Omissions

Directors & Officers Liability

Transportation

Workers' Compensation



The Work

Business & Corporate Transactions

Business Bankruptcy & Insolvency

Business Succession Planning

Construction Law

Copyright & Trademark

Data Privacy & Cybersecurity

Real Estate



Note New Name Change:



*** NEW ***

I HAVE A LEAD



I HAVE A REFERRAL



How Can You Refer Business?



I Have A Referral

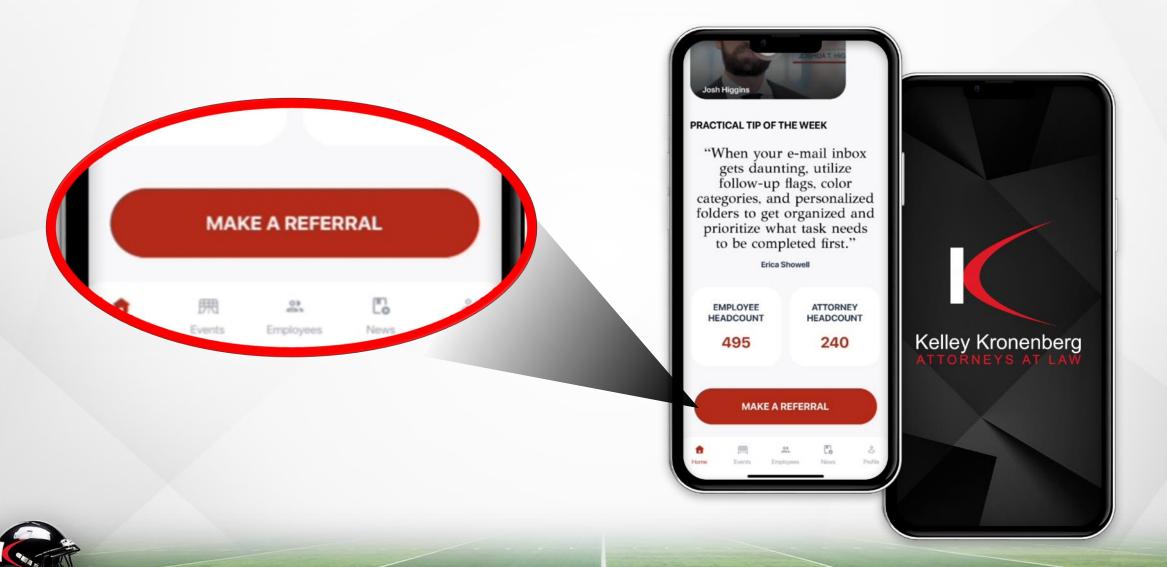
If you have a referral for a unit outside of your practice area, you must inform Marketing.





How Can You Refer Business?





Competition Point Structure



- Each referral submitted using the *I Have a Referral* form = 1 point
- If your referral converts into a client = 5 points + \$250 Spot Bonus* per new client.

The 2 people who accrue the **most points** (collectively from submissions AND new client conversions) win the GREAT GRAND PRIZE!

*Spot Bonus caveats is applicable to attorneys and non-attorneys. See Terms & Conditions for additional information.



GRAND PRIZE - 2 KK WINNERS!



Winners will be announced at the Annual Holiday party in December. Winners will be presented with a choice of TWO prize options:

FINANCIAL: \$5K per winner, paid in last paycheck of December 2024 (taxed as a bonus).

OR

TIME: Three Mental Health Days, which must be taken in 2025 (for a total of four in 2025).







Who is the Dream Team & What Do They Do?





Construction Litigation/OSHA: Gary Brown

- Jobsite Safety/OSHA
- Risk Transfer, Insurance & Indemnification
- Tort Defense, Including Construction Defect







Commercial Transactions & Litigation:

Angelo Gasparri

- Marketplace Relationships
- M&A
- Commercial Litigation







Business Succession Planning: Joshua Rosenberg

Florida | New York

- Corporate Formation
- Exit Planning & Tax Planning
- Buy/Sell Agreements







Real Estate Litigation: Jason Vanslette

Florida | Illinois | Indiana | New York

- Leasing & Usage Agreements
- Lien Recording/Perfection
- Construction Interruption/Code Violations







Labor & Employment: Talya Van Embden-Haas & Angelo Filippi

- Defending EPL Claims
- Wage & Hour Compliance
- Prevention, Compliance & Training







General Liability: David Henry

Florida | New York | Louisiana | New Jersey

- Catastrophic Injury Claims & Wrongful Death
- Negligent Security / Private Security
- Products Liability & Premise Liability







Business Bankruptcy: James Silver

- Bankruptcy Litigation
- Creditors' Rights Litigation
- Fraudulent Transfer Claims





Data Privacy and Cybersecurity: Timothy Shields

- Data Breach Prevention, Response, and Litigation
- Vendor management and vendor contracts
- Consumer Protection Laws, including data breach notification statutes







Intellectual Property: Timothy Shields & Elliot Halsey

Federal

Trademark Infringement and Assignment

 Copyright Infringement, Registration, and Assignment

 Licensing Agreements and Domain Name Disputes







Workers' Compensation:

Amy Siegel | Joshua Higgins | Justin Nestor | Karen Gilmartin | Kim Fernandes Don Allen | Richard Unger | Jose Zalduondo



| Terms & Conditions



T&C's Link





