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## SIXTY YEARS STRONG, RENOWNED FIRM CHARGES AHEAD

Strauss Troy Co., LPA

**T**he most successful law firms are those whose cultures radiate. Their cohesion, rigorous standards and forward-thinking initiatives manifest in the many ways they serve their clients and communities.

Strauss Troy Co., LPA, one of Greater Cincinnati and Northern Kentucky's premier business law firms, is a prime example. Founded in 1953 and serving clients across the country in a wide range of business-oriented practice areas, Strauss Troy has purposefully cultivated a winning culture. That culture has become the firm's trademark—and the means by which it has achieved an impressive record of legal and business success.



### Fully Immersed in the Businesses It Represents

For public, closely-held, family-owned and startup companies alike, growth and success depend on fundamentally-sound business strategies that address more than just a particular legal issue at hand. By knowing each client's business inside and out—its people, its culture and its industry challenges—Strauss Troy offers holistic solutions with long-term impact.

"As a business law firm, we're sensitive to our clients' needs," says Strauss Troy President Jim Heldman. "Our function is to understand where they are headed and help them succeed."

"I've dealt with a lot of law firms over the years," notes Tom Fahey, vice president of Lamar Advertising, a Strauss Troy client for 11 years. "Strauss Troy attorneys are responsive and accessible, get to work quickly and have a good track record of success with us. Ultimately, that's the best measuring stick."

Thanks to its impeccable work product and extraordinarily responsive service—provided at reasonable rates (well below those of most East Coast firms)—Strauss Troy has attracted clients from coast to coast who were once represented by opposing counsel. Adds firm shareholder Richard Colvin: "In this profession, there's no greater compliment."

### Seizing Opportunities Wherever They Lie

Strauss Troy's entrepreneurial spirit has proven highly advantageous to both its clients and its market position. Throughout its history, the firm has



Jim Heldman and Rick Wayne

nimbly adapted its capabilities, communication technologies and service approach in order to serve businesses' ever-changing needs.

"We see opportunities, even in challenging times," says shareholder Rick Wayne. "During the market downturn, for example, we aggressively sought and hired leading attorneys whose specialties would complement or enhance our team—all with an eye toward helping clients navigate this new, changing terrain."

"We're proactive problem solvers," says Colvin. "Here, there are no cookie-cutter answers. We're not interested in telling clients what they *can't* do; we tell them what they *can* do and how to get there."

# STRAUSS TROY

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