

LONG BEACH REGISTER

Connecting with corporate culture

Law firm's interactive media wall, plus a move near the airport, help bring clients, attorneys even closer.

Tredway Lumsdaine & Doyle LLP, a Long Beach-based law firm, moved from its World Trade Center location this fall to a larger office at the Kilroy Business Center near Long Beach Airport because of a general desire to get closer to clients and cut down on driving.



PAT MAIO
REGISTER
WRITER

The firm, which also has offices in Downey, Irvine and Beverly Hills, employs 48 attorneys, clerks and other administrative personnel.

It chose the airport location at 3900 Kilroy Airport Way because it wanted attorneys to have closer access to Interstate 405 to visit clients and other Tredway offices in Los Angeles and Orange counties.

"The concept and reason to go with two regional offices, one in L.A. and the one in Irvine, was to try and bring our culture together," partner Mark Doyle said.

The firm spent just under \$10,000 to build interactive Skype media walls in its regional offices that are on 24 hours a day. In the new Long Beach office, there are chairs and a leather couch in front of the huge 55-inch screen. It's a kind of lounge area where attorneys can meet with clients or other attorneys if they can't arrive in time to meet face to face.

"Sometimes we use the video wall to talk about schedules," Doyle said.

On a fun note, the firm had a Halloween contest via

Skype. "Everything was real time, so we didn't have to share pictures."

Doyle, 55, said he got the idea for the interactive media wall from a New York Times article about a distant law firm wanting to keep in touch with its far-flung offices. The firm's attorneys also are given iPads as a tool to help them keep in touch with the office.

On Monday mornings, some of the firm's partners gather around the interactive media wall to discuss trials, deposition and staffing issues, Doyle said.

The wall reflects the kind of corporate culture that the firm, which generates \$5 million to \$10 million annually, is trying to engender. It also has offices for clerks and administrative assistants with glass-paned walls. There also are break rooms and a kitchen with booths and tables to encourage attorneys and staff to eat together.

"It sounds hokey, but when I was 28 years old, and just joining the firm, the founder, Harold Tredway, said we treat each other like family. It's taken very serious here," said Joseph Lumsdaine, 63.

Tredway, who founded the law firm in 1961 in Downey, died in the mid-2000s.

The firm is focused on helping privately owned businesses, wealthy clients and catastrophic personal injury cases. Its work ranges from corporate and tax advice and estate planning to intellectual property and probate issues.

CONTACT THE WRITER:
562-243-5497 or
pmaio@lregister.com



JOSH MORGAN, THE REGISTER

Tredway Lumsdaine & Doyle LLP partners Mark Doyle and Joseph Lumsdaine have introduced methods to create a close-knit environment, including installing glass-paned walls, kitchen tables and booths and its Skype media wall.

Five tips for running a successful law firm

BY PAT MAIO
THE REGISTER

Mark Doyle and Joseph Lumsdaine, partners at Tredway Lumsdaine & Doyle LLP, have five tips for running a successful law firm:

1 Hiring. "Start with hiring quality lawyers who do quality work," Doyle said. "We have a business model to reach out to certain communities and build client sources in this new modern age."

2 Managing expenses. "Have a good internal structure. We have a business manager. We know cost containment," Doyle said.

3 Building for the future. "It all starts with the partners and building to the future. It's not just about making money but building for the future," Doyle said. "We emphasize the team approach. Business is first, but we try to add family to it."

4 Client relations. "Treat the client the way you want to be treated. We all want to be treated well," Lumsdaine said. "We return calls and emails within 24 hours."

5 Teamwork. "In order for a firm to function well, you need high morale, and that comes from being collegial and collaborative. I ask paralegals for their opinions. Collaboration delivers a much better product," Lumsdaine said.

Tredway Lumsdaine & Doyle LLP

Founded: In Downey in 1961 by Harold Tredway, who retired in 1984 and died in 2004

Revenue: \$5 million to \$10 million

Staffing: 27 in Long Beach (nine attorneys) and 21 in Irvine (nine attorneys)
Offices: Long Beach, 3900 Kilroy Airport Way, Suite 240; Irvine, 1920 Main St., Suite 1000; satellite offices also located in Downey and Beverly Hills

Source: Tredway Lumsdaine & Doyle LLP