

JANUARY 2021 MEMBER SPOTLIGHT



Lisa D. Love

Co-Managing Partner, [Love and Long, LLP](#).

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Tell us about your firm or business including history, specialization, and years in business.

Established in 1998, Love and Long, LLP is a women and minority owned, boutique law firm comprised of diverse attorneys. The principal practice areas of the Firm are real estate and land use, project and infrastructure development, municipal and institutional finance, corporate, and mergers and acquisitions. The Firm has represented Federal, state and local agencies, Fortune 500 companies and other major clients in sophisticated commercial finance transactions. In business for over 20 years, the Firm has represented the United States Department of Treasury, the United States Maritime Administration, the United States Commodity Futures Trading Commission, the United States Department of Agriculture, the Pennsylvania Housing Finance Agency, The Ben Franklin Technology Development Authority, the New York State Division of Budget, the New York State Empire State Development, the New York Power Authority, the New York State Housing Finance Agency, the Port Authority of New York and New Jersey, the New Jersey Economic Development Authority, and other state and local agencies and Fortune 500 companies in various complex financial transactions. The Firm is a solid, well-respected law firm that has provided award winning legal services.

What's an interesting fact about you or your firm that most people don't know?

As a result of the Firm's effectiveness in providing exemplary legal services, the U.S. Department of Treasury awarded the Firm a commendation for outstanding legal services performed under the SBLF Program at a ceremony held at Treasury's Washington, D.C. headquarters.

What's a favorite moment of your career so far?

One of the most favorite moments of my career was the recognition award for outstanding legal services received by the Firm from the United States Department of Treasury at its Washington D.C. headquarter after the Firm had closed approximately 170 equity transactions in U.S. financial institutions for Treasury totaling over \$2.3 billion.

What challenge are you most proud of overcoming?

In the early part of my career, I am most proud of overcoming the challenge of being an effective negotiator and advocate for my clients in a profession that has been dominated by men, which required that I master a collaborative style.

Tell us about a recent professional accomplishment of yours?

Recently, I attended Harvard Law School's Program on Negotiations and was recognized as the "Best Negotiator" in my program. Also, I recently became a fellow of the Chartered Institute of Arbitrators (FCIArb), a distinguished international organization of dispute resolution professionals, and a commercial arbitrator with FINRA, AAA and CPR utilizing my extensive knowledge of commercial law to expand the roster of diverse neutrals in complex commercial transactions.

Tell us about a recent personal accomplishment of yours?

Recently, I submitted my painting entitled "Mom Love" - a homage to my mother - to the juried art exhibition sponsored by the New Jersey State Bar Association and received the honorable mention award, which was a great personal accomplishment since I had never entered an art show previously.

What advice would you offer new business owners?

I would advise new business owners to focus specifically on their areas of expertise, to be open to and pursue new opportunities and relationships and, most of all, to be eternally optimistic.

How can you help other Women Owned Law members improve their businesses?

As members of Women Owned Law, each member has exhibited excellence, perseverance and tenacity to achieve in spite of obstacles. Our shared experiences provide insight and guidance in various situations. Personally, I can assist our members to improve their businesses by sharing my stories of resilience.

How has Women Owned Law been of value to you and your career?

Women Owned Law has been valuable to me and my career because it has brought me together with like-minded women who value our various perspectives, resources and experiences.

About Women Owned Law

Women Owned Law is a ground-breaking group created to connect and advance women legal entrepreneurs. WOL supports its members and other women entrepreneurs in the law in their business endeavors at every point in the business lifecycle. We advocate on behalf of women legal entrepreneurs and have been instrumental in raising the profile of women entrepreneurs in the law.

For additional information about Women Owned Law visit www.womenownedlaw.org