

WOMEN OWNED LAW

Member Spotlight Questionnaire
Cindy Towers, Esq.
Co-Founder/President & CEO
JURISolutions -Legal-

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



JURISolutions (JSL) is a national legal services firm that has been successfully developing and recruiting legal talent for over twenty years. When the company was started in 1997 (known then as JuriStaff), clients basically utilized the talent in two ways. Qualified candidates either became a JSL employee and worked for the company's clients in a temporary capacity doing document reviews and/or litigation support, or they were hired directly by the company's clients into permanent roles. Although anticipating and leveraging changes in your industry is a key skill for any successful entrepreneur, neither scholar nor practitioner anticipated the magnitude of the disruption in the legal industry that occurred following the economic downturn in 2007. For the first time, reduction in legal spend became as important to corporate America as the quality of the legal services being delivered. To accommodate this new objective, law firms began reducing overhead at unprecedented rates and attorneys without a substantial book of business were not spared. The net result was a surge of highly specialized legal practitioners available for more sophisticated project work. It was this group of subject matter experts that helped JURISolutions to evolve its temporary staffing model and allow us to offer highly skilled project-based talent to corporations, law firms and government agencies in innovative and cost-effective ways.

While there are a number of options today for cost effective alternatives in the procurement of legal services, a key differentiator for JURISolutions is that it is, and has always been, a talent and recruitment organization. JURISolutions is, therefore, not limited to the talent it already has on hand when crafting a client solution. This allows JSL to collaborate with each client to design the most innovative and cost-effective solution to tackle everything from specialized projects to the outsourcing of an entire function.

JURISolutions is also proud to be a leader when it comes to moving the needle in diversity and the law. In addition to being one of the largest WBENC-certified legal services firms in the country, JURISolutions is a Founding Partner of Women Owned Law and is a Corporate Partner and Co-Chair of the National Legal Industry Council of the NGLCC (<http://www.nglcc.org/legalindustry>).

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

In any given year since 2008, JURISolutions has saved corporate America more than \$10 million in legal spend and has helped law firms bill more than \$5 million.

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

Running a company while raising three children seldom leaves me with a shortage of stories surrounding the horrors that can occur when my two worlds unavoidably intersect. While I could carpet a small country with all the notes on my mistakes, one of the best moments in my career to date is the day I actually got it right!

It was the week of my oldest daughter's 10th birthday, which just happened coincide with WBENC's Annual Summit and Salute Gala. What a dilemma! Do I miss one of the year's best networking events and backout on the folks counting on me or do I miss my firstborn's milestone of reaching double digits? Then I had an idea: "Honey, how you would like to go to a black-tie gala with mom for your birthday?" She was thrilled! She not only got license to buy a fancy dress, but she was going to get to spend the night in a hotel with mom, alone!

However, what started out as a simple idea on how to avoid the unbearable guilt of missing my daughter's birthday proved to be so much more for both of us. In addition to the gala, I took my daughter to some of the Summit programming. As I watched her listen attentively and hang on every word spoken by the woman giving the keynote, it occurred to me that this trip was no longer about alleviating guilt. It was about setting the stage for the next generation of successful women. It was about being face-to-face with real life role models teaching her that there is no limit to what women can achieve. While I have an incredible amount of respect for formal education, that day, my daughter and I were taught lessons you just can't learn in school. For my daughter, she got her first taste of all the opportunities that await her and, for me, the flame was lit for my commitment to doing my part in leveling the playing field for women and other diverse groups in business.

What challenge are you most proud of overcoming?

While there are challenges every day in business, I believe the one I am most proud of was figuring out a way to not only survive during the economic downturn of 2007-2009, but to prosper. By leveraging the talent displaced by many of our clients, we were able to repackage that talent back to our clients in an innovative and cost-effective manner. It was undeniably a win/win for everyone.

Tell us about your morning ritual.

The only word that comes to mind is "scary!" Suffice it to say, I have 3 teenagers who all attend different schools. My alarm goes off at 5:45 am, I review emails and get ready for work. At 6:15 I begin holding my breath until the last one is out the door at 7:15 am. Lost coats, burnt breakfasts, missing shoes, forgotten lunches, unpacked sports bags, misplaced permission slips, detentions, toothpaste fights, incomplete homework and the list goes on and on. Of course, the good news is that even when it feels like it will never get there, 7:10 am manages to come every day and that is when the fun begins. I check emails again and make any necessary adjustments to the game plan for the day I prepared the night before. When I get in the car, I

("accidentally on purpose") turn up the volume on the episode of "I Love Lucy" playing in the backseat and enjoy a few good laughs on my commute to the office. Those few moments of mindless laughter energize me so I can hit the ground running as soon as I get in.

What advice would you offer new business owners?

Don't be afraid to make mistakes and never ever forget to laugh!

What do you wish you had known before starting your own business?

Neither "hope" nor "luck" are sound business strategies. In the beginning, I did not appreciate how much control we actually have over our destiny. You often hear successful people refer to "that lucky break" to which they credit their success. But that doesn't tell the whole story. What did that person do to position themselves for that lucky break? For example, take two sales people in the same organization; one is successful, the other is not. Early in my career I may have guessed that one got lucky and landed the better accounts, while the other was not so fortunate. But of course, I would have been wrong. As outlined in the article "Provoked Luck" (published in the Harvard Business Review), there is an identifiable list of common behaviors shared by highly successful sales people. It is those behaviors that position the sales people for success. Today, I always keep top of mind the words of the ancient philosopher Seneca: "Luck is what happens when preparation meets opportunity."

How can you help other WOL members improve their business?

I am a huge fan of referrals and mentoring.

How has your WOL membership been of value to you and your career?

The members themselves have been the most valuable to me. Whether I am in need of legal work for the company or I am asked for a referral, the first place I go is the WOL member database. The lawyers that I have personally used were nothing short of phenomenal. Christy Deutsch (Real Estate), Manuela Morais (Employee Immigration) and Rebecca Rakoski (Cyber Security) were all exceptional. I have similarly received very positive feedback from the referrals I have made as well.

Guilty Pleasure: What can you not live without?

Donuts!

Nominate Someone!

WOL turns the spotlight on members to highlight how they are making a difference and how they have benefited from WOL membership.

It offers an opportunity for you to share your story with colleagues, inspire future entrepreneurs, and strengthen awareness of the profession and association. Member Spotlight appears regularly on <https://www.womenownedlaw.org/>. To nominate another member email: nella@bloomandbloom.net.