

A culture of giving back

Giving back to the community is part of the culture at Gimbel Reilly Guerin & Brown LLP in Milwaukee.

"Back in 1968, it was my view as sole proprietor that if a significant portion of your practice is criminal defense, that it is part of your responsibility to counterbalance those actions by doing as much as you can to help others in your community," said Frank Gimbel, founding partner of the firm.

Gimbel Reilly Guerin & Brown has always hired smart, experienced and qualified attorneys for the firm; but the company also looks at the size of a person's heart and willingness to participate in the community, Gimbel said.

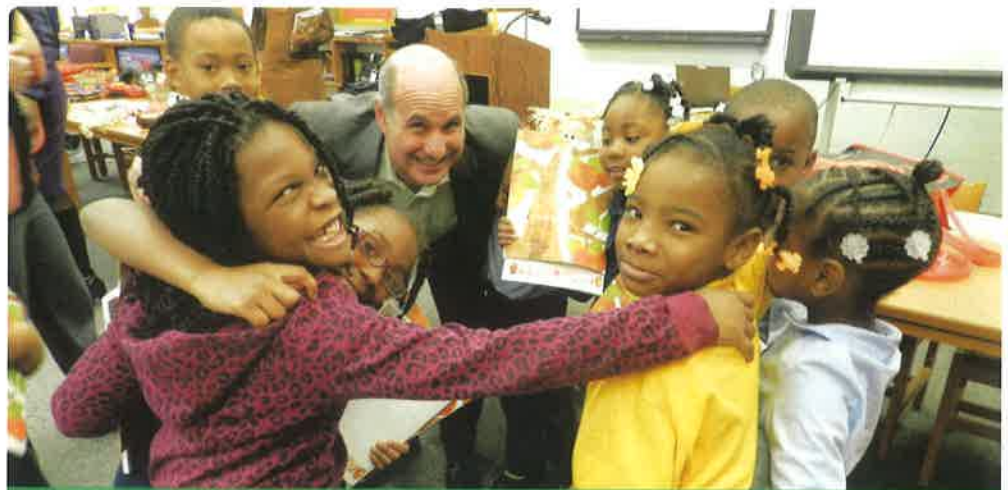
Together, the staff at GRGB regularly supports nearly 70 organizations in the community in a variety of ways, Gimbel said.

These organizations range from community outreach organizations to law, educational, religious or ethnic associations and institutions. They range in size from large to small, and focus on an even wider range of missions and causes.

"We try to support organizations that people are passionate about," said Josh Gimbel, a partner in the firm. "In addition to contributing monetary donations and volunteer hours to organizations throughout the community, several of our attorneys regularly serve on the boards of multiple organizations and offer counseling and advice where possible, too."

The firm regularly supports organizations like Hunger Task Force, St. Ben's Community Meal, Easter Seals Southeast Wisconsin, United Way, Special Olympics Wisconsin, SHARP Literacy, a plethora of local schools, sports teams and several others throughout the state of Wisconsin.

Kathryn Keppel, a partner in the firm, is a long-



Josh Gimbel of Gimbel Reilly Guerin & Brown LLP with children from SHARP Literacy

time board member of the ALS Association Wisconsin Chapter. The firm regularly supports a variety of fundraising events on behalf of the ALS Wisconsin Chapter, including the firm's annual Evening of Hope black tie gala and the ALS Walk in Milwaukee.

"The ALS organization is one of our longest standing commitments," Keppel said. "We became involved at an early point when one of our young lawyers was diagnosed with ALS back in 1989. Since then, we've been doing all we can to raise awareness and research funds for the cause."

The firm doesn't require its attorneys to get involved in the community, and yet from the top down, every one is, Josh Gimbel said.

"Most of the people we hire are already involved in the community prior to being hired here," said Patrick Knight, a partner in the firm. "That's part of the reason they were hired. We encourage their involvement and support them in any way that we can."

According to Josh Gimbel, the culture extends beyond just the staff at the firm. It extends to the families of those involved as well.



The Gimbel Reilly Guerin & Brown team with Special Olympics of Wisconsin.

"Not only is the firm heavily involved in several organizations throughout the community, but we're showing the next generation of community people what to do and how to do it. That's a fantastic attribute to pass on," Josh Gimbel said.

The firm is very much like a family, and the commitment to the community is really about leaving a legacy.

"The family feeling of the firm really translates into what we do for the community," Frank Gimbel said. "It's about leaving a legacy of who GRGB really is." *

— Alysha Schertz, for BizTimes