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Chapman and Cutler Adds Elaine Emch as New Head of Marketing and Business Development

Former KPMG executive brings strategic marketing background to financial services law firm; joins with Laurence Schorsch, former senior writer at KPMG, who becomes manager of client development

CHICAGO (January 30, 2007) – Leading financial services law firm **Chapman and Cutler LLP** announced that veteran marketing and communications professional **Elaine Emch** has joined the firm as national director of marketing and business development.

Ms. Emch was previously Chicago-based Director of Pursuit Strategy & Proposals for KPMG, LLP, the global accounting firm. Along with Ms. Emch, Chapman has brought on former KPMG senior writer **Laurence Schorsch** to support the firm’s marketing and business development efforts.

At KPMG, MS. Emch directed strategy in pursuit of high-end business for the firm’s national audit, tax and advisory practices. She led an 11-person creative team responsible for the strategy and production of written proposals, oral presentations and related collateral materials. She also coached KPMG’s senior partners in their own business development efforts.

Ms. Emch was previously founder and president of E-Squared Group, an advisory firm specializing in communications, project management and strategy. Among her successes, she created a communications plan for a Fortune 500 company; directed a change-management initiative for a major health plan with 145,000 employees; and created new revenue streams for another client by converting existing intellectual capital to online products.

“Elaine Emch is a consummate strategic marketing and communications executive and we are very pleased she has come on board at this time,” said Chapman and Cutler’s chief executive partner **Richard Cosgrove**.

“As we continue to expand our platform as a broad-based financial service law firm, having our marketing and business development led by someone with Elaine’s skill set and experience is very comforting. Her proven track record as a team builder in helping professional services firms identify and address client needs should prove invaluable at Chapman.”

Prior to running her own firm, Ms. Emch served as regional vice president of global insurer and risk management firm Aon Risk Services from 1995-2001. At Aon, Ms. Emch was responsible for at-large communication and for designing strategies to improve revenues and margins. She participated in implementing a worldwide branding campaign for Aon and also facilitated a national sales practice charged with changing business practices across multiple offices and business lines.

“Chapman and Cutler’s venerable reputation was a major attraction for me,” she said. “The firm has achieved eminence across numerous financial practice areas, from aviation finance and securitizations to public finance and fund management counsel. I am looking forward to harnessing that success and advancing the firm’s growth nationally.

“Chapman attorneys work on highly sophisticated financial transactions, serving large institutional investors, as well as banks, underwriters, corporate issuers, leasing companies, state and local municipalities and other clients,” she added. “I see a complement of skills as well as a wonderful firm story, and I hope to help leverage the many different aspects of Chapman’s financial focus and show clients what a dynamic firm it really is.”

Ms. Emch’s marketing experience reaches back to the early 1980s, when she worked for the National Association of Realtors. She has held senior marketing and communications positions for several Chicago-area businesses, including National Computer Systems. In the mid 1990s, she served as director of communications for Near North Insurance Brokerage.

Ms. Emch received her M.S. in managerial communications from Northwestern University and her B.S. from Northeastern Illinois University. She is a member of the Legal Marketing Association and has volunteered with the American Cancer Society, Chicago Cares, Boys & Girls Clubs, and CRIS Radio, Chicago’s only radio reading service for the blind.

Chapman is also welcoming Laurence Schorsch as manager of client development. Mr. Schorsch served with Ms. Emch as a senior writer in KPMG’s Pursuit Strategy & Proposals. Mr. Schorsch has written science and technology articles for various publications, most recently for the *Boston Globe*. He has also been a longtime magazine editor and written numerous books about science and other topics for children. Mr. Schorsch received his M.S. in Computer Science from the University of Chicago and his B.A. from Boston College.

ABOUT CHAPMAN AND CUTLER

Since its founding in 1913, Chapman and Cutler LLP has focused on finance. The firm is recognized for the quality and sophistication of its work and its depth of experience in the areas of banking, bankruptcy and financial litigation, corporate finance and securities, public finance and tax. To complement that focus, the firm maintains a substantial corporate practice representing business entities in administrative and regulatory matters, commercial litigation, divestitures, employee benefits, environment, energy and resources, governmental relations, intellectual property, joint ventures, and mergers and acquisitions. The firm also provides trust and estate planning services for high net worth individuals. For more information, please go to www.chapman.com