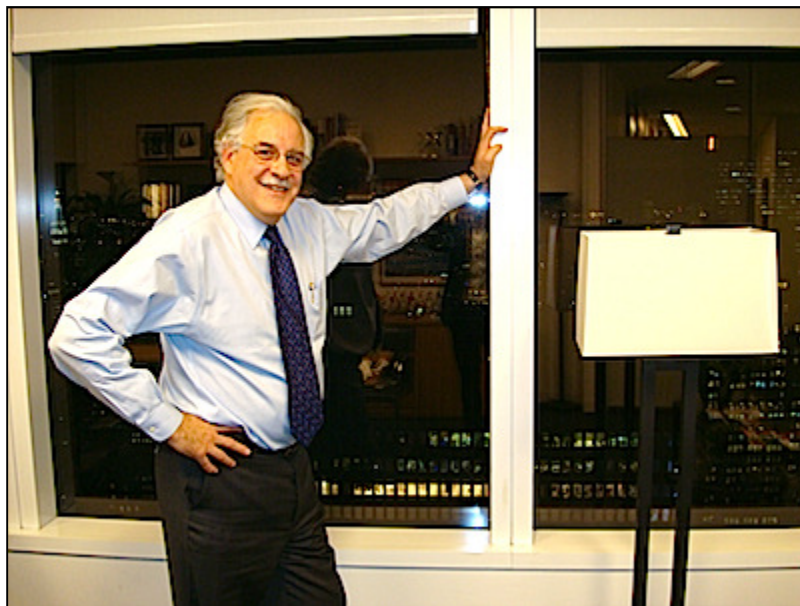


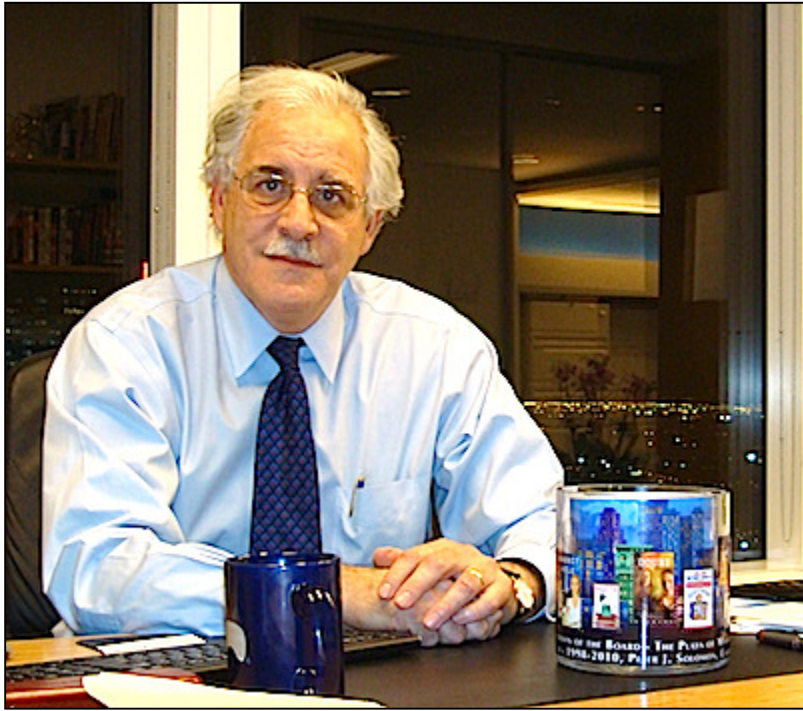


ON BROADWAY

Almost every firm we talk to says they're **growing**, but Pryor Cashman managing partner **Ron Shechtman** has the **lease** to prove it. Come the new year, Ron's firm at **7 Times Square** will have **6000** more square feet from which to watch the **ball drop**.



We snapped Ron admiring the last sliver of sunset over the Hudson from a panoramic view that stretches from Jersey to Brooklyn. He's just back from a five-day jaunt to Delhi, India for Interlaw's annual global conference of 70 firms based in places like China, France, Nigeria, and Detroit (which only seems like a foreign country). Ron reports that the firm has weathered the recession well, despite critics' suggestion that mid-sized firms would go the way of the dinosaurs. Now they're looking like an advanced evolutionary creature, not just surviving, but thriving thanks to a tight cost structure, flexible billing, and an entrepreneurial platform. They've added seven partners in less than two years, and started family law, business integration, and non-profit practices while simultaneously expanding their exec comp and ERISA group (remember Ed?).



The firm is a **collegial** place, Ron tells us, hosting weekly partner breakfasts with **no business agenda**. It helps, he says, that the firm has a **broad origination base**: no client represents more than **4%** of their business. **Half** the partners originate **\$500k** of business or more, and **one third** originate **\$1M** and up. Ron says he's involved primarily with firm management, but also does labor and employment work, and reps the Uniform Fire Officers Association on a number of issues related to budget restrictions. One issue most NYers don't face is a shortage of great restaurants repped by Ron: **Rich Frazier's** homage to local food at **Blue Hill** or **Batali's** ode to all things Italy at **Eataly**. Remember the **David's Cookies** phenomenon in the '80s? Ron represents the former-owner **David Lederman**.



When Ron isn't working, he spends a lot of time as **Mr. Meadow**, husband to the award-winning **artistic director** of the Manhattan Theatre Club, **Lynne Meadow**. He showed us a **Hirschfeld** rendition of his starlet and pointed out four signature **Ninas** (the caricaturist's daughter's name) hidden throughout the piece. Ron tells us his wife has won three **Tonys**, including best productions for **Doubt**, **Proof**, and **Love! Valour! Compassion!** And under her leadership MTC has accumulated **15 Tonys**, **four Pulitzers**, and 45 Obies. Sounds like an elusive [EGOT](#) could be right around the corner.