

# Dinsmore's Vincent talks westward expansion



Cincinnati's largest law firm, Dinsmore & Shohl, merged with San Diego-based Leventhal Law on Nov. 1, making it Dinsmore's first office in California. The firm was founded in 2012 by Joe Leventhal, former deputy assistant to vice president Dick Cheney.

Dinsmore Managing Partner George Vincent talked with me about what the deal means for the firm.

**Why do you feel it was important to have an outpost in California?** One, Joe Leventhal is a heck of a guy and a good lawyer. We had mutual friends with him, so we knew him going in. We hire for people; it really doesn't matter where they're located. Two, we've got a number of clients with significant legal needs in California that we've never been able to satisfy. This will allow us to do that. There was a demand by clients to be in California, and we've found the right guy.



MARK BOWEN

**The technology and innovation industries are big business in California. Is that the kind of demand you're seeing out there?** Some, but we're seeing litigation and labor needs

in California that we think Joe and his people can start satisfying immediately.

**What kind of capabilities do they bring Dinsmore?** Immediately, the litigation. They'll be doing that initially, but then we'll leave it up to Joe to grow the office.

**How did you first get in touch with Joe and grow that relationship?** One of our attorneys in Columbus had worked in Southern California and gotten to know Joe and suggested we chat, which obviously we did. Then there's another guy in Cincinnati who is a mutual friend of ours and encouraged Joe to talk to us. It moved pretty quickly after that.

**It seems like in the last two years, Dinsmore's been moving pretty quickly with mergers. Is there a strategy guiding this, or are you taking the deals as they come up?** We feel the need to be larger to service the needs of clients, but every

transaction we have done has involved someone we had a relationship with, either through a shared client or people who knew each other or work we'd done together. So it's people as much as the location that matters to us. You want to make sure you get folks who are compatible, who see the world in the same way we do and are entrepreneurial but have the desire to be community-focused.

We've been lucky the last couple years to find a number of people who have met those criteria.

**What kind of person works best at Dinsmore?** A guy who's 5'8", losing his hair ... We've got all kinds of folks. We've got Democrats, Republicans, gregarious people, introverts. I'd like to think they're nice people who like to work hard and have passion for being a lawyer, serving their clients and have a vision for being active in the community.

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