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ABA Journal Selects Petrosino For Cover Story on Custom Coaching Match Up

The ABA Journal chose Paul Frank + Collins attorney Frank Petrosino to participate in a unique program designed to highlight the value of coaching for lawyers seeking to hone in on or enhance a business angle within their practices. Petrosino was one of three attorneys chosen from a national pool of over 100 to receive a series of five personal telephone consultations with a nationally renowned business law coach. Petrosino was matched with David Freeman of David Freeman Consulting Group in Boulder, Colorado. Freeman has 24 years of experience working with thousands of lawyers from over 85 firms across North America.

Petrosino's goal at the outset of the consultations was to establish a solid business platform on which to build and grow a robust hospitality industry practice. He was delighted with the results. "I had some ideas about how to establish this type of foundation" Petrosino said, "but David really helped me organize it and get to a place where I had more focus and clarity."

Significant developments stemming from his work with Freeman include the creation of a hospitality law group at PF+C, which Petrosino leads, and a speaker's platform that features in-house "lunch-and-learn" style presentations designed to encourage and foster new business relationships. Freeman was clearly impressed with Petrosino's dedication to the process. "You don't always get this level of motivation," Freeman said, "but he was there ready to go, ready to act. He really cares about doing these things."