
History

1972: The Founders

Initially known as Liebman & Flaster, P.A., the firm began in 1972 when Rick Flaster (top left), a Harvard Law School graduate, left Wall Street's Strock Strock & Lavan, to form a two-lawyer tax practice with Emmanuel ("Manny") Liebman. The firm of Liebman & Flaster, P.A. brought sophisticated approaches to legal practices in tax, corporate, real estate, mergers and acquisitions, pension planning and estate planning to South Jersey clients.

Celebrated for his office collection of over 1,400 hippopotamus in a *Wall Street Journal* feature on workspaces, Rick Flaster continued to serve as a member of the firm's original Tax and Corporate Practice Group until his death in 2010 at the age of 67.

In 1976, Shareholder Steve Greenberg came on board. A graduate of Yale Law School in the same year, Steve is currently the president of the firm and is still a member of the Business and Corporate Practice Group. The firm would change its name to Flaster Greenberg in 1999. In addition, and most notably, Steve was a recipient of the 2016 *New Jersey Law Journal* Lifetime Achievement Award.

1980s & 1990s: Finding Our Niche

As the firm expanded and its clients began looking to its attorneys for broader representation, the decision was made to expand the capabilities of the firm from strictly handling tax and directly related matters, to including other synergistic areas, such as securities law, bankruptcy, and ultimately, litigation. The firm added the following attorneys and practices:

- Laura Wallenstein 1980 retirement, Estate Planning, Business & Corporate Law
- Allen Fineberg 1985 present, Business & Corporate Law
- Alan Zuckerman 1988 present, Taxation
- Phil Kirchner 1992 2023, Litigation
- Steven Sacharow 1996 present, Family Law
- Frank Wisniewski 1999 present, Real Estate & Land Use
- Kenneth Goodkind 1999 retirement (2024), Litigation
- Alma Saravia 1999 present, Healthcare Law

Throughout its expansion, however, the firm's marketplace niche and core vision remained steady: Concentrate on serving the closely held business community and its principals (including professional practices), carefully coordinate all of their needs, and continue to attract recognized experts in their fields.

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During this pivotal time, the firm would also change locations. On December 8, 1995, it moved from an office at 5 Greentree Road in Marlton, where it had been located since 1986, to its current home of almost 30 years at 1810 Chapel Avenue West in Cherry Hill.

A Unique Compensation Formula

A key turning point in the development and cohesion of Flaster Greenberg came in 1994 when it adopted a formulaic approach to the compensation of its principals and a democratic approach to firm governance, with a rotating management committee. While the shareholder compensation formula has undergone some fine tuning at the edges, it has essentially remained the same since inception. Very carefully researched and considered, the formula considers a variety of factors, but excludes seniority.

As a result, the newest attorney in the firm can be the most highly compensated. In addition, a formulaic approach adopted and accepted by all the principals creates a direct relationship between the originations and productivity of the principals and their compensation, and virtually eliminates politics in the determination of compensation. The results have been outstanding: Since the adoption of this transparent compensation formula, the firm continues to attract top-level talent and maintains positive and overall high attorney satisfaction.

2000s: Expanding Our Reach

Locations & Practices

With the turn of the century, the pace of growth accelerated with the additions of the following attorneys and practice areas:

- Frank Riesenburger - retirement, Environmental Law
- Mitchell Kizner 2000 - present, Environmental Law
- Robert Washburn 2000 - present, Real Estate & Land Use
- Jeffrey Cohen 2001 - present, Litigation
- Doug Stanger 2001 - present, Bankruptcy
- Kenneth Gilberg 2007 - retirement, Labor & Employment

Joining them in the mid-2000s and rounding out the list of current shareholders who have been with the firm for 15 years or more are Michele Tarantino, Co-Managing Shareholder Jordan LaVine, Marty Judge, Bill Burnett, Co-Managing Shareholder Steve Poulathas, and Tami Bogutz Steinberg.

The 2000s and 2010s brought other notable events as well, including:

- 2002 - Opens Cherry Hill, NJ Conference Center
- 2006 - Opens Philadelphia, PA Office at Ten Penn Center
- 2006 - Adds national Trademark Practice
- 2007 - Opens Trenton, NJ Office

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- 2009 Expands Philadelphia Office into Four Penn Center, with Addition of Griffin & Vogler
- 2011 Renovates Cherry Hill, NJ Office and Dedicated RJF Conference Center in Memory of Richard J. Flaster
- 2013 Opens First NY Office with Addition of Fried & Epstein LLP, Bolstering National Insurance Coverage Practice
- 2014 Opens Linwood / Northfield, NJ Office
- 2017 Elects Alan Zuckerman as Managing Shareholder
- 2017 Forms Board of Directors
- 2018 Launches Cannabis Law Practice Group
- 2018 Formalizes Pharmaceutical Industry Group
- 2018 Adds national Aviation Practice
- 2018 Opens Princeton, NJ Office
- 2019 Opens Conshohocken, PA office at One Tower Bridge with addition of Plotnick & Ellis LLP
- 2020 More than Doubles IP/Patent and Insurance Recovery Groups
- 2021 Elects Co-managing Shareholders, Jordan LaVine and Steven Poulathas
- 2018 Expands Footprint into South Florida with a Boca Raton Office
- 2020 Adds Square Footage to Conshohocken office to Accommodate Growth
- 2021 Relocates Philadelphia office to 1717 Arch Street to Accommodate Growth
- 2021 Renovates Cherry Hill office
- 2022 Upgrades and improves firmwide technology
- 2022 - Steve Greenberg steps off of Board of Directors
- 2023 - Alan Zuckerman steps off of Board of Directors, completely transitioning firm leadership to the Next Generation

Other Noteworthy Milestones

- 2012 Installs two electric car charging stations in Cherry Hill location
- 2012 Selected as one of the Best Places to Work by *South Jersey Biz*
- 2013 Named to *The National Law Journal's* 2013 Midsize Hot List
- 2017 Selected as one of the Best Places to Work by *South Jersey Biz*
- 2018 Recognized as one the Best Places to Work in the medium-sized company category by *NJBiz* and Best Companies Group
- 2019 Named by *South Jersey Biz* to their 2019 Best of Biz list in the Corporate Law category
- 2020 Hires 23 more attorneys
- 2021 Recognized as one the Best Places to Work in the medium-sized company category by *NJBiz* and Best Companies Group
- 2022 Forms Womens Advisory Group, an extension of the Womens Initiative.

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- 2022 More than 70 attorneys; 125 Total Employees
- 2022 Recognized as one the Best Places to Work in the medium-sized company category by *NJBiz* and Best Companies Group
- 2023 - Recognized as one of the Best Places to Work in the medium-sized company category by *NJBiz* and Best Companies Group