

**Attorneys**  
Chairman, Partner  
• Gideon Cashman

## **Founding Partner Gideon Cashman Featured Seminar Speaker on Creating a Brand for a Law Firm**

Pryor Cashman Chairman Gideon Cashman spoke on a panel, "Marketing Magic: The Importance of Creating a Brand for Your Firm," at a seminar hosted by *American Lawyer* Media. The September 28, 2006 program covered topics such as branding a firm and creating an effective marketing plan, alternative billing, taking a firm global and diversity in the legal profession. It was sponsored by HSBC, Premiere Printing, SuperiorGlacier and Worlddox.