



# THE DORF LAW FIRM, LLP

Winter 2012

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## Litigation Team in Demand



Jonathan B. Nelson, Jessica Kastner and Jon A. Dorf prepare to deliver their CLE program to the Omaha, Nebraska Fidelity Title Insurance Claims Department.

In 2011, the firm saw substantial growth of its Litigation Department under the leadership of Director of Litigation, Jonathan B. Nelson.

Not only did the size of the attorney and support staff increase substantially, but the department took on new breadth and depth as well.

In addition to handling a sizeable caseload, the Litigation Department is accepting regular invitations to give presentations and CLE programs.

On November 10, 2011, Jonathan Nelson, Jon Dorf and Jessica Kastner took their teaching skills to Omaha, Nebraska. There they co-presented a CLE program entitled *BANKRUPTCY Defalcation and Rooker-Feldman Doctrine/Res Judicata* to 200 members of the Claims Department of Fidelity Title Insurance. The CLE was approved for 2.0 hours of Nebraska CLE credit.

This program comes on the heels of yet another major presentation given to the Jacksonville, Florida Fidelity Claims Department.

Jonathan is looking to almost double the size of the Litigation Department in 2012. He includes in his ambitious plan the goal of taking on more national matters with a confidence that comes from a variety of accomplishments in 2011. These include successfully representing a Fortune 15 company in federal securities litigation; successfully representing a Fortune 10 company in a federal bankruptcy matter; representing the largest title insurance company in the world; and representing one of the nation's largest mortgage servicing companies.

With a strong business plan in place, Jonathan will continue to inspire and advise his team, calling upon his skills as an experienced litigator and corporate counsel with comprehensive knowledge and business vision in corporate governance, multi-national operations, risk management, strategic business development, dispute resolution, complex litigation matters, contract law, and bankruptcy and creditors' rights matters.

## Managing Partner's MESSAGE



Jon A. Dorf, Esq.

With our upcoming move from the Mamaroneck Town Center to The International Corporate Center in Rye, we are out and about connecting with current clients and networking to meet new clients so we can share the news about our sleek new office space, complete with an elegant executive conference center, spacious meeting rooms, upgraded office technology and a host of amenities.

The benefits of our new location, together with the personal service and 24/7 attention to our clients needs, will no doubt help us to continue growing and propel us through 2012 with many success stories to write!

Please stop by our firm's exhibit at the Westchester Business Council Mega Mixer Business Expo on March 15th at the Hilton Rye Town from 2:00pm until 6:00pm.

We will be happy to share photos of the new office space and invite you for a visit!

Attorney Advertising

# New Leadership in Creditors' Rights Group



**Denise E. Singh-Skeete** is a Senior Associate in the Litigation Department and Head of the Creditors' Rights and Financial Services Litigation practice group working closely with Director of Litigation, Jonathan B. Nelson. Denise has over eleven years of experience in Creditors' Rights with a specialization in foreclosures, bankruptcies, replevins and consumer debt collections.

Prior to joining the firm, Denise was an associate at Mitchell Pollack & Associates, PLLC in Tarrytown, New York. She represented banks, credit unions and other financial institutions in creditors' rights, residential foreclosure and bankruptcy matters as well as corporate compliance and contract review. She also has substantial commercial litigation experience.

Denise managed a full caseload of residential and commercial foreclosures, bankruptcies and consumer debt collection matters, including tracking of cases from inception to resolution/trial. She has litigated cases in Westchester, Orange, Putnam, Dutchess, Queens, Richmond, Kings and Bronx counties.

Prior to that position, Denise was an associate at Wilson, Elser, Moskowitz, Edelman & Dicker, LLP in White Plains, New York, where she provided legal advice to Fortune 500 client companies.

Denise received a Bachelor of Arts in Political Science, Accounting/Economics from Hunter College, City University of New York in New York, NY and her Juris Doctor from George Washington University, National Law Center, Washington, D.C.

She is licensed to practice law in the State of New York. She is also admitted to practice in the United States District Court for the Southern and Eastern Districts of New York.

Ms. Singh-Skeete is also a member of the Westchester Women's Bar Association.

**Sonia J. Baez** is an Associate in the Litigation Department and works within the Creditors' Rights and Financial Services Litigation practice group. Prior to joining the firm, Sonia worked at two firms in Fort Lauderdale, FL: McCalla, Raymer, LLC (Freddie Mac Designated Counsel) and Smith, Hiatt & Diaz, P.A. (Fannie Mae Designated Counsel). She was



responsible for processing residential foreclosures in compliance with state and federal laws, investor guidelines, civil procedures, banking law, and real estate and bankruptcy law.

Sonia has considerable experience in default servicing, real estate matters and litigation. In dealing with mortgages and defaults, she has an in-depth knowledge of real estate legal guidelines governed by Fannie Mae, financial groups, lending

institutions and investors. In addition, Sonia has a working knowledge of immigration law and bankruptcy, academic work in worker's compensation, property, evidence, contract, corporation, family law, torts and civil law.

Sonia received a Bachelor of Law (LLB) *summa cum laude* from Pontificia Universidad Catolica Madre y Maestra in Santiago, the Dominican Republic and a Master of Law (LLM) from State University of New York at Buffalo. She is licensed to practice law in the Dominican Republic and in the State of New York and is a member of the Dominican Bar Association, the New York Bar Association and the American Bar Association. She is also fluent in both English and Spanish.

When asked to comment on the continuing expansion of his department and, in particular, the newest members of the litigation team, Jonathan said, "As we branch out into more areas of practice, we are confident in the excellent credentials of the professionals we select and know they will maintain our tradition for achieving innovative solutions that exceed the high expectations of service that our clients deserve."

## Client & Colleague Newsmakers

We are delighted to recognize our clients and colleagues on their recent accomplishments and new positions.

Congratulations to **Daniel R. Alcott, Esq.**, firm partner and head of the Tax-Exempt Not-for-Profit Organizations Department. Dan has been named as one of the New York area's *Best Lawyers for 2012* in the category of Non-Profit/Charities Law. This is the third consecutive year he has been named to *Best Lawyers*.



**Sue Dishart** has been promoted to Vice President for Marketing and Development for Guiding Eyes for the Blind, an internationally accredited guide dog school headquartered in Yorktown Heights, NY.



**Jon A Dorf, Esq.** will be honored this May as the recipient of the *2012 Equal Access to Justice Award* sponsored by Legal Services of the Hudson Valley.



Congratulations to **Bill Beaver** who assumed the position of Executive Director of the firm.



Bill's responsibility regarding the day-to-day operations of the firm as well as its policies and procedures will greatly expand.

Congratulations to Creditors' Rights Legal Assistant, **Katie Farragher**, who received her Irish citizenship in December.



Congratulations to Director of Client Relations, **Marilyn S. Goerler**, on the selection of six of her photos to be included in the Larchmont Historical Society's exhibit entitled, "A Day in the Life of Larchmont."



The exhibit will be held on Sunday, February 12th, from 3:00pm until 6:00pm, at the Hampshire Country Club in Mamaroneck.

# Client Spotlight on Affinity Solutions

Founded in 1998 by Jonathan Silver, Affinity Solutions is a relationship marketing company that develops merchant-funded affinity programs targeted to consumer life stage and lifestyle segments. It has grown to become the leading provider of loyalty programs for top financial institutions, insurance companies, and publishers in the U.S. Partnerships include over 450 national and regional banks, including Sovereign Bank, U.S. Bank, and Capital One, as well as over 25,000 retail partners.

Affinity Solutions leverages proprietary analytics applied to a range of customer data in a privacy controlled manner to deliver incentives and rewards most likely to drive desirable customer behavior for its clients and retailer partners.

According to President & CEO, Jonathan Silver, "Every marketer wants the same things: to increase loyalty, spending and profitability among their customers. At Affinity Solutions, our job is to accomplish that for you by connecting you and your customers in meaningful - and highly effective - ways. It's an approach that's unique, powerful and customized to your needs...we like to call it *intelligent partnerships*."

Jonathan got his start working in the Chicago office of McKinsey & Company and subsequently started a marketing consultancy practice specializing in helping small to mid-size companies with their sales and marketing functions, with a focus on enhancing client revenues through market segmentation.

Jonathan then launched two companies specializing in marketing gifts, juvenile and natural foods products. It was at one of those companies that Jonathan built the first membership organization for new parents. Through this initiative, he saw the power of tailoring benefits to a consumer's life stage and lifestyle. He also understood that the traditional paradigm of loyalty programs could be significantly improved by retail partners willing to fund additional rewards.

Based on this theory, Jonathan developed Affinity Solutions' very successful "Automatic Rewards" platform which shifts the responsibility of rewards funding from card issuers to merchants. When enrolled, cardholders can shop at specific retailers using an enrolled debit or credit card and automatically earn up to 15% in rewards value in the form of cash back, points, miles, etc.

To target all their marketing efforts, Affinity Solutions carefully

monitors consumer spending. Through exclusive partnerships with banks and card processors, they analyze the spending patterns of over 60 million credit and debit cardholders - over five billion transactions a year. As Jonathan commented, "This gives us a unique view on the how, when and why of consumer spending."

With this continually updated information in hand, Affinity Solutions is able to develop targeted marketing, rebate rewards, experiential benefits and editorial content that drive deeper customer relationships for the partners they serve.

The result? Dynamic, customized, turnkey programs that include marketing services, information technology and data analytics - all leading to increased customer loyalty, reduced attrition and a compelling way to differentiate their partners from the competition.

Jonathan is a graduate of the Wharton School of Business and the University of Pennsylvania's School of Engineering and Applied Science - and briefly attended Harvard Business School before starting his entrepreneurial career. Jonathan lives in New York with his wife, Ellen, and two children, Brandon and Caroline.



Jonathan Silver  
President & CEO

"Given the new regulatory environment banks are facing and continued competitive pressures, the opportunity has never been greater for financial institutions and retailers to leverage transaction-based targeting to drive their businesses"

- Jonathan Silver



[www.affinitysolutions.com](http://www.affinitysolutions.com)

## WVOX 1460AM Radio Guest, Jon A. Dorf

On Monday, January 9th, Jon A. Dorf was interviewed by Dr. Marsha Gordon on her weekly WVOX 1460 AM radio show, "Westchester Means Business". The show focuses on what it takes to be a successful business in Westchester County.

During the 25-minute interview, Jon addressed Dr. Gordon's questions on everything from the firm's recent expansion and upcoming relocation to The International Corporate Center at Rye to the benefit of maintaining affiliations with local business organizations to the importance of staying current by taking and giving regular webinars and CLE programs.

Complimenting Jon on having beaten the odds in tough economic times, Dr. Gordon said, "As the economy struggled over the years, your firm has grown and has such a great story. You won the Hall of Fame Small Business Success Award! So tell me what sets your firm apart from others similar in size and scope?"

Jon answered, "We are very client centric. We get to know our clients well; understand where they are going; and connect with their needs. We strive to consistently deliver a quality product by staying responsive, fresh and current and providing professional advice to get them from point A to point B."

Jon concluded, "At the end of the day, it's all about giving our clients the very best service we can. We will continue to do that as we add new attorneys to various practice areas as well as more support and technical staff."

When asked where the firm would be in 5 or 10 years, Jon answered, "We will grow in a calculated way. We see lots of opportunities. The economy is only going to improve, and we look forward to many growth-filled years."



Jon A. Dorf, Esq. live on Dr. Marsha Gordon's weekly radio show, "Westchester Means Business"



Our move to **The International Corporate Center at Rye** will take place on April 1st. Although our initial plans called for a January move, our 15,000 square feet plus of office space has required some design and construction but will be well worth the wait.

## Our Annual Andrus Toy Drive!

Every year around the holidays, members of The Dorf Law Firm, LLP have fun hitting the toy stores in search of gifts to delight the children at Andrus.

From books to Barbies to basketballs, the boxes are brimming by mid December when Andrus VP and CEO, Brian Farragher, comes to pick them up.

This nonprofit's vision states: "ANDRUS nurtures hope in children by providing care that empowers them to succeed and by promoting innovation and standards of excellence in the care of children in our community and beyond."

We are delighted to support that vision and to participate in making the lives of these boys and girls, ages 5 to 13, a little better and brighter during the holidays!

Pictured at right: Santa's helpers, Jon Dorf and Brian Farragher, Executive Vice President and Chief Operating Officer of Andrus



**THE DORF LAW FIRM, LLP** serves many successful entrepreneurs, growing businesses and major corporations as both legal counsel and trusted advisor in these areas of the law: Corporate & Business, Litigation, Real Estate, Intellectual Property, Tax-Exempt Not-For-Profit Organizations and Creditors' Rights & Financial Services Litigation. For more information, please call us at 914-381-7600 or email Marilyn S. Goerler, Director of Client Relations, at [mgoerler@dorflaw.com](mailto:mgoerler@dorflaw.com).

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