



Lynch Law Group

Since 2002, the Lynch Law Group (link: <http://lynchlaw-group.com/>) has experienced exponential growth while focusing on three primary initiatives: building an all-star team, advancing technological capabilities, and establishing new business relationships. Is it coincidence, then, that after the Firm joined SMC in 2013, it experienced 36% growth over three years, and 59% growth in 2016 alone?

Michelle Ellery, Lynch Law Group Director of Marketing, does not attribute the Firm's rapid growth solely to its SMC membership, but she does acknowledge that membership has had far-reaching and decisive effects. "A significant investment in building relationships with the local business community, and partnering with select organizations, such as SMC, has further enhanced the visibility of the Firm and its reputation as a provider of the highest quality legal service with a reasonable rate structure," she says.

In fact, the Firm considers these relationship-building opportunities as their primary SMC membership advantage. Ellery explains: "SMC has a variety of member benefits, but the top benefit for our Firm has been the opportunity to meet and grow valuable relationships with the member companies. Through attending and partnering in events and programs, and contributing articles and content to its publications and newsletters, we have established many successful relationships with local manufacturers and supplies, as well as service providers."

Ellery identifies an important distinction for potential and existing SMC members - that despite the many available benefits, membership is only what you make of it. She says, "Participation has been a key factor. We try to get involved as much as possible. As with most anything, 'you get what you give.' Just joining an organization is not enough; actively taking part in events and programs is where the value is found."

Founded by Dan Lynch 15 years ago, the Lynch Law Group is a full-service business law firm that employs 14 lawyers and eight staff members who serve regional and national clients as advisors and advocates in Pennsylvania and neighboring states. It is based in Cranberry Township and operates a satellite office in Pittsburgh's South Side. The Firm was named one of the Best Places to Work in Western Pennsylvania in 2012, 2013, 2015, and 2016, and it was selected as one of the Top 100 Fastest Growing Companies in the Region in 2012 and 2013.

Beyond leveraging events and connections to build its network, Lynch Law Group employees have attended SMC educational workshops and have participated in SMC's HR Checkup (link to: <http://smc.org/services/human-resources/>) assessment. The SMC regularly presents events that cover a broad spectrum of business topics, such as employment law, ISO quality management principles, navigational coaching, and increasing productivity, among others, some of which are open to non-members.