

LAWYERS ALLIANCE FOR NEW YORK

INDIVIDUAL HONOREE

KENNETH A. GERASIMOVICH, *Greenberg Traurig, LLP*

Excellent legal teamwork benefits nonprofits that support small businesses and community arts

Kenneth A. Gerasimovich is a corporate shareholder at Greenberg Traurig, LLP, where he concentrates on mergers and acquisitions. He received a B.A. from St. John's University in 1984 and his J.D. from St. John's University School of Law in 1987.

Over the past three years, Mr. Gerasimovich has assisted **ITAC, the New York City Industrial & Technology Assistance Corporation**, in negotiating its consulting services agreement with the Brooklyn Navy Yard Development Corporation, aimed at providing tailored business education services to manufacturing and industrial businesses operating at the Navy Yard.

ITAC is dedicated to helping NYC manufacturing and technology companies, including those in high-need communities, grow their top and bottom lines through not simply advising, but also providing training and implementation expertise on a variety of topics that make companies more competitive, expand into new markets, create innovative products, develop their customer base, find new partners, improve their processes, and develop sustainable practices. This also translates into job creation/retention and significant economies of time and money.

Kinda Younes, ITAC's Executive Director says, "We are so appreciative for the invaluable assistance Ken Gerasimovich, Toni Lupo, and John Mascialino have been providing to us with the Brooklyn Navy Yard. Their dedication went as far as calling us from vacation to keep things moving. In addition to benefiting us as a nonprofit organization, their legal expertise has also benefited many small businesses throughout the Navy Yard that are working hard to scale their operations. We are extremely grateful for their continued dedication and their quick turnaround."

Mr. Gerasimovich has also helped with various governance matters for **Harlem Needle Arts**, a cultural art institute at the forefront of revolutionizing, preserving, and expanding the narrative of fiber, textile, design, and needle arts. Says Michelle Bishop, President, "We really appreciate the very professional and timely assistance we received from Mr. Gerasimovich and his colleagues at Greenberg. In particular, their persistence and diligence when dealing with a very small organization with limited administrative resources really showed they understood the client as well as the issues."

Says Mr. Gerasimovich, "Through Lawyers Alliance I have worked with nonprofits who support small businesses and underserved communities. Their impact will be evident for years to come. I appreciate the opportunity to leverage my corporate experience with large clients to assist our pro bono clients, who face similar issues on a smaller scale. Pro bono work is a great responsibility and a true honor and GT is committed to providing pro bono clients with the same high-quality counsel that we provide to all clients. I look forward to future opportunities to partner with Lawyers Alliance."

