

# MASSACHUSETTS LAWYERS WEEKLY

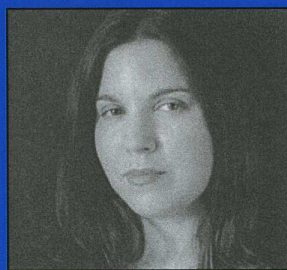
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## HEARSAY

FACE  
TO  
FACE



### MARLO FOGELMAN PR Consultant

A 1997 graduate of Boston University School of Law, Marlo Fogelman found an alternative career path in public relations and communications. She is coming up on her first anniversary of opening her own PR firm in Boston's Back Bay.

\* \* \*

**LW:** You're a licensed attorney who decided not to practice. Does that make you the smartest lawyer in Massachusetts?

**MF:** Oh boy. Well, I'll say this: When I answered an ad placed in Lawyers Weekly by Regan Communications looking for a PR [professional], they got [hundreds] of responses. So I figured if that many lawyers are unhappy...

**LW:** As a PR consultant, you must attend a lot of industry functions. Who tends to throw the best parties?

**MF:** I'd say the [corporate] event planners because they're all trying to one-up their competitors.

**LW:** What advice can you give to attorneys looking to promote their practices on their own?

**MF:** Get out there. Network, even in industries that you don't think your client [base] would normally come from.

**LW:** What's the best restaurant in town to hold a "power lunch"?

**MF:** Oh, there are way too many just to name one. I plead the Fifth.

**LW:** Speaking of lunch, is breakfast the new lunch?

**MF:** I think breakfast has been the new lunch for a while now, yes.

**LW:** What's the best thing about working for yourself?

**MF:** Setting my own hours.

**LW:** You're still in your pajamas right now, aren't you?

**MF:** Yes.