

The Law Office of Robert E. Norfleet
207 West Mt. Vernon St.
Somerset, Kentucky 42501
(606) 679-1550
Norfleetlawfirm@aol.com

August 20, 2007

PRESS RELEASE: For Immediate Publication

NORFLEET/STANZIANO JOINT VENTURE ANNOUNCED

“The quality of legal representation that the citizens of the Lake Cumberland area can now expect in cases where they find themselves charged with crimes has just increased by a factor of 10!” And, with that pronouncement, Somerset criminal defense attorney, Robert E. Norfleet announced a joint venture between himself and Persuasion Consultants, a Cloquet, Minnesota-based trial advocacy consulting firm operated by former Somerset attorney, Mark Stanziano. The joint venture, which began on July 1, 2007, will guarantee Mr. Norfleet’s clients the opportunity to have Mr. Stanziano work on their cases as an advisor and, if the case progresses to trial, as co-counsel.

“Mr. Stanziano is undoubtedly one of the best legal minds this area has ever had. He was, and continues to be, a recognized innovator and scholar in the field of criminal defense and he has the practical knowledge, skills, and experience that are invaluable to any criminal defense practice. It is certainly a positive thing for the client to have him on their side as they defend against the tyranny of power brought about by overzealous prosecutions and failures to follow the law,” Mr. Norfleet said.

For his part, Mr. Stanziano is excited to be able to continue to be of assistance to the people of the Lake Cumberland area. “When I practiced law here for 15 years, I very much enjoyed helping folks in Somerset and the surrounding towns. Likewise, I am very much looking forward to working with Mr. Norfleet now to help them in ways, some of which are significantly different and some of which are the same.” Stanziano added, “Robert is one of the young guns in the area and, more than his enthusiasm for practicing law, his client-centered approach has led to a great deal of success early in his career. It is an honor for me to be associated with him in this venture.”

After leaving Somerset in 2005, Stanziano formed Persuasion Consultants in January of 2007 in an effort to “do what [he] enjoys most;” consulting, teaching and mentoring. “This sort of business arrangement allows me to devote my energies to assist lawyers in achieving positive results for their clients through the use of the persuasion methodologies of advocacy.”

Stanziano has similar arrangements with lawyers in a number of areas of the country but most of those are on a case-by-case basis. This is the first time he has committed a significant portion of his company's resources to assisting one firm. Norfleet said, "I think Mark holds a special place in his heart for the people in this area and wants to continue to help when he can. I feel blessed to have his help in such a meaningful way."

"The joint venture will make use of new technologies and advocacy methodologies to ensure that clients are able to have their stories told in effective and persuasive ways," said Norfleet. Plans are under way to add teleconferencing capabilities to his offices at 207 West Mt. Vernon Street. Further advances in technology and advocacy will also be brought to bear for the benefit of the firm's clients.

Stanziano added, "In the end, the people who will benefit the most from the services that I will be providing to the clients of the Robert's practice are the clients themselves. That is where I focused my energies when I practiced in Somerset, and it is what Robert's firm is all about."

Robert E. Norfleet Law Office is located at 207 West Mt. Vernon Street, Suite 111 and Mr. Norfleet can be reached at 679-1550.