

Starting Monday morning, it's Radey Law Firm

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If you've ever wondered what's in a name, the attorneys and professional staff at Radey Thomas Yon & Clark can certainly tell you.

Starting Monday, the Tallahassee law firm that is observing 10 years in business will become known officially as Radey Law Firm. New logo, new business cards, new identity – but same legal staff and expertise, says Travis Miller, the firm's president.

One of 10 owners of the firm, Miller was involved in the process of deciding on the new brand and now, is helping communicate it to clients and the community.

"We want those people who are clients and those who are future clients to know in a name who we are and what kind of service we deliver," Miller said.

As Radey Thomas Yon & Clark approached its first decade in business, the owners began a strategic planning process and devoted about 18 months to addressing the firm's identity. Tradition in the legal profession has been that attorneys' names are incorporated into the title for the law practice, though there are drawbacks to that. Partners leave the firm or retire. Ultimately, firms must decide if they will keep a name after the individual is deceased. Some have done that.

Attorney David Yon, who says he did not mind his name being dropped from the title, noted that a larger concern was being able to communicate the firm's expertise and capabilities to clients, and hopefully have them be comfortable with the new brand. "I like being able to sell what we do as a business," he added.

Radey Law Firm has built its practice in insurance, public utilities, telecommunications and other regulated industries, as well as in employment law, government procurement and administrative law.

Attorney John Radey was a firm founder and one of the original 10 owners, but has retired. "He was great. He understood why it was important to the continuity of the firm. He was on board with it," Miller said of the new identity.

Michelle Ubben, partner and chief operating officer at Sachs Media Group, which assisted Radey Law Firm on the rebrand, said it's helpful for companies and organizations to take the steps to clarify their identities, their vision and what they communicate about themselves to clients or other audiences.

"We do a lot of brand work and we have a process we take clients through," Ubben said.

The law practice decided on a name that can last over time and the partners and staff will convey that identity through such avenues as the website, newsletters, advertising and word

of mouth, Ubben added. "All of them were committed to the best interests of the firm and positioning it for the future."