

Bederson, LLP, Earns an Encore Performance in New Jersey Law Journal's Best of 2015

By DANIELLE SANTOLA

January 19, 2016 at 4:55 AM

WEST ORANGE, NJ — Local certified public accounting firm Bederson, LLP, experienced an “Encore Performance” in 2015 when it received an impressive seven medals in the New Jersey Law Journal’s (NJLJ) “Best of 2015” survey, compared to the six medals it received in 2014.

In an annual, systematic survey where attorneys and law firm employees are the only voters, the NJ Law Journal highlights the top three accounting firms throughout the state in six categories. The 2015 survey highlighted Bederson, a medium-sized firm with locations in West Orange and Fairfield, as having been voted above most of the biggest firms in the state (and the country).

“We’re ranked alongside some firms with 1,300 employees and 180 partners,” said Susan Wernick, director of Public Relations at Bederson, LLP. “With our 14 partners and less than 80 employees, my firm is certainly grateful to be regarded among the top firms in the industry.”

According to Wernick, one of the medals Bederson was most proud to receive in the 2015 survey was a Gold Medal for Best Corporate Investigations Provider above two much larger, well-known firms.

Bederson’s other medals in 2015 included Best Bankruptcy Evaluation Provider, Best Business Accounting Provider, Best Economic Damages Evaluations Provider, Best Forensic Accounting Provider, Best Litigation Evaluations Provider and Best Matrimonial Evaluations Provider.

After winning all six accounting categories in the 2014 survey, with four gold and two silver medals, which Wernick said was a precedent for the then three-year-old NJLJ survey, the firm was doubly honored by the 2015 results.

“Whether we are working on a bankruptcy case or doing a profitability analysis, we take the trust our clients place in us very seriously,” said Wernick, who added

that clients have always come first at the nearly 79-year-old firm. “What I find [at Bederson] is a superior level of competency, firm cohesion and commitment to client success shared by every employee.”

Wernick, who as the PR Director gets a bird’s eye view of the happenings at Bederson, said that the professionals at Bederson work very closely with their clients—which is why some clients have been with the firm since its inception. According to Wernick, founder Sid Bederson’s entrepreneurial spirit has never left the firm.

The partners within the firm have experience as small-business owners themselves and understand their clients’ issues from an operator’s perspective, which,” Wernick said, “is a great advantage to the firm’s small business clients. Additionally, our firm itself is a small business.”

Bederson’s standout performance among law firms in 2015 also coincided with a Continuing Legal Education (CLE) seminar it hosted at the Wilshire Grand Hotel in West Orange. Family law attorneys came to listen to a panel that included retired Judge Michael Diamond, from Mandelbaum Salsburg in Livingston, and family law attorney Angela Scafuri, from Bressler Amery and Ross and Bederson’s Charles Lunden, who is a valuations expert. Bederson’s Matthew Schwartz served as moderator.

That same week, Lunden and Scafuri appeared on 77WABC for a live Saturday radio show about business and marital dissolution. The host asked questions about the “financial must-knows” in business and family divorce.

“As soon as the show started, the phone lines lit up right away, which was immensely satisfying,” said Wernick. “The callers asked a variety of questions and the program went very well. It was a perfect accompaniment to the CLE. With radio, we took our family law expertise to a business to consumer audience. Our CLE communicated to a business-to-business audience.

When asked about predictions for 2016, Wernick said that a keystone of the firm’s culture is to continually evolve- to always strive to be better than they were the day before.

“2016 will be met with continued evolution, greater industry expansion and newly

evolved best practices to outpace the demands of the ever changing landscapes in which our clients operate,” Wernick concluded.