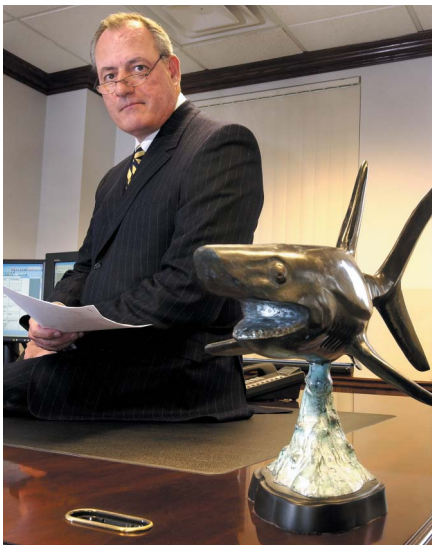


Special Advertising Section

National Leader in Construction Law Uses Hands-on Experience, 21st Century Technology

McAlpine & Associates, PC

When thousands of the top lawyers in the U.S. were asked to evaluate their peers, they named only 20 in the nation among the best in the highly specialized area of construction law. Mark L. McAlpine of McAlpine & Associates, PC was recognized as one of the most successful and knowledgeable attorneys when it comes to high stakes, complex construction law litigation.



"Our courtroom presentations are not only persuasive, they magnify our credibility to judges and jurors," says Mark L. McAlpine. "That's a competitive edge for our clients."

and regional companies. Known for its aggressive approach, it has skillfully handled legendary construction and complex business cases in state, federal and administrative courts with an impressive success rate. Mark McAlpine consistently obtains jury verdicts among the largest in the nation. For example, the firm represented one of the largest U.S. freight airlines as a plaintiff before the federal district court in northern California and obtained jury verdicts in excess of \$120,000,000 based on breach of contract and fraud claims.

Mark McAlpine's position on the teaching faculty of the Michigan Judicial Institute, his role as a member of the adjunct law faculty of the Wayne State University Law School and his work in various professional groups keeps the firm on the leading edge. As an active member of the Associated General Contractors of America, Construction Association of Michigan, American Bar Association Forum on the Construction Industry

McAlpine has put together an impressive team of eight attorneys – all highly ranked academically, all from large law firms, and all with extensive experience in construction litigation and transactions. The result is one of Michigan's largest and most successful specialty firms that maintains the agility and service level of a small firm but with the resources and processes that rival mega-firms.

Headquartered in Auburn Hills, Michigan, McAlpine & Associates practices nationally with clients ranging from *Fortune* 500 to smaller local

and numerous other industry associations, he is directly involved in shaping and addressing the issues affecting the firm's clients both locally and nationally. Conducting seminars for construction professionals many times each year, he deals firsthand with emerging issues affecting the interests of owners, general contractors, subcontractors, design professionals, sureties and lenders. He is also actively involved in negotiating and drafting national standard form contracts for construction and design services, including those published by the American Institute of Architects and Associated General Contractors – a position that gives his clients a considerable advantage when negotiating transactions, administering contracts and litigating disputes.

McAlpine & Associates' focused approach allows it to provide a level of sophistication impossible within a general practice and with greater efficiencies. The firm's attorneys are thoroughly immersed in construction law as well as the issues affecting their clients' industry. As a result, questions from clients can often be answered on the spot, without requiring additional research, helping minimize client billings. The professionalism and effectiveness of the firm has earned it a place in the prestigious Bar Register of Preeminent Lawyers, which is limited to only the most distinguished law practices.

Technology – the Litigation Edge

One key to the firm's success in litigation is its extensive use of advanced technology preparing for trial and presenting evidence in the courtroom. Outpacing even the largest law firms in the application of computer-based solutions, McAlpine & Associates attorneys can search quickly through hundreds of thousands of documents obtained during discovery, organize information from all sources and continually refine their strategies and tactics. In the courtroom, the use of multiple media forms brings even the most mundane details of a case to life through 3-D images, hyperlinks to key documents, videos and other demonstrative exhibits. The multimedia presentation informs and engages jurors and provides them with necessary command of the facts, which is essential in the world of complex and often very technical trial work. The use of advanced technologies together with the experience and specialization of the firm's attorneys have produced a winning combination.

McALPINE & ASSOCIATES, PC

ATTORNEYS AND COUNSELORS

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