



## **Rich of Boylan Code discusses most daring career move**

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Name : Cassandra Rich

Title : Associate

Company/firm : Boylan Code LLP

Years with Company/firm : 9

Years in field : 9

Years in real estate industry : 9

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Real estate organizations/affiliations : Monroe County Bar Association Real Estate Council, NAIOP  
A Commercial Real Estate Group

How do you and/or your firm use social media?

I am on LinkedIn and Avvo. The firm maintains a website and a LinkedIn account.

What is your biggest leadership challenge, other than the "glass ceiling"?

My biggest leadership challenge is keeping the troops happy! I interface with both attorneys and paralegals to serve our clients and it is important to keep the lines of communication open to make sure we all work as a team and optimize workload. The challenge is to demonstrate to the partnership that I lead effectively, and that I have the respect and confidence of my clients as well.

What is the most daring thing you've done for your career? How did it turn out for you?

I joined the board of a Rochester not-for-profit (the National Susan B. Anthony Museum & House) which has been very fulfilling and stretched me as a person and professional woman. For another professional women's association (GRAWA) I acted as media chair. In 2010, I was chosen to receive the President's Award for dedicated service.

Which project, deal or transaction was the "game changer" in the advancement of your career?

When I had been practicing only a year and a half, I closed a multi-million dollar transaction; which was very exciting and a "game changer" for me. Knowing that I had developed the necessary expertise to close the deal was important to me and impressed the partner to whom I reported.

What do you consider to be the most successful way to increase referrals?

Happy clients are the best referral source. People trust their friends, family and colleagues. A personal endorsement from an existing client is a powerful tool.

What is the BEST advice you have ever received?

The best advice I ever received was "Bloom where you are planted." A fellow law student helped me crystallize my work philosophy with those words. I always look for the positive and make the best of

any situation. I regard myself as a problem-solver; looking for creative solutions whenever problems come my way.

What is your favorite tip for balanced living?

My favorite tip for balanced living is to know what is important to you and find a place to work that advances your values. I am grateful to be working at a company with individuals who understand and support outside pursuits, which is beneficial and balancing to all of us.

Where would you like to be in 10 years?

In 10 years I would like to be a partner at Boylan Code. My firm has wonderful attorneys and staff; they are the people I want to surround myself with both personally and professionally.

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