

# South Florida **BUSINESS JOURNAL**



February 24, 2012



Weiss Serota Helman Pastoriza Cole & Boniske

## **WEISS SEROTA HELFMAN PASTORIZA COLE & BONISKE**

Weiss Serota Helfman Pastoriza Cole & Boniske, unique among its peers, sits squarely at the intersection of law, business and government – and that is not by accident. The firm services both public-sector and private-sector clients, delivering services in an integrated team approach.

Considered a “go-to firm in the dozens of areas in which we practice,” the firm has attracted top-level talent both for its professionalism and work environment, says Jamie Cole, the firm’s managing director.

Among the firm’s initiatives that make it

a Best Place to Work are its policy of casual dress all year round, with Jeans Days every Friday, monthly birthday celebrations and staff lunches every Friday. This positions the firm as an employer of choice among area legal talent. It also offers flexible work schedules to accommodate personal needs, paid basic health and dental insurance benefits for employees, and internal promotions.

Cole’s advice for other business owners, executives or human resources directors hoping to create a model atmosphere would be to listen attentively to employees and respond accordingly. Then, create an environment where people want to be and work. At this firm, that includes offering nontraditional holiday celebrations like a corned beef-and-cabbage luncheon on St. Patrick’s Day, crazy hat and wig day on Halloween, and ice cream socials.

“Our firm culture also demands that we create a work environment that stresses dignity and ethics, and a commitment to client representation,” Cole says. “In addition, we are consistently recognized as one of the most diverse workplaces in South Florida, and we strive to attract and retain the best and brightest diverse talent we can find.”