

ERVIN COHEN & JESSUP TO HOST AUTHORS' EVENT FOR "SLAM-DUNK SUCCESS" BOOK ABOUT KEYS TO SUCCESS BY NBA LEGEND BYRON SCOTT AND BUSINESS EXEC CHARLIE

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LOS ANGELES, May 17, 2017 – The law firm of Ervin Cohen & Jessup LLP (ECJ) will host a private event for firm clients and friends this Thursday, with basketball legend Byron Scott and accomplished business executive Charlie Norris, an ECJ client, presenting their recently-published book, “Slam-Dunk Success – Leading from Every Position on Life’s Court”.

In [Slam-Dunk Success](#), the co-authors share lessons in leadership they’ve each learned while achieving great success in their respective fields. They emphasize that an effective leader must reach the heads and hearts of everyone on the team to motivate its members to reach collective success, whether winning NBA championships or building successful companies.

As a player, Byron Scott won three championships with the Los Angeles Lakers, and as coach he twice took the New Jersey Nets to the NBA Finals and won Coach of the Year honors with the New Orleans Hornets. As CEO of McKesson Water, Charlie Norris turned a \$200 million-dollar company into one that sold for \$1.1 billion dollars and, as Chairman of Freshpet, he helped lead the start-up from early stage testing to a publicly traded company with a market value of over \$350 million.

Ken Luer, a Partner in ECJ’s Business and Corporate Law Group said, “We are very pleased that Byron Scott and Charlie Norris will join us to share their experiences and insights. While they come from different walks of life and paths of achievement, they share a great friendship and the core belief that developing strong relationships, respecting other people and communicating honestly are keys to success on the court, at the office and in life.”

As Chairman of the Board, Charlie Norris successfully steered Glacier Water Services, Inc., a leading provider of high-quality drinking water dispensed through self-service refill, to its 2016 acquisition by Primo Water Corporation, a publicly traded company which supplies multi-gallon purified bottled water, self-service refill water and water dispensers. The ECJ legal team, led by Howard Hart and Ken Luer, represented Glacier in that transaction.

About Ervin Cohen & Jessup LLP

Ervin Cohen & Jessup LLP is a full-service firm that provides a broad range of business-related legal services including corporate law; litigation; intellectual property & technology law; real estate transactions and finance; construction & environmental law; tax planning and controversies; employment law; health care law; bankruptcy,

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receivership and reorganization; and estate planning. For more information, visit <http://www.ecjlaw.com/>