



2019 Mooty Award Recipients Recognized for Commitment to Excellence

July 17, 2019

MINNEAPOLIS (July 17, 2019) — **Aaron Crandall**, **Martha Gentilini**, and **Joanna Kuiper** are recipients of the Gray Plant Mooty 2019 Mooty Award.

Named after John Mooty, the Mooty Award was established in 2005 to publicly recognize members of the law firm who have excelled in business development and client service while going the extra mile for clients and coworkers. The awardees are peer-nominated and selected by the award's committee. Past recipients of the award include administrative staff, attorneys, legal administrative assistants, and paralegals from all of the firm's locations.

Aaron Crandall is a Principal attorney in the **Corporate and Business Practice Group**, who serves a variety of clients across a wide range of businesses and industries. Aaron's success in delivering exceptional client service is evidenced by his clients' loyalty. He has earned their trust — and continued business — by getting to know their businesses and getting deals done well and on time. Aaron's steadfast commitment to client service involves long days and nights, often including daily predawn phone calls. He is praised by clients — no matter the size or sophistication — for responding knowledgably and offering proactive suggestions to complex questions, even at a moment's notice. Aaron joined the firm in 2016 and is based in the St. Cloud Office.

Joanna Kuiper is an Executive Legal Administrative Assistant, who supports attorneys and leaders within the firm, and as such, she serves many clients. Based in the firm's Minneapolis office, she specifically supports attorneys in the **Corporate and Business Practice Group**, as well as the practices of **Health Law** and **Nonprofit and Tax-Exempt Organizations**. Joanna is recognized for being incredibly client-service oriented, committed to excellence and thoroughness, always on top of everything, able to identify issues as they arise, a great team player, a hard worker, and a fun person with whom to work. She has character and integrity, engenders trust, builds relationships, and cares about doing what is right versus what is expedient. Joanna has been with the firm since 2015.

Martha Gentilini is Senior Legal Talent Manager in the Human Resources Department at Gray Plant Mooty. Martha, who oversees the firm's attorney recruiting, hiring, and onboarding process, works with leaders throughout the firm in support of ongoing excellence in client service. Martha is praised for being proactive,



responsive, organized, insightful, and innovative. Focusing on the long-term success of the firm, Martha looks for ways to make improvements, and completes her work with excellence. Even during the busiest times — when numerous **lateral attorneys**, **summer associates**, and fall associates are being interviewed, Martha's leadership and great attitude keep the entire team moving in an upbeat, positive direction. Martha has been with the firm for 21 years.

The three recipients of the 2019 Mooty Award exhibit the hallmark traits of Gray Plant Mooty's client centeredness and commitment to stellar service while maintaining a keen focus on the firm's continued growth and success.

More About John Mooty

The Mooty Award honors the legacy of **John Mooty**, who was a longtime attorney and leader at Gray Plant Mooty. During his more than 70-year legal career — 20 of which serving as the firm's top leader (Managing Officer) — John exhibited excellence in all aspects of his work. He modeled the firm's values of serving clients with excellence and going the extra mile to get the job done well — all while building relationships and engendering trust through integrity. For his many contributions, John Mooty was inducted into the Minnesota Business Hall of Fame.

About Gray Plant Mooty

Gray Plant Mooty is a leading corporate law firm with one of the top franchise practices in the world. The firm's attorneys and staff are recognized for providing exceptional service and value to clients globally. The full-service law firm has offices in Minnesota, Washington, D.C., and North Dakota. Learn more at **www.gpmlaw.com**.