

The Business Journal

VOLUME 19, NUMBER 19

PORTLAND, OREGON

JULY 12, 2002

▼ EXECUTIVE PROFILE

PERSONAL INFORMATION

Name: Keith Ketterling
Organization: Stoll Stoll Berne Lokting & Shlachter, PC
Title: Managing partner
Education: JD, University of Iowa; BBA, Western Michigan University
Residence: Lake Oswego

BUSINESS PHILOSOPHY

Essential business philosophy: Hire only the best and the brightest attorneys and staff. Personal quality and integrity are as important as intellectual ability. Give them as much responsibility as they can handle and help them grow professionally. Continue to do this and you will find yourself surrounded by attorneys and staff of uncompromised ideals and exceptional talent.
Best way to keep competitive edge: Don't try to be all things to all clients. Pick the areas of law in which you are strongest—in our case, financial fraud/complex business litigation and complex business transactions—and strive for excellence.

Guiding principle: Priorities matter. I like being a lawyer, but my sense of identity comes from being a husband and father. Practicing law is what I do; being a good husband and an involved father is who I am.

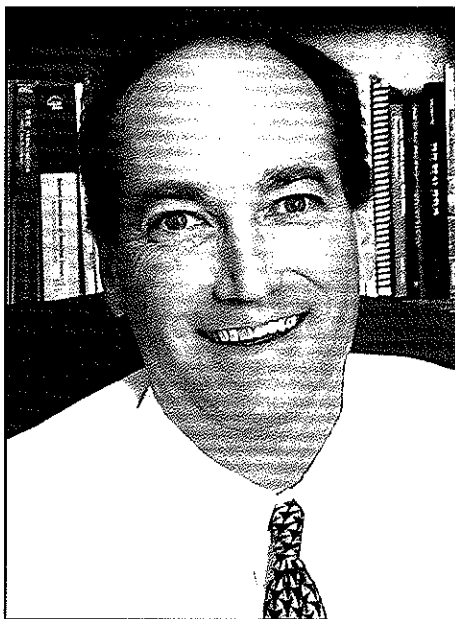
Yardstick of success: Do our clients keep coming back, and are they referring new clients to us? These two aspects indicate whether our clients have confidence in our work and whether we have been successful in meeting their needs.

JUDGMENT CALLS

Best business decision: Moving to Portland many years ago and switching from medical malpractice defense to financial fraud litigation representing institutional and individual investors. The move gave me the opportunity to work in an area of law I love, become a partner in this exceptional partnership and spend much more time with my family.

Mentor: No question—my father, Edwin Ketterling, has been and is my mentor for how to prioritize my life and live with integrity. My mother, Joyce, taught me how to find the good-

Keith Ketterling



ness in everyone and everything. Professionally, I cannot imagine any better situation than to have learned from the very best, my partners Rob Shlachter, Robert Stoll and Gary Berne. They have taught me to identify my own strengths and use those strengths to develop my own style. There are some wonderful lawyers in this town, but I would pick any one of those three over anyone else.

Words that best describe you: Optimistic, compassionate, competitive, ethical, good sense of humor.

TRUE CONFESSIONS

Likes best about the job: Constantly being challenged by the complexity and variety of matters we handle. I find my job very interesting. In every financial fraud case, it is absolutely necessary to understand the underlying business that is the subject of the case. In addition, I like my job for the simple reason that I enjoy coming into the office each day. Our lawyers and staff are

extremely bright, intelligent and high-quality people; being surrounded by excellence each day is a nice feeling.

Likes least about the job: The reality that the law is not always fair and that, sometimes, it is simply an imperfect set of rules for settling disputes.

Pet peeves: Discussions that get off track and focus on irrelevant issues rather than the facts relevant to the dispute at hand. Saying "I could care less" when you really mean "I couldn't care less."

Most important lesson learned: Problems have solutions. Don't dwell on the problem, focus on the solution. On the other hand, if a situation has no solution, by definition, it is not a problem; accept it and move on.

Person most interested in meeting: My late grandfather Albert Ketterling, Abraham Lincoln and Daniel from the Old Testament.

First choice for a new career: After I retire from law, I would love to be a substitute teacher in elementary education and coach youth sports.

PREDILECTIONS

Favorite quote: "When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us."—Helen Keller

Most influential book: "Mere Christianity" by C.S. Lewis, "Hogan" by Curt Sampson

Favorite movie: "The Great Escape," "Von Ryan's Express," "The Fellowship of the Rings," "North by Northwest," "It Takes a Thief"

Favorite music/musician: Tina Turner, Jimmy Buffet, Billy Joel

Preferred community involvement: Coaching youth soccer, teaching Sunday school

Favorite restaurant: Bugatti's in West Linn and The Rainbow Lodge in Houston

Death row dinner: Filet mignon from Chicago Gourmet Steakshop, one of my wife's salads and a bottle of A. Rafanelli Zinfandel

Favorite vacation spot: Disney World with Jean and daughters Emma, Anna and Gracie

Favorite way to spend free time: Taking any kind of trip with Jean and the girls, playing soccer or golf