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Subscription Information: To subscribe to the print or the electronic version of *The WBB Reporter* call 414-270-2559 or send an email to reporter@wbb-law.com

At the Firm. . .

Welcome to the inaugural issue of Weiss Berzowski Brady LLP's quarterly newsletter, **The WBB Reporter**.

In this edition we cover several issues of interest, including changes in state law regarding business mergers, a Supreme Court employment law ruling, and protecting real estate assets.

Because the articles in this newsletter are for general information purposes only and are not meant as legal advice, we encourage you to consult an attorney to answer any questions or to provide additional information for your individual circumstances.

We'd like your feedback. Please direct your comments to Faymarie Pluskota at (414) 270-2559 or reporter@wbb-law.com.

Upcoming Events

"Business Solutions" Radio Program
Guest Spots on WISN Radio, 1 p.m.,
September 16 & October 7

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24th Annual Tax & Business Seminar,
September 18 & 19

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2nd Annual Employment Law
Conference, October 17

Client Corner

Cannella Response Television, Inc.

Frank Cannella, founder and co-owner of Cannella Response Television, Inc., has been described as the "king of infomercials."

Since 1985, the Burlington-based businessman has made a success of connecting the inventors of many products, like the Banjo Minnow fishing lure, with millions of viewers via the television exposure vehicle known as the infomercial.



Frank Cannella

Cannella Response purchases blocks of TV commercial time from broadcast stations and cable networks and then sells it to

those seeking airtime to advertise their products. It is one of the country's largest purchasers of such time.

While it does not produce the commercials in these direct response media ventures, the company provides extensive consulting expertise as it leads clients through the infomercial process.

Cannella pioneered the infomercial industry while working for a Chicago ad agency. When he decided to step out on his own and make the infomercial business his full-

time focus, he chose Burlington. Cannella Response also has offices in New York and Los Angeles.

Cannella recently received the *Small Business Times'* annual Bravo Entrepreneurial Award. The award honors the best traits of entrepreneurship while also taking community involvement into consideration.

— *Cannella Response Television* (www.tvinfomercial.com) is a Weiss Berzowski Brady LLP client.