



Member Spotlight Questionnaire

Carolyn Hochstadter, Esquire Attorney at Law

Tell us about your firm including: history, specialization, and years in business.

I founded my firm 12 years ago in the areas of business and bankruptcy, focusing on rebuilding and retooling. I help individual and business clients protect their assets and manage financial risk. My experience includes 17 years at 2 large New York and Philadelphia firms in the bankruptcy and creditor rights areas, dealing with chapters 7, 11, 13 and 15 U.S. and cross-border cases. I have represented debtors, trustees, creditors and official equity and creditor committees. Since founding my firm, I have added a consumer side to my practice, helping clients work out collection and commercial disputes, as well as save homes and essential assets through loan modification or chapters 7 and 13. On the business side, I help start-up and medium sized companies turn around via state law solutions or chapters 7 and 11 filings to preserve and monetize assets, capitalizing on my Penn-Wharton adjunct professor role to access the latest in entrepreneurship.

What's an interesting fact about you or your firm most people don't know?

French was my first language, as I am from Montreal. Hebrew, I learned via an immersive grade/high school program and gap year in Israel. I did a Master's degree in Arabic, and I learned German at home and in college. My language skills are invaluable to my work with companies setting up shop in the U.S. and *vice versa* abroad.

What's a favorite moment of your career so far?

I loved when a client told me that "I rocked" and that "she would miss me." I helped her navigate a dispute with a pool company, after a prior year's debacle in their fulfillment of a renovation contract.

What challenge are you most proud of overcoming?

I am proud to have overcome the uneasy feeling that accompanied my in-person *selling* of legal services. I did this by hiring a coach who helped me craft networking vocabulary that allowed me to market within my comfort zone.

Tell us about your morning ritual.

I shower while drinking (hot and iced) coffee kindly served to me by my spouse, and I read the NY Times. I don lulu lemon, eat eggs sunny side up with a grapefruit, and pray. I work out with a trainer, go to *Intensati* or soul cycle, swim laps or bike. At 7:50 am, I hug my 12th grader good-bye (and prepare him lunch—when my spouse is away ☺).

What advice would you offer new business owners?

I would advise them to carefully map out their business plans and make sure to draft contracts that cover all the bases, as an essential risk management tool for smooth operations and avoiding future disputes.

What do you wish you had known before starting your own business?

I would have loved to offer a menu of affiliated resources, rather than appear as a limited solo practitioner.

How can you help other WOL members improve their business?

I would advise them to carve out a niche where possible, so as to be easily remembered for referral purposes.

How has your WOL membership been of value to you and your career?

It has created a built-in community of like-minded women business owners in the legal profession who are similarly seeking to make personable and professional connections in the law-business ecosystem.

Guilty Pleasure: What can you not live without? My daughter is an amazing go-to person for all-round advice, project planning and stress-relieving delegation!

Nominate Someone!

WOL turns the spotlight on members to highlight how they are making a difference and how they have benefited from WOL membership.

It offers an opportunity for you to share your story with colleagues, inspire future entrepreneurs, and strengthen awareness of the profession and association. Member Spotlight appears regularly on <https://www.womenownedlaw.org/>. To nominate another member email: nella@bloomandbloom.net