



## Call it “Branding”

*Step off the elevators on the 51st floor of the IDS Center and a Montana gate opens into another world, like no other law office in town. Michael Dady (principal) and Kristy Zastrow (partner) add their own warmth to the comfortable “Cowboy” atmosphere evident throughout the firm, from the fireplace that replicates Dady’s South Dakota ranch house, to the conference room with its cactus plants and carefully distressed wood tabletop. And every painting, artifact, and photograph has its unique story. One feels a tug to an evening campfire on the prairie, listening to yarns that detail the backstory to this downtown legal anomaly.*



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