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MASSACHUSETTS 2020  
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## The Whole Picture

TAX LAWYER AMEEK PONDA  
COMBINES THE MACRO  
AND THE MICRO



GIOVANNA FESSENDEN  
invents a career in IP law

KIRSTEN MAYER takes on junk  
science and wrongful convictions



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**PRACTICE SESSION**

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Giovanna Fessenden and players from the Echo Fox team at the April 2018 HIZ1 esports tournament.

LAWYERS DID NOT PAY TO BE INCLUDED IN THE EDITORIAL FEATURES, DEPARTMENTS OR SUPER LAWYERS LISTS.

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Welcome to the 2020 issue of Massachusetts *Super Lawyers Magazine*. Let's answer some of the questions we get throughout the year.

#### How do you choose who to write about?

About eight months prior to publication, we send out an email soliciting ideas, and we do a great deal of research on our own. Overall, we want a mix of practice areas, gender, race. We try not to focus too much on one particular region, law firm, or size of law firm. Mostly we're interested in telling good stories.

#### And the cover?

These tend to be top-listers. It doesn't hurt if they have an interesting story to tell as well.

#### How much does it cost to be featured?

Nothing. Same as with the list: You can't buy your way into a feature.

#### How often do you publish?

Once a year—twice in some markets. We also publish online-only pieces throughout the year. They can be found at [superlawyers.com/articles](http://superlawyers.com/articles).

#### Is Super Lawyers on social media?

Yes. The usual suspects: Twitter, Facebook, Instagram and LinkedIn. Our handles are consistent across the social boards: SuperLawyers.

#### What if I have an idea for a story?

Please contact our editor, Ross Pfund, at [ross.pfund@tr.com](mailto:ross.pfund@tr.com).

We hope you enjoy this issue.

Best,  
**Cindy Larson**



FROM THE  
FACT-CHECK  
DEPT.

A few things we learned while making this issue:

- Methyl methacrylate is a stable plastic that's well-suited for preserving specimens
- More than 100 wrongfully convicted New Englanders have been exonerated since 1989
- Ameek Ponda has been called the Tom Brady of the tax world, but Tom Brady has never been called the Ameek Ponda of the football world—until now

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