

FIRM NEWS

Susan Frunzi Discusses Why Donors Should Understand Naming Rights on WSJ Live

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SRZ individual client services partner Susan C. Frunzi appeared in a WSJ Live segment to discuss donor naming rights. In this video, Sue talks with the *Wall Street Journal* reporter Veronica Dagher on the pitfalls donors need to avoid if they want naming rights for buildings.

[Click here to view the video segment that aired on WSJ Live.](#)

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Susan

Frunzi

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