



Small  
Business  
Monthly

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# St. Louis' Top Attorneys 2021

## Brian Huelsmann

Tucker Ellis LLP



Years of experience: 20 years

### What's the No. 1 piece of advice you would give to business owners?

Companies both big and small can hesitate to take risks, which can result in lost opportunities. Experienced, communicative, and collaborative counsel can mitigate and calculate those risks to make the most of opportunities while helping business owners sleep better at night.

### What's the biggest mistake you've seen business owners make, and what advice would you give to solve the problem?

I think business owners are sometimes reluctant to consult lawyers for fear of high legal fees, but laws are continually changing. Without a good understanding of the law, small nuances missed by a business can be potentially catastrophic. For example, Illinois is one of the few and toughest states in the country with a statute concerning the protection of biometric data (Biometric Information Privacy Act BIPA). The statute requires business owners to secure a signed written release from each employee before securing any physiological characteristics, including fingerprints and face or retina scans. Companies that fail to comply with the statute are subject to a monetary fine, and this failure has already resulted in numerous class action lawsuits against both small and large companies in Illinois. Consulting a qualified attorney to help you navigate these important subtleties is the safest – and possibly the most cost effective – way of doing business.

### Where does your motivation to help businesses grow come from?

I'm motivated by the impressive results of small business activity in my local community. For example, family-owned construction companies that have served the community for 100 years provide critical housing, and small local product manufacturers create job opportunities. Residents of these housing developments and employees of these companies then spend their money in their communities, coming full circle to support other local businesses. I'm inspired to help our community thrive and feel grateful to work in a profession where I'm able to play even a small role.