

Veteran environmental attorney opens mediation firm

By Douglas Saunders Sr.

Daily Journal Staff Writer

Gideon Kracov, a veteran Los Angeles environmental attorney, opened a solo mediation practice.

“Some of my colleagues and other attorneys have told me I have the proper temperament for mediation, and I truly enjoy it,” Kracov said. “I’ll focus on solid issues and propose a sound solution.”

Kracov said his father influenced his practice.

“My father is a former federal prosecutor and judge, and I think he instilled in me the value of the law and the importance of the rule of law as I was growing up,” he said. “And nowadays, I really find it fulfilling work trying to help heal the planet in practical and effective approaches.”

Kracov formerly was a deputy city attorney in Los Angeles specializing in real property. He counseled the planning and sanitation departments and defended the city in many trials. He was on the team that negotiated the \$168 million settlement to remove trash from the Los Angeles River and advised the city’s property redevelopment program. He



KRACOV

also led civil prosecutions in the City Attorney’s Environmental Protection Department.

Before his time in the public sector, Kracov practiced at Rose, Klein & Marias LLP, a plaintiff’s law firm where he handled toxic tort and personal injury matters. He began his career at Weston Benshoof LLP, which is now part of Alston & Bird LLP. There, he defended Fortune 500 clients in product liability cases.

Gov. Gavin Newsom appointed Kracov to the California Air Resources Board and the South Coast Air Quality Management District governing board.

“As a governor’s appointee, you must have credibility with all parties and reach fair and realistic outcomes,” he said. “These are the same qualities I bring to mediation.”

As a mediator, Kracov said he would offer a full range of services from pre-mediation discussions to post-mediation follow-up. “I like working with lawyers and care deeply about our profession,” he said.

His office is at 801 S. Grand Ave. in downtown Los Angeles.

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