



Adams, Bolls on the Same Channel Since Law School

By Cynthia Kincaid

When 1996 classmates Lloyd Bryan Adams and David Bolls met on the first day of orientation, neither knew that it would be the start of a lifelong personal and professional relationship.

“On the first day [of orientation], you look for allies right away,” says Lloyd Bryan Adams, CEO for Tenacity Entertainment, LLC. “You’re hoping you find someone who will help you make it through, and David was one of those guys that made it pleasurable to be in law school.”

“Lloyd became like a brother and a respected family member,” says Bolls, assistant general counsel and assistant secretary for the Outdoor Channel. “My mother loves him like a son.”

When the two graduated, Bolls went to work for Arthur Andersen in San Francisco and then to the Schinner Law Group in San Francisco, and Adams became a television producer, starting his own company, Tenacity Entertainment. Adams hired Bolls as outside counsel.

Adams moved to Outdoor Channel as head of programming and production. The company provides programming designed to educate and entertain sportsmen of all levels. When a position opened up for an assistant general counsel, Adams thought immediately of Bolls. “The outdoors is a passion for me, and there was an opening that was unique,” says Bolls. “They were looking for someone with experience similar to what I had.”

The two have now been working together for more than a year, and both credit their experiences and education at Pacific McGeorge for setting them on the path to friendship and professional success. “I started out producing television and wanted to go to law school to get to the next level of being an executive producer,” says Adams. “I was an entrepreneur before I went to law school; I came out a practical entrepreneur.”

Pacific McGeorge also gave Bolls the grounding in practicality that he was looking for. “McGeorge gave me the skills to actually get out and practice law, which is what I wanted to do,” he says.

The friendship has continued to strengthen through the years. “When you are in a company, you want to surround yourself not only with good people, but with people you know and trust,” says Adams. “Being in law school with David for years formed that bond of trust.”