

# Anniversary signals yet another opportunity to make an impact

Thirty years ago, a little-known governor from Arkansas became President of the United States, South Africans voted to end apartheid, the Los Angeles riots broke out after the acquittal of four white police officers involved in the beating of black motorist Rodney King, and the 27th Amendment to the U.S. Constitution was ratified.

Aside from those historic happenings, all of which had far ranging legal consequences, 1992 also was the year that Primerus was born, creating what would become a worldwide alliance of law firms destined to do the legal profession some much-needed good.

The 30th anniversary of the founding of Primerus ranks as a milestone, the kind to be celebrated at our organization's 2022 Global Conference October 20-22 in San Diego, the eighth most populous city in U.S. that is known as the "Birthplace of California."

That nameplate makes it an especially fitting site for this year's Global Conference, which while celebrating our founding also coincides with the beginning of the next chapter in our record of service and growth.

Earlier this year, we launched the Primerus Foundation, fulfilling a desire to help bridge the political divide by attracting and supporting the highest level of candidate for public office. It is an attempt to give candidates who believe in civility, character, and commitment their rightful place at the political table, thereby repudiating the obstructionist methods that have dominated public debate over the past decade.

The prevailing political negativity, which has been fanned by extremists on

both sides of the aisle, is reminiscent of the headwinds the legal profession faced before Primerus was born. Back then, in the late 1980s and early '90s, lawyers were the butt of many a bad joke, and were subject to scorn and ridicule for needlessly making life difficult and more costly in every conceivable way.

At least that is what critics of the profession wanted everyone to believe until Primerus began delivering an altogether different sort of message for the public to consume.

It started with a series of creative ads that ran in the print and broadcast media that portrayed lawyers in a positive light, highlighting the pivotal role that members of the legal profession play in resolving disputes, keeping the peace, and in protecting precious freedoms and liberties.

One of those ads centered on a drawing of Lady Justice, holding the scales of justice in one hand and a sword in another, atop a headline that proclaimed, "She may be blind, but she isn't stupid."

Or another of a "fat cat" in a three-piece pinstripe suit, looking smug with cigar in hand as the feline stood atop a headline, "In court, he's no bigger than you."

The third was even bold enough to feature photos of Hitler, Stalin, and Ayatollah Khomeini, bearing the message of "Three leaders who know how to streamline a legal system."

Tyrannical law, by any measure, is brazenly "efficient," the ad noted.

"Their law wasted no time or money," the ad message said of the three tyrants, who in modern day could be exchanged for Putin, Xi, and Khamenei. "They



allowed no lengthy trials or appeals.

"So next time you hear someone lament our legal system's inefficiency, remind them: Efficiency is possible. But its price is horribly high."

Not surprisingly, the ads generated plenty of positive feedback from members of the bench and bar, most of whom were delighted that Primerus was doing its part to advance the legal profession in the eyes of the public.

Now, 30 years later, our mission has been broadened to take on a more daunting challenge, one with greater implications for society as a whole as we grapple with those bent on undermining democracy in favor of authoritarianism.

This time our energy will be generated by a foundation that is designed to rebuild the public's trust in politicians and our system of government. Its work begins by identifying candidates of character who

## Anniversary signals yet another opportunity to make an impact

possess smarts and embrace a bipartisan spirit of governing for the good of the country.

With those qualities in mind, we hope that they become the architects of a new and improved order, built from a blueprint highlighted by cooperation and a constructive approach to problem-solving.

Best regards,

**Jack Buchanan, President**