

FROM THE PRESIDENT'S DESK

Fall 2023 Global Conference offers chance to broaden your 'Horizons'

A timeless proverb, which most historians attribute to Benjamin Franklin, recommends that if you are faced with a challenging task, you should ask a busy person to do it.

With that piece of advice in mind, I'm asking each of you – busy as you undoubtedly are at this moment – to do yourself a favor, one that has the potential to be a game changer on both a personal and professional level.

Register today for the 2023 Primerus™ Global Conference, slated for October 26-28 in the historic city of Versailles, just minutes from the French capital of Paris.

The seemingly simple task of signing up for the three-day event will be the first step on a journey to "Expand Your Horizons," which is the theme of this year's conference that will be staged at the grand Le Louis Versailles Chateau.

The French setting, of course, will accent an array of wonderful sightseeing opportunities, many of which are detailed in the spring issue of the Paradigm™ magazine that we recently published. Of even greater importance, the upcoming Global Conference will offer the chance to learn and to reflect, two elements that often take a backseat to the daily responsibilities associated with your law practice.

The autumn dates of the event will serve as an opportune time for a professional retreat, as we ease into the homestretch of 2023 before mapping plans for a year of growth ahead.

Whether you are part of a small- or mid-size Primerus™ firm, the conference will provide meaningful and insightful programs on marketing, artificial intelligence, cybersecurity, project management, attracting and retaining legal talent, and developing the future leaders of your law firm.

In short, the conference will help furnish a blueprint for success in a technology driven environment where the human touch still has its rightful place.

The opening session of the conference will focus on "Quality of Life" issues, and how to strike the proper work-life balance without sacrificing the caliber of your legal product. As a host of independent studies have indicated, work cannot become an all-consuming aspect of our lives or else we run the risk of being a slave to emails, voicemails, and text messages at all hours, diminishing our ability to offer peak performance when it matters most.

The holistic approach to practicing law reflects a caring and compassionate culture that is at the heart of Primerus™. Accordingly, the conference will outline our efforts to level the playing field against Big Law, particularly when it comes to attracting top-notch legal talent.

The challenge can be especially great when potential new hires are weighing all the financial trappings offered by a big firm versus the opportunity to grow and to develop a book of business with an entrepreneurial-type firm. While dollar



signs can be blinding at times, the money that comes with a job in Big Law also can exact a high cost, limiting opportunities for face-to-face client contact and courtroom experience, thereby slowing career development.

To make that message widely known, Primerus™ is embarking upon an ambitious program to educate law schools to the intrinsic value that small- and medium-size firms present for top students, contacting deans across the country to promote our viable and attractive options to a career in the often impersonal world of Big Law.

The initiative goes hand-in-hand with our growth as an organization, which over the past year has seen law firms join from

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a dozen different countries, including Vietnam, Pakistan, and the west-central African nation of Cameroon to name just a few.

Their membership in Primerus™ is an inspiring and uplifting development that enriches each of us on a cultural and professional level, literally expanding our reach to every region of the civilized world.

That fact will become even more evident in the months ahead as we launch our new website, a digital asset that promises to bring us closer together as we gather for the Global Conference in France this fall. The event is your opportunity to grow, to learn, and to reflect, while also demonstrating a desire to build new relationships that hopefully will flourish in the years ahead.

Best regards,

Jack Buchanan, President