

# From the President's Desk

## The Secretariat Plan: Your Invitation to Shape Primerus' Future

Primerus has thrived for 34 years because of you – its members. Now, as we launch an ambitious 17-month revitalization plan, we're asking you to step up once again.

We're calling it "The Secretariat Plan," and here's why: In 1973, Secretariat didn't win the Triple Crown alone. Behind that magnificent animal stood a dedicated team – breeders, trainers, veterinarians, farriers, groomers, and a skilled jockey. Each played their part. Each contributed their expertise. Together, they lifted an already-gifted horse to record-breaking heights.

That's exactly what we need now.

### Why This Matters

As I prepare to pass the reins in February 2027, I want to leave Primerus healthier, stronger, and more dynamic than ever. But I can't do that alone. No single person can. This member-run organization has always succeeded because talented lawyers like you invested time, energy, and ideas.

The legal profession needs what Primerus offers: a network of ethical attorneys with high standards, lawyers who are not just skilled but principled. For Primerus to serve your firm and future members for the next 35 years, we need your active participation now.

### How You Can Contribute

We're looking for members to:

- Join working committees shaping our future direction
- Help strengthen and grow our membership base
- Brainstorm innovations and forward-thinking initiatives
- Share your expertise with colleagues worldwide

You've already seen the benefits of Primerus membership. Those benefits will multiply exponentially if you choose to engage in this revitalization. You'll deepen relationships with members around the world, influence the organization's direction, and help ensure Primerus remains valuable to firms like yours.

### The Belmont Moment

Secretariat's team knew what he could achieve at the Belmont Stakes. They'd seen his potential. And when he crossed that finish line 31 lengths ahead – setting a record that still stands 52 years later – the announcer called him "a tremendous machine."

No horse was supposed to run that fast.

But his team believed. They prepared. They executed.



We have that same potential. We can make a difference in our profession and achieve new heights together. Your outstanding talents, combined with the collective wisdom of our membership, can garner remarkable results. This is our moment to ensure Primerus doesn't just endure – it excels.

The Secretariat Plan begins now. We would be honored to have you on our team. Will you join us? If so, please contact Senior Vice President Katie Bundyra, who will be working with me and many others on this exciting and challenging project. Contact Katie Bundyra by email at [kbundyra@primerus.com](mailto:kbundyra@primerus.com) or by phone at +1 616.454.9939.

Best regards,  
**Jack Buchanan, President**