

From the President's Desk

Belief in the principles of Primerus can help restore a sense of order

In a world that is rife with problems, finding solutions – or even reasons for optimism – can seem like an overwhelming task.

The onset of a new year, fortunately, can be framed as an opportunity to write a new chapter, whether it be on a personal, professional, or societal level. It can also serve as a time for reflection, a chance to take stock of our strengths and shortcomings, and then to make meaningful resolutions for self-improvement.

The challenge of enacting such goals can appear especially great this year, given the backdrop of what has transpired since a new presidential administration took office 12 months ago and what has happened just in the first week of the new year.

In short order, the U.S. has been turned upside down, as sweeping and radical economic and military changes have rocked relations with long-valued allies, dropping a curtain of global uncertainty that shows no signs of lifting.

In the span of a year, many of our friends have become enemies, and once unquestioned enemies have suddenly become friends to be emulated and admired, especially if they built their regimes by dictatorial means.

For the American president, the trappings of royalty have been a daily pursuit while – thanks to a submissive Congress and an acquiescent Supreme

Court – he has been free to assert virtually unchecked power to transform U.S. government and society to his liking. His assault on civil rights and academic freedoms has been carried out by an unprecedented series of executive orders, many of which have also weakened the right to vote and whitewashed our nation's past.

As such, it can be safely said that the decline in our world standing has been self-propelled. Sadly, the downward turn has been accelerated by the weaponization of our justice system, as the principles of due process and equal rights have come under heavy attack by a person who can't rise above his own vindictiveness.

Shockingly, the ability to walk freely in an American city is giving way to patrolling federal agents who are stopping individuals based on their racial profile. Long-standing programs meant to promote public safety and to curb gang violence have been eliminated in exchange for a heavy-handed federal approach to local law enforcement.

Our treasured system of justice has been in the crosshairs before, most glaringly during the Watergate scandal of the 1970s when another president resorted to various pressure tactics to carry out his political aims. Thankfully, his attempts to pervert the justice system ran aground, thwarted by a Congress that was determined to uphold the rule of law.



Nearly two decades later, it was the legal profession itself that had a bullseye on its back, a fact that helped give rise to the creation of Primerus.

When Primerus was founded in 1992, it was done with a primary purpose in mind – to advance the legal profession in the eyes of the public. The need was particularly great at the time, as lawyers – and the legal profession in general – were suffering from an identity crisis. The profession had become the butt of bad jokes, relegated to little more than a late-night punchline for comedians and self-serving politicians who mocked attorneys as untrustworthy and unethical.

The need to change public perception, of course, couldn't be achieved overnight. Instead, it began with a firm and unyielding commitment to build trust, a fundamental concept where honesty and integrity serve as the cornerstones of a core value.

Soon after Primerus was formed, the organization became bound together by the message of "Good People Who Happen

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to Be Good Lawyers.” That phrase serves as our central trademark and has been cemented by a belief in the Six Pillars – defining principles that include Integrity, Quality, Value, Civility, Competence, and Community Service. Those qualities, which every Primerus law firm must uphold, have helped countless clients find the right lawyer, with the right skills, in the right location, and at the right cost.

The four-part formula has been key to the growth of Primerus, as we now have members in 50 countries around the globe. Our success can be traced to the art of building relationships, which serves as the fabric that knits us together as a vibrant organization committed to restoring honor and dignity to the legal profession.

Now, as we approach the 250th anniversary of the Declaration of

Independence this summer, please take time to reflect on its importance and the role that we all play in protecting its vitality as an instrument that guarantees our cherished freedoms and our pursuit of happiness as a way of life.

Best regards,
Jack Buchanan, President