

THE PRIMERUS 180

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FALL 2014

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Primerus Business Law Institute

Asia Pacific



Caroline Berube, Chair

Greetings to my Primerus colleagues! I am very pleased to serve as the new chair of the Primerus Business Law Institute – Asia Pacific (PBLI-AP). I hope to continue expanding our involvement with Primerus by sharing legal knowledge on the Asia Pacific region via different means and recruiting additional members covering more Asian jurisdictions. A special thank you to Yun-Jae Baek (Hanol Law Offices of Seoul, South Korea) for his hard work during the past term.

Members of not only the PBLI-AP, but also the Europe, Middle East & Africa and Latin America & Caribbean Institutes attended the Primerus Global Conference in Monterey, California, in October. Primerus' international growth was evident during the conference's international session, which was attended by fellow members from all over the world, including U.S. Primerus members showing a growing interest in international initiatives. Additionally, the formation of the Cross Border Business Development Committee proves that Primerus is truly moving to a globalized platform. The first committee meeting took place in San Francisco ahead of the Monterey conference and was a success, thanks to our San Francisco members.

The PBLI-AP will continue facilitating its growth. For the second year in a row, we plan to organize the Primerus Asia Pacific meeting to be held in Singapore in April 2015. This will provide the platform for Primerus members to network with each other, with clients and with the local Chambers of Commerce and the Association of Corporate Counsel Singapore Chapter members. Additionally, we will release a regular PBLI-AP Newsletter. We encourage members from all jurisdictions to submit articles for the newsletter on topics of interest to Asia Pacific firms. The newsletter will serve as a connection platform for Primerus members from Asia and their Primerus colleagues who have clients interested in the region. Finally, we are releasing the "Primerus Doing Business in the Asia Pacific Region" chart providing you one-stop access to legal knowledge and contact details of all your Asia Pacific colleagues.

I look forward to seeing Primerus members at various events throughout 2015 and encourage your participation in Asia Pacific events and initiatives. I have no doubt that Primerus will continue to grow and expand its international presence.

Caroline Berube

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Primerus Business Law Institute

Europe, Middle East and Africa



Prof. Dr. Eckart Broedermann, Chair

In 2014, 45 U.S. Primerus firms have signed up for an international license. Ten of them attended the thrilling and vibrant international Primerus Business Law Institute – Europe, Middle East and Africa (PBLI-EMEA) conference in Zurich, Switzerland. In addition, 11 EMEA members and a total of 20 international law firms attended the Primerus Global Conference in Monterey, California. Business referrals between Europe and the United States have started to flow. We also are seeing the development of joint or referral business among EMEA firms.

While these developments show that we are on the right track, a lot remains to be done. The EMEA Board is grateful that Primerus has decided to keep existing board members for another year. My fellow board members are Jonathan Pearce of Marriott Harrison in London; Balz Hoesly of MME Partners in Zurich, Switzerland; Carlos Jiménez of 1961 Abogados y Economistas in Barcelona, Spain; and Lotta Uusitalo of Procope & Hornborg in Helsinki, Finland.

In 2015, we will work on a number of projects, including a continued legal education project especially for young lawyers (called Primerus EMEA University). Most importantly, during our regional meeting in London February 12-13, we will prepare for the first Primerus Global Conference outside of the United States. It will take place in Amsterdam October 1-3, 2015. You may wish to combine it with the International Bar Association Annual Conference in Vienna October 4-9.

I propose that you book your flights early as the rates are considerably cheaper. Those of you who travel via Newark/Hamburg with United Airlines are welcome for a stop-over here. My colleagues in the other EMEA cities are similarly open to host you depending on your route. We plan to set up a request page so you can let Primerus know well in advance which Primerus law partners in Europe you would like to visit on which dates.

Mark it in your calendar and book your flight! 2015 will be a European Primerus year! Even if business has not yet taken you to Europe, it is well worth visiting Europe to get a taste of the legal environment here. It will prepare you for future trans-continental business, which I hope will develop among all of us. I wish you a successful end of the year and good holiday season!

Prof. Dr. Eckart Broedermann

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Primerus Business Law Institute Latin America and Caribbean



Patricia Hermont Barcellos Madeira, Chair

It is fall in the northern hemisphere and spring here in the south. In both parts of the world, the intermediary seasons smoothly announce the upcoming changes of nature. The same happens in our Primerus Business Law Institute – Latin America & Caribbean.

For the term starting in Fall 2014 and ending Fall 2015, we decided to go with a more concise structure for the executive board. Its five members meet by phone and by other electronic means more frequently, to develop and expedite the projects underway. The bimonthly calls with our broader group of members are used as the arena where decisions to be followed-up with Primerus staff and leadership are actually made.

Among the projects for 2015 is fostering a closer relationship with the Latin American Chapters of the Association of Corporate Counsel. Our goal is to present our law firms to the companies represented in those chapters, whose legal departments located in one of our countries usually oversee all of the company's activities in Latin America.

In the "opening the client box project," we intend to take the further step of showing to our clients how our fellow Primerus law firms in Latin America can assist them in their matters in the region, and how the two law firms (the referring one and the referred one) can interact in a streamlined way without the costs of the one-stop-shop big law firms. We plan to facilitate actual introductions to each other's clients and the contacts in our network as a way of getting started.

As the common ground to all our projects, we aim to keep a close and constant relationship with Primerus leadership in all Primerus institutes and committees, especially with the Cross Border Business Development Committee.

Winter or summer, regardless what comes, we will be prepared.

Patricia Hermont Barcellos Madeira

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Primerus Business Law Institute North America



Steve Rotunno, Chair

Greetings to all of the firms in the Primerus Business Law Institute – North America (PBLI-NA). It is an honor and a pleasure to chair this Institute. This year we are looking for additional opportunities to cross-market within Primerus, as well as to current and potential clients.

The first opportunity – and I submit from experience the best opportunity we have – is to "Think Primerus First." This is not only our marketing mantra but it must be transferred into practice by *every* lawyer in *every* Primerus firm. Most PBLI-NA firms primarily have clients whose legal needs are within the firm's city or state. However, when we have a legal matter that our firm cannot handle because it is outside of our jurisdiction or is a legal specialty that our firm does not supply, we should refer it to a fellow Primerus firm. The leadership of the PBLI-NA will continue to foster the "Think Primerus First" mentality in 2015. After all, receiving business from other Primerus firms and having excellent lawyers handle our clients' business is why we joined Primerus!

In 2015, we also hope to strengthen our committees and encourage them to become more active by sponsoring webinars and preparing written materials to be circulated to members and to potential clients through Primerus publications. We want all members of the PBLI-NA to join at least one committee since they are the lifeblood of the PBLI-NA. I am going to personally ask each firm's Primerus liaison to actively request their firm colleagues to join a committee and participate in it.

To further promote cross-marketing, and as a result of our recently conducted survey, PBLI-NA will hold more regional meetings at lower costs to encourage attendance by more firms and more clients. These regional meetings should enable more attorneys to participate and encourage more clients to attend. We also will continue to promote the hard work of the Cross Border Business Development Committee, which has been developing protocols to enhance relationships between PBLI-NA and our Asia Pacific region; Europe, Middle East and Africa region; and Latin America and Caribbean region members.

I invite all of our PBLI-NA colleagues to participate in these opportunities.

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Primerus Personal Injury Institute



Brian McKeen, Chair

As the incoming chair of the Primerus Personal Injury Institute (PPII), I'd like to thank my predecessor Richard Rosen of Rosen Hagood in Charleston, South Carolina, for his excellent service to our organization. Highlights of Richard's term include a name change for our organization, as well as two outstanding meetings.

Formerly known as the Primerus Consumer Law Institute (PCLI), we voted to change our name to more accurately reflect what it is that our members do: We represent individuals and families injured or killed by the negligence of others. Our practices vary to some degree, but most of us do a combination of medical malpractice, products liability and personal injury litigation.

Richard chaired a very successful two-day educational program in April at the spring conference in New Orleans, Louisiana. We worked with Diane Wiley, a leading jury consultant from The National Jury Project, who helped us hone our trial skills. It was a fascinating and informative process that was very interactive.

More recently, we met at the Primerus Global Conference in Monterey, California, where we had the opportunity to network with our counterparts from the other Primerus institutes.

Over the years, we have developed strong friendships within our group. We share information, tips and suggestions in a very collaborative fashion. Speaking for our members, I think it's safe to say that we all benefit immensely from our affiliation, as do our clients. A good deal of referrals are made within the group, and our members are always most willing to consult with other Primerus members and review potential personal injury cases of any kind. When allowed by state law, our members pay referral fees.

I look forward to chairing our upcoming winter conference February 18-21, 2015, in Indian Wells, California, and to hopefully meeting many of you at next year's Global Conference in Amsterdam.

Primerus Defense Institute



Jay Downs, Chair

The Primerus Defense Institute (PDI) Professional Liability and Insurance Coverage and Bad Faith Seminar was held September 18-19 in Chicago, Illinois. The event hosted close to 20 clients and guests and was an outstanding success. Thank you to everyone who made it a memorable event.

The Global Conference was held October 9-12 in Monterey, California. The event had great representation from PDI members from all over the U.S., and it was a great opportunity for all to create new friendships and professional connections on a global scale.

The upcoming 2015 PDI Transportation Seminar will be held at the Westin San Diego Gaslamp Quarter Hotel February 19-20, 2015, in San Diego, California. Registration is open, and we're hoping to see you there.

Another "not to be missed" event is the 2015 PDI Convocation which will be held at the Ritz-Carlton Amelia Island April 23-26, 2015, in Amelia Island, Florida. The Convocation is called "The Anatomy of a Data Breach." Richard Gabriel, a nationally known jury consultant, will be speaking at the event. It is shaping up to be another great presentation with tremendous networking opportunities! Please start inviting your clients to this event. Registration is open.

I encourage you to mark your calendars for these and other upcoming events as they will undoubtedly pose as invaluable opportunities for your firm. Also, make sure to continue to visit the Primerus website and the PDI section often to take full advantage of all that your membership has to offer.

As always, remember to "Think Primerus First" when you need to make a referral or need to connect your valued clients with a law firm in another jurisdiction.

Brian McKeen

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Young Lawyers Section



Abbott Jones, Chair

As a founding member of the Primerus Young Lawyers Section (YLS), I am proud to celebrate the beginning of its fifth year of existence. The YLS now boasts 160 active members, and our membership continues to grow. I am honored and thrilled to have the opportunity to lead this dynamic group of young lawyers.

Primerus leadership provides great support to the YLS. In fact, many seasoned members of Primerus now serve on the YLS advisory board, which consults with the YLS to help determine the best educational and networking offerings for our group. With the advisory board's guidance, the YLS hosted its third annual Boot Camp in February in New Orleans, Louisiana. The event, which focused on effective written and oral communication skills, was attended by 30 YLS members and provided phenomenal opportunities to learn and network. We look forward to our fourth annual YLS Boot Camp in San Diego, California, March 18-20, 2015. The topic will focus on rainmaking and business development.

Over the next year, the YLS also will present quarterly webinars on a variety of topics applicable to all lawyers and will circulate its own informative publication, *Stare Decisis*, to all members of Primerus. In addition to being a great resource for Primerus, these YLS endeavors also provide members with excellent marketing opportunities.

I encourage each young lawyer to join the YLS. I also ask the seasoned members of Primerus to urge the young lawyers in their firms to get involved in the YLS. Primerus offers an incredible opportunity for networking and business development, and the YLS is a great way for young lawyers to get acquainted with Primerus, develop practical skills, network and grow their practice.

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2014 Member Firm Locations



United States

Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
District of Columbia
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Nevada
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
South Carolina
Tennessee
Texas
Utah
Virginia
Washington
West Virginia
Wisconsin

Argentina

Australia
Austria
Belize
Brazil
British Virgin Islands
Canada
China
Colombia
Costa Rica
Dominican Republic
Egypt
England
Finland
France
Germany
Greece
Hong Kong
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