

Commercial Counsel

KMKSC HONORED BY INVITATION TO JOIN THE INTERNATIONAL SOCIETY OF PRIMERUS LAW FIRMS

KMKSC is now a member of Primerus, which has been described by the *Wall Street Journal* as a way to tell "the good (lawyers) from the bad, a sort of Good Housekeeping seal of approval..." KMKSC has become its sole Wisconsin representative.

Our law firm joined Primerus because, while there are many legal networks, Primerus goes well beyond the normal



Member,
International
Society of
Primerus Law Firms

scope of such associations. Primerus is dedicated to providing legal services with a truly national reach using the proven skills and fee structures of its members. All members are required to possess the highest possible rating ("AV") for ethical standards and professional competence awarded to U.S. law firms by the nationally renowned legal publisher, Martindale-Hubbell. In addition, Primerus firms are vetted and accredited for membership based upon their commitment to rigorous standards of:

- Integrity
- Excellence of Work Product
- Reasonable Fee Structure
- Professional Education
- Civility
- Community Service

By offering coordinated services utilizing members with shared expertise, Primerus is developing services that offer a national alternative to large law firms. Clients unhappy with their legal expenditures but worried about having to coordinate national or regional legal representation through individual companies are also seeing the difference that Primerus represents over larger or more global networks.

Primerus has already won over a number of leaders of major organizations looking for alternatives to large firms because, in their own words:

"The concept on which Primerus was started is excellent, and even better, they make it work. As a general counsel, I sometimes need a lawyer in a place where I have no contacts. I would never hesitate to use a Primerus firm ... I know that I will get high quality work at a fair price."

James A. Hatcher, Esq. Senior Vice President & General Counsel, Cox Communications, Inc.

General Discussion Relating to Business Legal Issues

The information contained herein is not provided as legal advice. Legal advice should be sought as to any factual and legal issue.

September 2008

"[W]hat is of prime and critical importance to me in the selection of counsel is that I want trial lawyers ... not discovery lawyers. To date that is precisely the quality that I have experienced with every single one of the Primerus counsel I have retained. And that is what, in my mind, sets Primerus counsel apart from the rest ..."

Jack Else, Esq. / Claims Attorney / United Fire Insurance Group

Primerus firms routinely exceed expectations. **Raymond McQueen / Vice President Insurance and Risk Management / Greyhound Lines, Inc.**

The attorneys in the Primerus group have resolved my cases so quickly the legal expenses are minimal ... The responsiveness has been exceptional and the expertise has been instrumental in the quick resolutions. **M.J. Thompson / Vice President, Claims Services / American Specialty Insurance & Risk Services, Inc.**

We were so impressed with the prompt service, work product, reasonable fees, and results obtained by the Primerus firms that we changed our internal process for retaining outside counsel. Instead of turning to Martindale-Hubbell ... I now immediately consult my Primerus directory ..."

Susan Cook, Associate General Counsel, TAMKO Building Products, Inc.

"[M]y company has 48-state coverage. The success of the attorneys that I retained, the fair pricing that I have received and the expertise of the attorneys has resulted in my decision to use the Primerus attorneys as my panel of representation." **Harry L. Kimball CSS CDS, Vice-President Risk Management, Freymiller Inc.**

"My experience with Primerus firms has been everything one could want from a counsel ... Primerus takes the guesswork out of counsel selection, in both familiar and unfamiliar venues. That, in and of itself, is the kind of 'sleep insurance' we risk managers value so highly." **Troy F. Priesmeyer, Director, Global Risk Management, Dresser-Rand**

Primerus allows KMKSC to enhance the range of services that we can provide to our clients in a one-stop solution, managed by KMKSC and governed by the same standards of efficacy and cost-consciousness that our clients have come to expect.

THE SIX PILLARS OF PRIMERUS

Code of Professional Conduct

As a member of the International Society of Primerus Law Firms, I pledge myself and my firm to:

PILLAR NO. 1 *Integrity*

- To conduct myself in professional endeavors with honesty, integrity, and professionalism.
- To exhibit the highest degree of ethical conduct in accordance with the Code of Professional Responsibility and the Model Rules of Professional Conduct.
- To always promote the law as an honorable profession.
- To respect the dignity of all individuals.
- To care for my clients and do the utmost for them without compromising or abusing the highest standards of ethics and professionalism.
- To put the interests of my clients ahead of my own financial interests.

PILLAR NO. 2 *Excellence of Work Product*

- To handle legal matters competently and diligently, in accordance with the highest standards of the profession.
- To handle legal matters in a timely manner.
- To be prepared for court appearances, hearings, depositions, negotiations, and client meetings.
- To promptly return client telephone calls.
- To keep clients advised of the status of their matters.
- To refer matters I am not qualified to handle to lawyers who are competent and experienced in those matters.
- To recruit high quality lawyers in my geographical area for membership in Primerus regardless of personal relationships, friendship, or referral sources.



PILLAR NO. 3 *Reasonable Fee Structure*

- To charge a reasonable fee for services in line with notions of fairness to the client and norms in the community.
- To explain in advance how the fee will be computed and billed.
- To perform services in an efficient manner.
- To have written fee agreements.
- To answer client inquiries regarding fees in a prompt, open and honest manner.

PILLAR NO. 4 *Professional Education*

- To annually average at least 30 hours of continuing legal education in my areas of concentration.
- To keep abreast of recent developments and changes in the law pertaining to my areas of concentration.

PILLAR NO. 5 *Civility to Bench and Bar*

- To treat members of the bench and bar with respect and dignity.
- To be courteous and fair to other lawyers, witnesses, and the courts.
- To reasonably accommodate opposing counsel whenever it does not prejudice my client.
- To avoid personal insults and attacks on opposing counsel or the court when advocating my client's position.

PILLAR NO. 6 *Community Service*

- To serve my community to make it a better place to live.
- To assist the less fortunate by providing pro bono services, volunteering my time to worthy causes, and making charitable donations.
- To educate the public to make people more knowledgeable about our legal system.


Member Signature

KOHNER, MANN & KAILAS, S.C.
ATTORNEYS AT LAW



International Society of Primerus Law Firms

LATEST SPEECHES AND PRESENTATIONS BY KMKSC ATTORNEYS

- May 15, 2008 - "**Vendor & Customer Relationships in Tough Times**," Matthew P. Gerdisch, Wisconsin Chapter, Association Of Corporate Counsel of America Third Annual Conference, Osthoff Resort, Elkhart Lake, Wisconsin.
- May 29, 2008 - "**Cross-Cultural Differences: A Crucial Consideration in Transnational Business and Dispute Resolution**," Robert L. Gegios, ABA Section of Business Law Global Business Law Conference, Frankfurt, Germany.
- September 10, 2008—"Contract Law for Credit Professionals," before 2008 Wisconsin Credit Association Annual Credit and Collection Conference attendees, Baraboo, Wisconsin; presented by KMK attorney David S. Chartier.

If you would like another member of your organization to receive *Commercial Counsel*, or an article, please contact Vicki Miller at (414) 962 5110 or at vmiller@kmksc.com.