

new people, new places

Goldberg & Osborne announced that **Kevin Finn** and **Michael Kuborn** have joined the firm as associates. Finn will practice in the firm's Tucson office, and Kuborn will practice in the Mohave/La Paz County area.



JUTILA

Sharon Jutila has joined the employment law practice of **Stinson Morrison Hecker LLP** as an associate. **Jamie Williams** has joined the firm's commercial litigation department as an associate.



WILLIAMS

The law office of **Drue A. Morgan-Birch** has relocated to 177 North Church Avenue, Suite 600, Tucson, AZ 85701, and is now providing alternative dispute resolution services.



BUONO

Kathryn M. Buono of **Quarles & Brady Streich Lang** has been named chair of the firm's Corporate Services Group.

honors & awards

Greg Stanton, a Phoenix City Councilman and an attorney with Silver Davis, Ltd., received the Big Brother of the Year award from **Valley Big Brothers Big Sisters**. He has been a Big Brother for eight years.



STANTON

Loren Molever was elected National Advisor/Trustee of the **National Conference for Community and Justice**. The group sponsors programs promoting

cultural diversity and acceptance among youth.

Maricopa County Superior Court Judge **Penny L. Willrich** received a Master's of Science Degree in Community Psychology summa cum laude from **Springfield College** in Massachusetts. She also received an Outstanding Academic Achievement award by the San Diego faculty of Springfield College.

Bryan Cave LLP partner **Frank M. Placenti** has been appointed to the Board of Directors of **Lipid Sciences, Inc.**, a Pleasanton, CA-based medical device manufacturing company.



CRAWFORD

Michael J. Crawford of Chandler, Tullar, Udall & Redhair has been elected Chairman of the Board of Directors of the **Tucson Alliance**, a nonprofit corporation that works to enhance downtown Tucson and make it a center for arts, commerce and entertainment.

ASU Law Adjunct Professor **Bruce Meyerson** was installed as Chair of the Dispute Resolution Section by the **American Bar Association**. The section provides members and the public with educational programs that promote excellence in the dispute resolution services.

The **Pima County Attorney's Office** announced that Juvenile Court Division Supervising Attorney **Clint Stinson** has been named the 2002 Pima County Prosecutor of the Year. He has worked in criminal prosecution for 28 years.

Susan Wissink, an attorney at Fennemore Craig, was presented with a Star of the Year award by the Young Lawyers Division of the **American Bar Association** for spearheading free legal assistance to aid victims of the September 11 disaster.



WISSINK

The **Federal Bar Association** has elected **Drue A. Morgan-Birch** of Tucson as Vice-President of the Ninth Circuit. She will serve as chairperson for the newly formed Foundation Committee.

soundoff

continued from p. 8

I only wish the elimination of eagles, dogs, bears, wolves and horses would so simplistically remedy *that* lingering problem! In truth, the advertising menagerie you decry is likely no more offensive than the usual staid smattering of ionic column, landscapes, lakes and gavels.

And notwithstanding my own adoption of a brand identity or logo, I only add that as to your well-founded concerns about our public image, that particular horse left the barn a long time ago when the gate was left unlatched by a rider named *Bates et al. v. State Bar of Arizona*, 433 U.S. 350 (1977). Bates and its progeny have long since permitted lawyers the same rights as other "trades" to constitutionally protected commercial speech.

My intent, then, is not to dwell on well-settled aspects of U.S. Supreme Court decisions. Nor is my intent to more properly rail against the most outrageous examples of television or directory advertising, but rather to affirm to you that what matters most for our legacy is whether we are persons of character. This trumps our choice of profession. We are not remembered best or loved most because we were lawyers, teachers, carpenters or physicians. Instead, we are remembered best for the moral, value-centered, ethical lives we led. A life led in such a manner defines true courage and lasting boldness.

Our headstones remember us as loving and beloved wives, husbands and fathers, not for the quality of our depositions, cross-examinations, advertising or letterhead stationery. My hope, were I to have a tombstone, is to be remembered best in the words of Dr. Martin Luther King's dream: by the content of my character. Such a legacy endures in the heart far beyond words inscribed on granite.

— *Mauricio R. Hernandez*

Secrets, Ends & Means

Regarding "The Secrets Lawyers Keep" (October 2002): Yes, people within the legal system deserve "due process," but the rest of society on the outside deserves a "due result," as well. The process should not be more important than the result. Like the scales of justice, we need balance. We should consider both the ends and means of our actions. Just as the end does not justify the means, a good means should not justify a bad end.

— *Steve Brandon*