In my 50th year of practice, I have seen many changes in the way lawyers practice and I have seen changes in advertising from a time when I was criticized by an ethics committee member for handing out pocket calendars to existing clients, to today’s “I sue for you” television ads.

I would hope the ABA would address what I consider unethical “False Advertising” which I feel is widely in use through the programs labelled “SUPER LAWYERS” and the various other names in use by entrepreneurs to sell plaques and advertising space in publications. Super Lawyers allows any lawyer to “nominate” friends, partners, associates, acquaintances, relatives, or whomever they desire, just so long as they nominate an equal number of people outside their firm as associates within the firm. This means that in order to nominate all members of a 20 person firm, one has to nominate 20 attorneys they do not work with enough to know that they are really a SUPER LAWYER. I seriously doubt that the nominators bother to ask if there have been ethical complaints, malpractice suits, or an impressive list of wins and losses in court with respect to these “required” nominees. Even within an attorney’s firm, can they truthfully recommend all their partners and associates as being Super? I believe there is a personal ethics problem caused by being required to participate in this sham Super process, which everyone joins in lest a client wonder why “his” attorney is not on the list.

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