

PEOPLE TO KNOW IN LAW

# Robert “Buzz” Trafford

*Managing partner | Porter Wright*

## 20 PEOPLE to KNOW

**Why did you get into this profession?**

Initially, a combination of an interest in politics and having grown up in the 60s and 70s, when lawyers played a critical role in the civil rights and civil liberties movement. Later, it was seeing that lawyers so often play a central role in working through all sorts of challenges, both business and societal.

**What’s the most exciting thing happening in the legal profession?**

Technology and its application to the practice of law has made and continues to make a huge and positive difference in what we do and how we do it.

**What’s your biggest concern about the profession?** One is that finding opportunities to train new law school



graduates is going to collide with the demographic reality that there is a baby-boomer bulge in the profession generally. That will bring on some changes in traditional personnel models, but I think they will be positive.

**What would you change about the profession in the U.S.?** Somewhere along the road, some parts of the profession started keeping score by how much money we make. That focus can lead to decisions that aren’t the best

for clients, firms or the profession. We would be better off leaving that stuff to professional athletes.

**What advice can you give to someone who wants to build a career similar to yours?** Work hard and always focus on doing what is right and best for others – your clients, your colleagues, your profession and your community – and the rest will take care of itself. Great mentors and more than a little good luck don’t hurt.