

## **Peacock Law is Committed to Having a Firm that is Diverse and Inclusive**

Peacock Law is certified by the National Association of Minority and Women Owned Law Firms (NAMWOLF) and the Women's Business Enterprise National Council (WBENC) as a woman and minority owned law firm. This means that by hiring Peacock Law, you are actively supporting those that have been historically underrepresented in the legal profession.

Peacock Law's NAMWOLF and WBENC certifications also say something about its high-quality services. NAMWOLF certifies only those women or minority owned firms that satisfy its high standards of quality as set by some of the largest corporations in the world who regularly hire law firms. The NAMWOLF team performs independent research on each prospective firm. After the firm's application is complete, the Admissions Committee, comprised of corporate in house counsel and NAMWOLF law firm members, reviews the collected materials and makes a recommendation for or against membership to the Board of Directors, with whom the final decision rests. Criteria for certification by NAMWOLF include:

- Certified as a minority, women or LGBT owned, operated, managed and controlled (51% or more) firm;
- Favorable client references from national and regional corporations or major public entities, including corporate references within the Fortune 500;
- Excellence in quality of law practiced, as evidenced by corporate references, presence on outside counsel approved lists and panels for national or regional corporations, and other awards and memberships;
- Martindale-Hubbell AV Peer Review Rating (4.5 - 5.0); and
- Sufficient practice liability insurance (at least \$2 million).

Many of our attorneys are actively involved in promoting diversification within the legal industry through these pioneering organizations and their nation-wide initiatives.

Peacock Law does its best to provide you a diverse team of professionals. Our attorneys and staff come from diverse backgrounds and experiences and bring different perspectives to the table. We can provide you our firm's diversity statistics upon request.

### **Peacock Law Supports Diversity and Inclusion in our Community**

Peacock Law provides hundreds of thousands of dollars per year in pro bono or in-kind legal services and sponsorships to non-profits, underserved individuals, and start up incubator clients, many of which are women and minority-owned companies. Most of the non-profits we support are highly engaged in diversity and inclusion initiatives and practices, including organizations that provide:

- micro-loans to women and minorities for small businesses;
- protection and support for women suffering or at risk of abuse;

- financial support to the greater Albuquerque community with grants to non-profit organizations, many of which serve minority and underserved individuals;
- economic development, education and cultural forms of betterment;
- support to Hispanic leadership in philanthropy;
- arts instruction, arts business support and community development artistic performances;
- intercultural appreciation through music;
- award-winning arts and healthy lifestyle programs to underserved children in urban, rural and Native American communities;
- support to veterans;
- support for the development of new artistic works, including the nationally recognized opera, “Bless Me Ultima” based on the award-winning book by Rudolfo Anaya;
- support to distressed and at-risk children, youth and adults undergoing the stress of change, through martial arts;
- food to New Mexico’s hungry;
- resource directories for community resources and social initiatives; and
- business advice and microloans to women-owned businesses.

Peacock Law’s deep involvement in our community includes a “Volunteerism Policy” that incentivizes its employees with a cash bonus to provide services to charitable organizations by serving on boards or volunteering time. Many of these non-profit organizations are directly involved in serving women, minorities, and the underserved population. Many of the employees have donated this money to their charitable organizations.

Members of Peacock Law have received numerous awards for volunteerism, ethics, and quality of life, including: Best of the Bar Award, Ethics in Business Award, Quality of Life Employer Award, Governor’s Volunteerism Award, New Mexico Distinguished Public Service Award, Bar Register of Preeminent Women Lawyers, Women of Distinction Award, YWCA Women on the Move Award and the University of New Mexico’s Judge Oliver Seth (U.S. Tenth Circuit Court of Appeals) Award recognizing excellence in legal and judicial ethics.

## **Peacock Law’s President, Deborah Peacock**

As the President of Peacock Law, Deborah Peacock’s work reflects the importance of, and sets the stage for, implementing the firm’s diversion and inclusion policy. For example, she was appointed by then Governor Susanna Martinez as a Regent of New Mexico Institute of Mining & Technology (NM Tech) and has served in this capacity since 2011. During her tenure as a Regent, NM Tech received national high rankings and awards for the best value in engineering for colleges and for supporting and dramatically



increasing the number of Hispanic and Native American students in engineering.

Within the community, Deborah has volunteered with several organizations that help children. She was President and, for over 20 years, on the Board of Directors (now Emeritus) of Explora Science Center and Children's Museum. During this time, she helped raise several million dollars for them. Explora was one of the first museums in the U.S. to provide bilingual signage (English and Spanish). Their framework for honoring diversity encompasses not only race, ethnicity, age, ability, gender, sexual orientation, religion, family configuration, and socio-economic status, but also diversity of thought and learning styles. This includes its annual provision of providing over 20,000 no-cost memberships for low-income families. Explora also provides a supportive and responsive environment for students on the autism spectrum and collaborates with affected communities to ensure the museum is accessible for individuals with disabilities. Deborah was also on the Board of Jewish Academy of Arts & Sciences, provided pro bono legal services, fundraising, and governance support during difficult times for the organization. During her term on the Board, she successfully advocated having the Board approve the acceptance of non-Jews into the day school.

Deborah is also a founder and co-chair of WomenCorporateDirectors (New Mexico Chapter). WomenCorporateDirectors is specifically directed to advancing visionary corporate governance to raise the bar for diversity and inclusion in board service in public and large private companies globally.

### **Highlights from Peacock Law's Other Attorneys and Staff**

Peacock Law supports its staff's involvement in professional organizations that support diversity and inclusion within the community. Highlights include Justin Muehlmeier, who in his service on the Board of the Intellectual Property (IP) Section of the New Mexico State Bar, directs New Mexico's only annual Pro Bono Intellectual Property Law Clinic. The clinic provides IP advice to those who cannot normally afford an attorney. Justin also served on the board of Guitar New Mexico, which provides guitars and education to low-income students. During law school, Justin advocated for a broader understanding of the legal definition of what is a public accommodation for purposes of prohibiting discrimination in his article entitled "Toward a New Age of Consumer Access Rights: Creating Space in the Public Accommodation for the LGBT Community," published by the Cardozo Journal of Gender and Law and cited by the New Mexico Supreme Court in its opinion permitting gay marriage as a constitutional right. Justin was awarded the University of New Mexico's Judge Oliver Seth (U.S. Tenth Circuit Court of Appeals) Award recognizing his excellence in legal and judicial ethics.

Svitlana Anderson is the current chair of the IP Section of the New Mexico State Bar, on which she has served for years. She is a regular volunteer at Law-La-Palooza, a free Legal Fair sponsored by the Second Judicial District Pro Bono Committee and the Volunteer Attorney Program. This Fair's main purpose is to provide free consultations to primarily underprivileged and low-income residents of New Mexico. While in Law School, Svitlana volunteered with the Second Judicial Family Court as a family mediator and assisted with the settlement facilitations for underprivileged and low-income individuals.

Beth Tyree, a member of our finance team, is on the Board of New Horizons Group Homes, Inc., where the vision is “to provide a sustainable environment for adults with disabilities to achieve their highest level of independence functioning and be afforded the opportunity to share in every aspect of community life.” New Horizons is currently operating three homes for adults with disabilities.