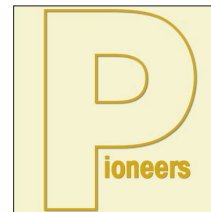
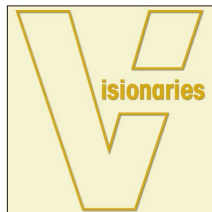


The  
**90**  
Greatest Washington Lawyers  
of the Last 30 Years

30th Anniversary  
Special Issue



It would have been fairly simple to create a 30th anniversary issue that glanced over the biggest events in the Washington legal community since our newspaper was founded in 1978. Grab a few of the bound volumes, search the electronic archives, find a bunch of old pictures, and voila! Instant issue.



Instead, we embarked upon a far more challenging enterprise. Late last year, we decided to try to name the lawyers who had the greatest impact on the Washington legal community over the last 30 years.

We divided our task into three parts. The editors selected 30 lawyers whose foresight and hard work have changed the business of law in Washington. These are our visionaries. We also picked 30 lawyers whose community and public service has set an example that other D.C. lawyers should follow. These are our champions.

In addition, we're remembering 30 pioneers—advocates who have passed away since 1978, but whose contribution to busi-

ness and the community made an indelible impact on the way law in Washington is practiced today.

Earlier this year, we asked readers for their suggestions, and hundreds of names flowed into our newsroom. We also relied heavily upon our own reporting and institutional knowledge to make the final choices.

From the beginning, we made a decision to concentrate on the private bar, public-interest organizations, and career government attorneys. We deliberately exempted high government officials (Supreme Court justices and attorneys general, for instance) from our list—unless their contributions had a specific impact on Washington's legal community. Other than that, the qualification for inclusion was a law degree and exceptional service during the 30 years that we have published.

—DAVID BROWN, EDITOR IN CHIEF & PUBLISHER

# Eldon

## “Took” Crowell



Eldon “Took” Crowell, the founding partner of Crowell & Moring, had a little bit of revolutionary mixed in with the visionary.

In 1979, Crowell, who had a lucrative government contracts practice, split from Jones Day’s Washington office in a struggle over the direction of the firm, along with 53 other attorneys. The schism could have produced a government contracts boutique with such clients as Honeywell, Boeing, and IBM. But Crowell had something else in mind: A full-service law firm that ran the gamut. And over the past 29 years, he’s built that.

The firm now has more than 400 attorneys in five offices, two of which are overseas, and the Washington office brought in \$195.4 million in revenue last year. It still has a thriving government contracts practice, but it now has hopping antitrust, international arbitration, and litigation practices, too.

“The vision was a firm of excellence but maybe a firm that didn’t take itself quite as seriously,” co-managing partner David Siegel says.

Indeed, Crowell has done much to keep the firm a little less stodgy than most. It was his idea to put the fountain in the firm’s lobby that contains an assortment of now legendary (at least in the Washington legal community) rubber ducks, and he has been known to play the occasional office prank.



DIEGO M. RADZINSKI

“I can be stuffy,” Crowell says. “But I can only be stuffy for three or four minutes before it all goes to hell.” —ATTILA BERRY

# Susan Hoffman



Susan Hoffman has been a pro bono trailblazer. She was the first-ever public service counsel in the District—that is, a lawyer whose sole responsibility is to promote and oversee pro bono cases. Even today, there are fewer than 100 such attorneys nationwide.

Crowell & Moring created the post in 1988 when it hired Hoffman, previously a litigator at Hogan & Hartson. She continues in the role today, and has since been promoted to public service partner. She now has the added duty of serving as president of the Crowell & Moring Foundation, a nonprofit that works in conjunction with Equal Justice Works.

Hoffman says much of her work involves “looking for cases that will have impact on the community and the law ... for example cases addressing mandatory minimum [sentences],” she says. “I look at law as a vehicle for change and social justice.”

The firm helped represent a class of African-American consumers who alleged discrimination by Avis. The case settled in 1998 with the rental car company agreeing to pay more than \$3 million to the plaintiffs. In 2002, Crowell took on another racial discrimination case for the NAACP and 42 individual plaintiffs. That matter also settled favorably for Crowell’s clients.

Since Hoffman joined Crowell, other D.C. law offices have followed the same recipe. Covington &



ROBERTO WESTBROOK

Burling and Steptoe & Johnson are just two examples of firms that have created similar positions.

Hoffman’s peers credit her with encouraging firms to work together on pro bono. “Everybody in the field has this collaborative ethic, and Susie was instrumental in setting that tone,” says Steptoe’s public service counsel Barbara Kagan. —MICHAEL J. ZUCKERMAN AND MARISA MCQUILKEN