

FENNEMORE.

PRESS RELEASE

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FOR IMMEDIATE RELEASE

March 26, 2025

FENNEMORE BETS BIG IN IDAHO WITH THE ADDITION OF PETER J. SMITH IV

Strategic move signals the firm's continued growth in the Pacific Northwest

March 26, 2025— Fennemore, a leading full-service Am Law 200 business law firm, is advancing its strategic vision in Idaho with the addition of attorney **Peter J. Smith IV** as a Director based in Coeur d'Alene. Smith's arrival represents a defining step in the firm's continued expansion across Idaho and the Pacific Northwest—a region emerging as a hub for economic growth and innovation.

Licensed in both Idaho and Washington, Smith brings deep experience in business transactions, commercial real estate, mining, and corporate law. He is a trusted advisor to entrepreneurs, developers, and business leaders building the future of the West.

"This is a firm that doesn't just talk about innovation—it's executing on it," said Smith. "Fennemore has a real business-driven strategy, a forward-looking vision, and the courage to act. The opportunity to join a team that's investing in Idaho and delivering for clients in high-growth markets positions me to offer an even higher level of service."

Smith added: "Fennemore's retention and employee satisfaction statistics lead the industry for a reason. This is a firm that actually walks the talk—putting people first and building careers that are both high-performing and sustainable. You don't have to choose between doing great work and living a meaningful life outside the office. It's a rare combination that many discuss, but few deliver on in practice."

James Goodnow, CEO of Fennemore, emphasized the significance of the move. "Idaho is one of the fastest-growing states in the country—and we're planting a flag with purpose. Peter's arrival signals the next phase of our strategic expansion in the Northwest. At Fennemore, we bet on bold leaders. Peter brings the energy, experience, and forward-thinking spirit that align

perfectly with where we're going as a firm—and where Idaho's business community is headed."

To learn more about Peter J. Smith IV, visit his professional bio [here](#).

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About Fennemore

Since 1885, Am Law 200 law firm Fennemore has been blazing a trail of legal entrepreneurship. With an unrelenting commitment to innovation, collaboration, and people, Fennemore partners with businesses across the country to position them ahead of the competition. From pioneering the use of cutting-edge AI to building platforms that supercharge its teams, Fennemore is not just keeping pace—it's accelerating ahead. With a storied history of client success and industry-leading job satisfaction, Fennemore is redefining what's possible in the legal industry. For more information, visit FennemoreLaw.com.