

Fennemore Craig Arrives In Texas By Merger With 11-Atty Firm

By **Adrian Cruz**

Law360 (December 1, 2025, 12:00 AM EST) -- Fennemore Craig PC announced Monday that the firm has opened its first location in Texas following the addition of the 11 attorneys of San Antonio-based labor and employment firm Schmoyer Reinhard LLP.

The merger, which was completed at the time of the firm's announcement, adds six directors including Schmoyer Reinhard founders Shannon Schmoyer and Christine Reinhard, two of counsel and three associates to Fennemore Craig's **nearly 400 attorneys** across seven states, a firm representative told Law360 Pulse.

"This means that we're deepening our labor and employment bench while moving into a dynamic new market," CEO James Goodnow told Law360 Pulse. "We are so excited about this combination, and we think this is going to be a home run for the firm, clients and lawyers involved. This was born out of strategic planning at the firm and relationships that we have."

Goodnow said that Fennemore Craig first became connected to Schmoyer Reinhard in May after one of the firm's attorneys recommended it as a potential merger partner to help address the firm's desire to expand its labor and employment practice. He added that the attorneys being based in Texas was also attractive because the market has been a priority for Fennemore Craig.

"One of our partners said that 'I know the firm for you with the smartest, brightest and most talented labor and employment lawyers,'" Goodnow said. "After having that first conversation with Shannon, we realized that there was a lot of overlap in how we see the world, where we see the market changing, what clients need and how we need to prepare. It was really the beginning of this whole combination."

Schmoyer said that while Schmoyer Reinhard had no immediate plans to merge with a larger firm, having operated successfully for nearly 20 years, the commonalities between her team and Fennemore Craig were made evident quickly, ranging from similar cultures and approaches to client service, to more technical aspects of their operations, such as having the same type of computer systems.

"Some of the things that we felt aligned with our values included the firm being forward-thinking, technology and client service driven while also being genuinely nice people you really enjoy being around and having a team-focused culture," Reinhard told Law360 Pulse.

The Schmoyer Reinhard attorneys represent employer clients ranging from small "mom and pop" enterprises to Fortune 50 companies, in litigation but also in appellate, construction and business matters, Fennemore Craig said.

"I think because of the synergy and symmetry between the two firms, those negotiations went very smoothly," Reinhard said Law360 Pulse. "I think the one thing that really made things easy was that every one of our clients was excited about this combination. We represent a number of multistate employers, and they love the idea of being able to continue working with us while also being able to expand into other jurisdictions with the deep bench we'll have with our new colleagues."

Schmoyer added that along with the oil and gas work that is omnipresent throughout Texas, healthcare, telecommunications and logistics are some of the other industries with a major presence in San Antonio.

"I think this is going to be a super exciting move for San Antonio because it's a very large city, and bringing in another full service firm is going to be great for the city and, quite frankly, the whole state," she said.

Going forward, Goodnow said that while he does expect further growth in Texas, Fennemore Craig is going to first focus on ensuring successful integration of the Schmoyer Reinhard attorneys. He noted that even before officially becoming a part of the firm, they have already been in that process, which included inviting the Schmoyer Reinhard founders to Fennemore Craig's annual retreat in San Diego and bringing the whole firm over to its Phoenix headquarters to meet their new colleagues.

"It was a great opportunity to see them in action, experience their dynamic personalities and see how they connected with our lawyers," Goodnow said. "After the retreat, so many people came up to tell me that these are good people, the types of people you want to practice with. All of this is critical to assess cultural fit."

--Editing by Robert Rudinger.