

# PROFILE

## OF A PRO BONO ADVOCATE

**Leslie A. Gordon**



**B**efore becoming deputy general counsel at Hewlett-Packard Company fourteen years ago, Bruce Ives was a serial political campaigner. He campaigned for Michael Dukakis and worked on John Van de Kamp's gubernatorial bid, where he met his wife. ("He lost, I won," Ives quips.) Today,

Ives is active in BASF's Volunteer Legal Services Program and cochairs HP's internal pro bono program. He lives in Menlo Park with his wife, a "stay-at-car" mom, their fifteen-year-old daughter and eleven- and nine-year-old sons. We posed a few questions to Ives.

### **WHAT WAS YOUR CHILDHOOD HOME LIKE?**

It was a pretty typical suburban home with a mom, dad, and two kids. We did a lot together. Growing up, I lived in Cleveland, Cincinnati, Minnesota, and Boston.

### **AT AGE EIGHT, I WANTED TO BE...**

I was going to have two jobs. I wanted to be the rabbi at our local temple, but I wanted to take the summers off to play first base for the Cincinnati Reds. I figured the congregation would understand because it was the Reds.

### **WHAT BLOGS OR PODCASTS DO YOU SUBSCRIBE TO?**

I mostly follow the *New Republic*. I got hooked back in 2006 when they did a profile of an obscure African American state senator from Illinois

### **WHAT'S ON YOUR BUCKET LIST?**

Learning to play the guitar.

### **WHAT INSPIRES YOU?**

Doing pro bono work. It reminds me of the reasons I went to law school.

### **WHO HAS BEEN YOUR MOST INFLUENTIAL TEACHER?**

Willie Fletcher at Boalt, now a Ninth Circuit judge. He was a great instructor. He had a good sense of humor and cared about students' success. He was an unofficial advisor and mentor to many students.

### **WHAT ARE YOU LOOKING FORWARD TO?**

This summer we're taking a road trip through Tennessee and Kentucky. We're going to Nashville, Graceland, and Dollywood. It'll be a biscuits, barbecue, and baseball tour.

### **WHAT'S THE MOST ADVENTUROUS THING YOU'VE EVER DONE?**

I ran the Boston Marathon in 1982 when I was a senior in college. I am not a great athlete and I wasn't in great shape. I survived one and I figured I'd quit while I was ahead. Also, going to work as a public defender in Los Angeles after law school was adventurous. The day after I was sworn into the bar I was in a courtroom with four cases where people's freedom was on the line. It was a huge opportunity and I had huge accountability.

### **WHAT IS YOUR BIGGEST PET PEEVE?**

Intolerance.

### **WHAT'S A COMMONALITY AMONG THE MOST SUCCESSFUL LAWYERS YOU KNOW?**

They have great judgment, which includes legal knowledge, ethical principles, and a keen understanding of their clients' needs.

### **WHO WOULD YOU MOST LIKE TO MEET—LIVING OR DEAD?**

Abraham Lincoln. He encountered so many setbacks in his early life and overcame them without any bitterness or anger to go on to achieve tremendous things with exceptional humility.

### **WHAT WILL THE LEGAL PROFESSION LOOK LIKE IN TEN YEARS?**

There will be a number of different models of legal services running in parallel: solos, big firms, in-house legal departments. But there will also be different providers: outsourcing, contract attorneys, litigation support. People will mix and match service providers based on their needs.