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Celebrating 75 Years
San Fernando Valley Bar Association
founded in 1926

BarNotes

A Publication of the
San Fernando Valley Bar Association

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New Board of Trustees Nominated

The San Fernando Valley Bar Association Nominating Committee has announced its slate of candidates for the 2003-2004 Board of Trustees. Incumbent SFVBA Secretary Alice Salvo was nominated for President-Elect and family law attorney Richard Lewis, the current Treasurer, was nominated for Secretary. Van Nuys social security and disability lawyer Patricia McCabe will run unopposed for Treasurer. James Felton will automatically assume the Presidency on October 1, 2003.

The Committee nominated ten candidates to fill six open seats on the Board. Five sitting Trustees are seeking reection: Seymour Amster, Caron Caines, Cynthia Hogan, Kevin Rex, and Myer Sankary. Other members nominated are Donna Laurent, a member of the LRIS Committee; SFVBA Personnel Committee Co-Chair Everett Meiners; business law attorney Robert Schaap; Healthcare Law Section Chair Alan Sedley; and Intellectual Property Section Co-Chair Mishawn Yarovesky.

SFVBA President Steve Holzer comments, "The Nominating Committee did a terrific job of selecting candidates who have each contributed to the growth and success of our organization. They represent a cross-section of our sections, areas of practice, and our community."

In accordance with the SFVBA by-laws, additional nominations for trustee or any office, except that of President, may be made by filing with the SFVBA Secretary Alice Salvo a written nomination, signed by at least twenty active members of the Association in good standing. Petitions must be received by July 31.

Ballots will be mailed to all attorney members in mid-August. The results of the election will be announced September 9. The new Board of Trustees will be sworn in at the Installation Dinner on September 20 at the Warner Center Marriott.

Members to Vote on Amended Bylaws

At its May 13, 2003 meeting, the Board of Trustees adopted widespread changes to the Bylaws of the San Fernando Valley Bar Association, the first revisions to the Association's governing documents since 1995. The amendments will be included on the ballot to be sent to attorney members in August. The revisions include the addition of a mission statement and purview; a clarification of the Associate Member category and expansion of law student membership; increase in the size of the Nominating Committee to include the President-Elect; an update in the method of notice to members of the Association to include fax transmissions and electronic mail; as well as guidelines for Sections and Committees in representing the Association and various technical and clarifying amendments.

SFVBA Accepting Applications for Committees

The SFVBA offers members the opportunity to contribute to the legal profession and the public by volunteering to serve on one of twenty-three committees. President-Elect Jim Felton is currently issuing appointments for the new Bar year commencing October 1. Members are encouraged to participate in the following committees: Bench-Bar, Conference of Delegates, LRIS, Membership & Marketing, Personnel, Programs/Special Events, Public Service, and the Executive Committees of the thirteen sections. Any member wishing to serve on a committee can email Jim Felton at jfelton@greenbass.com.

BarNotes

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President's Message

Stephen T. Holzer

SFVBA's Second Annual, Ecclectic All-Section Meeting - Your Reaction?

On June 10, 2003, the SFVBA held its second annual All-Section Meeting, featuring Dr. Robert Shomer's MCLE-accredited presentation on eyewitness memory perception. The 140+ people in attendance seemed fascinated by this expert's presentation on the potential foibles of eyewitness testimony. Thanks are due (and hereby given) to SFVBA Trustee Gerry Fogelman for his second successful year in a row as the catalyst for bringing high-quality speakers to the meeting.

The All-Section Meeting also served as the venue for presentation of the annual Lintz Award (recognizing Sharley Allen for her service to the Bar, service to the legal profession and service to the community) and annual Volunteer of the Year award (recognizing Bill Kropach for his dedication to many volunteer causes, not the least of which has been his stewardship since 1987 as Chair of the Workers' Compensation Section). The people in attendance were understandably enthusiastic in congratulating these well-deserving recipients of both awards.

The structure of the June 10 meeting was a marked departure from our tradition of honoring the Lintz and Volunteer of the Year Award winners. Historically (ie, for some twenty years, since we began giving out the Lintz Award), our Bar has limited our June event to a presentation of awards only. We decided this year to test the thesis that combining the awards presentation with an MCLE-accredited (though topically unrelated) presentation would be a service to SFVBA Members by enabling them both to honor the awardees and obtain education credit in one event.

Certainly, the level of attendance at the June 10 event appears to have vindicated this year's departure from tradition. On the other hand, both Sharley and Bill are so well-regarded by their colleagues that perhaps the great attendance this year was due strictly to the chosen awardees and had nothing to do with the structure of the program. And, while I have received a number of favorable comments about the event, perhaps there are people who didn't comment to me but who did not like departing from tradition.

In any event, I'd like your feedback, whether favorable or unfavorable, about this year's novel arrangement for the event. Your feedback will enable the Programs Committee and Linda Temkin, our Events Coordinator, to gauge how to structure our events in the future to meet the expectations of the SFVBA Membership.

So, please contact me with your feedback at (213) 683-6671 or sholzer@pmcos.com.

Thanks!

How To Be A Media Darling: Getting More Than 15 Minutes of Fame

BY LISA LERNER MILLER, ESQ.

Many attorneys have an uneasy relationship with the media. They believe that their practices are interesting and should be attracting media attention, but at the same time, are uneasy with that same media attention. While the media cannot be controlled, free media exposure is the ideal place to raise an attorney's profile and develop business.

Substance Sells

Any attorney who possesses true in-depth insight into a particular subject is a potential media darling. Attorneys who lack specialized knowledge cannot last long in the glare of the media spotlight. However, many attorneys are hesitant to bill themselves as experts because they fear that they do not know literally everything about a particular topic. This results in media-relations paralysis. In reality, attorneys who are developing themselves as media darlings need only know more about the topic at issue than the intended audience knows. For example, when quoted in the legal media, media darlings need to know more than the average lawyer in the audience. This is probably true so long as the attorney limits quotes to areas within counsel's area of expertise.

When quoted in the general circulation media, counsel needs to know more about the given topic than the general public knows in order to qualify as having sufficient substance to attract media attention. Counsel should be careful not to confuse mind-share with market share. Small firms can easily make a big splash with the media by effectively being a media darling.

Responsiveness Rules

Journalists tend to call a source with whom it is easy to work. A few guidelines and some advance work can get attorneys noticed by journalists looking for responsive sources.

Attorneys who are working to become media darlings need to develop relationships with journalists covering the practitioner's specialized practice area. This requires that counsel e-mail helpful information and insider insights to the relevant reporters. Counsel should also consider e-mailing constructive feedback and input on the overall industry.

Most reporters prefer e-mail communications, but it pays to inquire about the individual communications time and means preferences of your intended media target. Counsel should then forward the law firm brochure, including counsel's curriculum vitae, to the reporter, alert the reporter of pending developments and provide quotes and analysis in advance of the event.

All journalists work on tight deadlines, so practitioners who are mindful of the reporters time constraints quickly endear themselves to the media. Morning newspapers have deadlines the day before publication as early as 2:00 p.m. in advance of going to press at about 4:00 p.m. Broadcast media deadlines are even stricter based on the complex technical production requirements.

A responsiveness rule of thumb for prospective media darlings is that the subject should return reporter calls within 20 to 30 minutes. Practitioners must also remember to be responsive to the reporter even after the initial contact, as reporters usually need to pursue follow-up questions, sometimes repeatedly, as the story develops in the newsroom.

Counsel should provide to the reporter counsel's cell, home,

pager and any other applicable telephone numbers, as well as e-mail address and Blackberry or other portable technology access.

Simplify For Success

To become a successful media darling, counsel must remember to always keep the message simple. Attorneys must break concepts down into basic building blocks of only a single thought each. This process is similar to communicating with a jury. Counsel should strengthen this skill by practicing communicating with non-attorneys about the legal concepts involved in the news story.

The news media have no use for complex, arcane and convoluted quotes, so the time counsel spends working to simplify the message is not wasted. Practitioners should aim their communication level at an intelligent 8th-grader.

Many attorneys tend to begin their explanations of legal developments with the deep historical underpinnings of the concepts. This is death for journalists. If counsel believes this background is critical to the reader's understanding of the story, attorneys should share it with reporters only after commenting on current developments.

Sound Bites Stick

Putative media darlings hear a lot about "sound bites" but are unclear about what they are and how to craft them. A sound bite is a single concept embodied in a single sentence.

Ideally, the speaker expresses the idea in a pithy, memorable manner. Although alliteration is initially attractive (nattering nabobs of negativism), it quickly becomes fatiguing. A better practice for burgeoning media darlings is to use engaging and clever, as opposing to ordinary, language, or to state a position in a somewhat extreme way.

Well-crafted sound bites make the quote more useful to the reporter and increase the chance that counsel's quote will move toward the top of the story. This significantly increases the intellectual impact of the statement on the reader. Truly impressive language sometimes becomes and internal headline in the story, effecting even more impact.

Appearance Counts

Like it or not, appearance counts. Physically attractive people are often more popular interview subject for the news media than unattractive individuals.

This does not mean that prospective media darlings need to consider surgical procedures. Rather, counsel should explore ways in which to make the most of what counsel has to offer. Infectious enthusiasm, warmth and emotional accessibility all offset a crooked smile or receding hairline.

Counsel should dress simply for press interviews and try to wear white near the face to reflect light upwards. Attire should be comfortable and well fitted. To receive unvarnished input on this topic, some attorneys seek input from business and domestic partners.

To foster repeated mentions in the media, counsel should offer depth and breadth of relevant specialized knowledge, be responsive to reporter inquiries, keep the message simple, speak in sound bites and strive to present a physically attractive appearance.

Lisa Lerner Miller is a business development consultant in Valley Village, specializing in smaller firms. She is a litigator, editor of the State Bar small firm magazine, former editor of the Verdicts & Settlements section of the Daily Journal and a law professor. She offers special rates for SFVBA members and can be reached at (818) 761-5910 or Lisa@LMillerconsulting.com.

Five Quick Tips For Media Success

1. **Offer substance to the media: The airwaves and newspapers offer a dearth of depth, so you can really stand out by staying substantive.**
2. **Be responsive: You should return reporter calls within no more than 30 minutes, even if only to say that you are unable to comment on the topic.**
3. **Keep it simple: Gauge your communication level in the general circulation media for junior high school students, or at the basic law school level in the legal media.**
4. **Speak in sound bites: Limit yourself to one concept per sentence, and use clever and engaging language if possible.**
5. **Be attractive: Make the most of the wonderful qualities you already have, such as enthusiasm, emotional accessibility or warmth.**

Top Ten Ways To Use Mediation Effectively

BY JAN FRANKEL SCHAU

Those of us in the business of representing parties involved in legal disputes often search for the best solution to our client's problems: one that will be fair, firm and fast. A mediation hearing can help you to accomplish that goal. Here are the top ten ways to use mediation effectively, even if you can't reach a settlement.

10. Begin a dialogue amongst the decision-makers. As adversaries, you are on opposite "sides" from the inception of the legal dispute. The mediation process gives all parties a chance to engage in a collaborative process to begin to break down those barriers. Use your brief and your opening statement to lay out the key elements and how you intend to drive them home. Then sit back and listen. You may be surprised to learn the real issues that are keeping you from settling the case. For example, consider the elderly patient who is hurt that her doctor never called to see how she was doing once her attorney made a claim for damages against him.

A mediation hearing can give you a head start and a testing ground for how the parties' hidden agenda can be addressed, clearing the way for a realistic and lasting resolution.

9. Give yourself a chance to make critical concessions without losing face as a trial lawyer. In the adversarial process, the attorneys are hired because they can win at trial. Yet 95% of cases in Los Angeles Superior Court never get that far. The mediation process allows for a safe harbor for the competent and winning trial lawyer to offer critical concessions, in private caucus, without losing face if the matter doesn't resolve. If, for example, you know that a critical witness can't be located, you can make concessions to try to settle the matter, without revealing to opposing counsel the basis for the "concession". If the offer or demand is rejected, you can continue your "posturing". But if accepted, you never have to reveal the vulnerabilities you anticipate in proof or presenting critical evidence.

8. Gain a rough value analysis for later negotiations. You may walk into every mediation hearing with a solid idea of the bottom line or top dollar value of the case. However, you should walk out with at least a clear sense of legitimate evaluation of your own case, including your strengths and weaknesses as well as your opponent's case. This evaluation must fairly include the financial as well as emotional wherewithal of each party to the dispute. In other words, at the least you and your client should leave a mediation hearing with an understanding of the "ballpark" reasonable value of the treatment received (in a personal injury case) and a corresponding value for general damages. From there, you must take into account issues of liability and a risk-benefit analysis to determine the "value range" of your case.

7. Avoid the potential of making winners and losers. Think about it. In every jury verdict, there is a determination made that somebody wins and somebody loses. It is also rare that both sides walk away satisfied with the outcome rendered by a jury. There is no compromise in a jury verdict. The system is designed to draw a line in the sand as to the right and the wronged, victim and oppressor, conqueror and vanquished. A mediation hearing, by contrast, is designed to allow all parties to get some of their

needs met and then move on. The value of face-saving and healing should not be under-estimated.

6. Give your client his day in court. Non-lawyer litigants rarely understand and appreciate how distant the chance and how unsatisfying the opportunity to have their proverbial "Day in Court". To the contrary, direct testimony is typically well-scripted, abbreviated, and counter-balanced by cross-examination which invariably calls their veracity into question. A mediation hearing gives your client a chance to tell his/her story to an empathetic listener in an uninterrupted forum for as long as he/she needs. This can be done in private caucus or in joint session, but is available as both an emotional outlet and a uniquely satisfying moment that, once experienced, often allows the aggrieved party to move beyond the emotional barriers and settle the case. Until the parties get their version of the facts "off their chest", often they cannot let go of the emotional issues that come with an injury or breach of a key personal or professional relationship.

5. Neutralize the difficult personality. We've all had the odd case that can't resolve because one of the decision makers is a peculiarly obnoxious or difficult person. In these instances, the personality factor itself becomes the major obstacle to meaningful negotiation. Take heart. The Mediation hearing can neutralize that by virtue of having a neutral "go-between" with no agenda other than to help you settle your case. The barriers break down alarmingly quickly when the audience is removed from the theater and, in a private caucus, the difficult personality has only the neutral mediator to persuade.

The mediation process is designed to be blind to who has the deepest pockets, the greatest legal acumen or who is the most accomplished trial lawyer. Instead, it is designed to neutralize the "razzle dazzle" of trial and reach an approximation of a "just result" without regard to the exigencies of the personalities involved.

4. Demonstrate that you're a pro-active litigant. Ideally, mediation is scheduled at a time before either side is overcommitted, relative to the value of the case. As a pro-active litigant, you can have a hand in controlling the expense and energy committed to discovery before and following mediation if it is not resolved. Time your hearing so that it becomes a target for completion of critical discovery, but also a gate beyond which the most expensive and riskiest discovery will follow only if efforts at settling fail.

Even if it becomes apparent that the case will not settle at the mediation hearing, don't use your time wastefully. Play for a process. Negotiate for a schedule for the remaining key discovery elements as a means to establish a framework from which further negotiations can be productive.

3. Seize the opportunity to hear the other parties' perspective. The Mediator is, in essence, your first juror. Listen to her feedback and gain critical perspective on the vulnerabilities of your case and the obstacles to your success at trial. With that input, you can certainly better predict your outcome at trial. Use the hearing as a learning tool for a full and proper evaluation of settlement when formulating your demands and offers.

2. Avoid the publicity/precedent/and delay of trial. The mediation hearing is subject to strict confidentiality by all participants. Your client will not have to face his/her accuser or accused in a public setting. You will not be publicized in the jury sheets for your stunning win or resounding defeat. There will be no embarrassment, shame, anxiety or grief that often accompanies a trial. In addition, there will be no legal precedent set by this case that may formally or informally affect you or your client's conduct in future situations. For example, a settlement of an employment dispute will usually be subject to a strict confidentiality agreement so that no other employees will be able to use this settlement as the rational foundation for bringing a subsequent claim. In the personal injury setting, payment of a certain settlement for a soft tissue injury will not affect the value of every future soft tissue injury case against that insurer. Simply stated, a settlement is unique to the particular case and has no precedential value for either side. In cases where that result is desirable, mediation should always be considered.

1. Settle your case inexpensively and risk-free. Mediation is always a sound business decision, and is invariably the most affordable cost of litigation, especially if it results in a settlement. Once you achieve a settlement, all of the costs and risks of trial are capped.

Even short of full settlement, the mediation hearing can be a key element that you can harness towards getting a fair and fast result for your clients in every legal dispute. The benefits short of complete resolution are not inconsequential if you take full advantage of the mediator and the hearing.

The costs of a jury trial in Los Angeles County can be staggering, compared to a mediator's fee over a day or even a full week. When you earnestly engage in a risk-benefit analysis, it is the very rare case that comes out ahead by trying the matter, and the very rare lawyer or client who can afford to accept that risk without first fully exploring and exhausting all settlement possibilities.

Jan Frankel Schau is a former litigator in matters of employment, business and torts. She is now a Private Mediator with Valley Mediation Services in Encino, California.

Each year in California, up to 3.4 million California litigants face the prospect of navigating through the judicial system without benefit of legal counsel. That number represents upward of 50% of all family law filing in the state where both parties are unrepresented. Statewide, nearly 80% of the family law matters involve one-party who is pro per.

Legal Aid no longer services family law cases apart from those involving domestic violence issues. As good as our Self-Help Legal Access Center is in informing and training pro pers, the services do not help those with inflexible work schedules and those who are intimidated by appearing in court and meeting the paperwork requirements without legal assistance. Recognizing all of these issues a task force on limited scope representation (unbundled services, coaching) was set up by the State Bar of California. In October of 2001, the task force issued a report and recommendations. The report concluded:

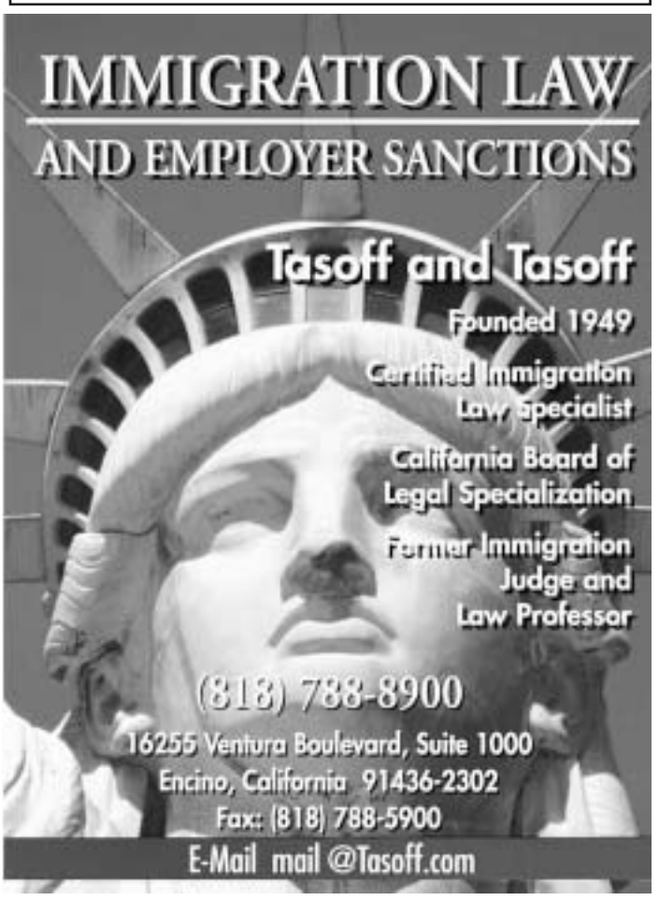
> The State Bar should support the expansion of such limited scope legal assistance as part of its ongoing effort to increase access to legal services. To be effective in this effort, it is necessary to educate attorneys, judges, insurers, and the public about the benefits, risks, obligations, and structure of these arrangements. The committee therefore recommends a collaborative program with the State Bar, Judicial Council, and other interested parties to design and implement that outreach effort and to develop polices and procedures for the appropriate use of limited scope legal assistance.

The task force did recognize that LRIS programs are a useful and possibly an ideal gatekeeper for limited scope representation because LRISs are traditionally one of the prime access points for the public to contact attorneys. The report states:

> "The Committee believes that the addition of effective limited scope panels will increase the number of consumers willing to access services through LRIS organizations. Further, many services, especially those in larger metropolitan areas, should be encouraged to coordinate limited scope service panels with the expanding number of court-based self-help centers which already serve this client base."

The LRIS and the Family Law Section are examining whether, when the time is right, we should implement a limited representation panel pilot program in the area of family law. The first step is sponsoring a presentation by M. Sue Talia, a Certified Family Law Specialist. She is a nationally known advocate and proponent of unbundled services and presented three workshops at the first national conference on unbundled legal services in 2000. LRIS Family Law panel members and other family law practitioners are encouraged to sign up for this presentation by contacting the SFVBA office. Space will be limited. This is an opportunity to ask how and why.

As K.C. Cole relates in a story in her book, Mind Over Matter, having the answer is a sign of a brilliant man. Genius is having a question for everything. We encourage your participation and your questions.



THE PRACTICE

a series of essays on practice of law and life

Our Reception Rooms

BY DAVID R. HAGEN

I have heard it said, "You never get a second chance to make a first impression" and "The first impression is the strongest." I believe these clichés have some truth and was thinking about what type of a first impression I make on a client. For many clients, the first impression they get is the reception room for the firm. What impression does your reception room make?

Years ago, when the Business Law Section was just getting started, we met in the conference rooms of firms around the Valley. (This was before we had the excellent facilities that our bar currently enjoys.) I looked forward to this because it gave me an opportunity to see what offices and reception rooms around the Valley were like. Mostly, the reception rooms seemed appropriate and were quite nice. However, I also saw some reception rooms that were real stinkers. I sat in reception rooms that were smaller than a coat closet. This told me that either the firm was not very successful or that they did not think that their clients were particularly important. Years ago, I worked for a firm where the senior partner's old living room furniture ended up in the reception room. He thought this was shrewd business; I thought it looked worn and cheap. This was the first impression that many clients probably had. By the way, that firm no longer exists. I have also been in reception rooms that had magazines that were so old that they talked about the first Gulf War! Obviously, I didn't think this sent a good message to a potential client.

Our reception rooms present a fantastic opportunity to make a first impression. It is an environment that we can absolutely control with willing, and even eager, participants.

I would suggest that a number of elements be included in the reception room to make a good first impression. First, information about the firm and the attorneys is a must. This does not mean simply a stack of cards but, rather, publications and brochures showing what the firm does and how it sees itself in the community. Certainly, furniture is an important element. It should be appropriate with the image of the firm. Older, more established firms may choose furniture with a more traditional design. Newer firms might choose a more modern look. I rarely see awards or publications in a firm's reception room. This is a missed opportunity. A client wants general information about their problem and specific information about the qualifications of the attorney who they are about to entrust their most difficult problems. They actually want to read your materials. What a great opportunity to show them your stuff!

At my firm, we make a point to have copies of some things which we have written as well as clippings from quotations we have had in the LA Times and Wall Street Journal. This is a great way to tell a client that we can communicate well and that others value our time, knowledge, and opinions.

We also have a bowl of candy to make a client feel comfortable. I understand that some firms offer bottled water or soft drinks to clients when they come in. This is a nice touch. We also include background music to help people relax. I think that when a client comes to see an attorney, many times there is as much apprehension as when they go to see the dentist or doctor. We think that some

soft, classical background music helps a client relax before they meet with us.

The proposed new bankruptcy law (don't even get me started on this) provides that before filing bankruptcy, a debtor must receive counseling from a non-profit organization. These non-profit organizations will probably be funded by the credit card industry. (Again, don't even get me started on this!) The law provides that this counseling can be provided over the Internet. Should this actually become law, we may need to provide Internet access in our reception room so that clients can receive this "counseling" at our office.

I can even envision a reception room of the future. Internet access could be provided so that clients can check their e-mail or log on to their work computer while they are waiting. A 50" flat screen, liquid plasma monitor might be on a wall providing a short video or multimedia presentation about the firm and the strengths of its attorneys. Wireless keyboards might be available so clients can input some information about themselves even before they meet with an attorney. Information or data might even be available for download into a client's palm or pocket CE device. All this can be done with existing technology, so it is possible right now. All you need is some imagination (and money). If you really think about it, the possibilities are endless!

Our reception rooms are a huge opportunity to make a fantastic and lasting first impression upon your clients. What impression does your reception area make?

Dave Hagen is a principal at Merritt & Hagen. The firm's practice focuses on representing individuals and small businesses in bankruptcy. He speaks to attorneys often on the areas of bankruptcy, the marketing of legal services, and the practice of law. He welcomes your comments to this series of essays.

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International Service of Process: Why Every Attorney Should Beware

BY NELSON TUCKER, PRESIDENT OF ATTORNEY SERVICES OF SOUTHERN CALIFORNIA

Not only did law school minimize the importance of the laws related to service of process, but they did not even mention international service.

Now, with the world shrinking and the global economy expanding, litigation between parties in the United States and foreign countries is increasing at a substantial rate annually. No doubt, within a short period of time, most U.S. attorneys will be faced with having a foreign defendant served with legal documents. What do you do, then?

Most international disputes arise from such areas as personal injury, trademark and patent infringement, products liability, family law, collections, and real estate matters.

International service of process seems to be a maze until you discover that certain treaties and local laws may apply. The most widely used treaty is the "Hague Service Convention" which outlines the methods of service in a specific country. Another "formal" method of international service is by Letters Rogatory, a cumbersome, expensive and time-consuming method that should be used only as a last resort.

Understanding the procedures for compliance with applicable treaties and local laws will avoid civil and criminal penalties against the attorney and client who violate the law, albeit unknowingly. In most instances, California law does not apply to service outside the United States, so it is essential that the process begin with a complete understanding of the laws of the country involved.

Some nations, such as Germany, Japan, Switzerland, Korea and Italy currently outlaw service by private party. Others such as Taiwan, Australia, The Philippines, and Saudi Arabia do not have treaties in force and allow serv-

ice by an "informal" method, such as by private process server.

Many nations require the court documents to be translated into the official language of that country, while others accept an English version. Translation costs can often exceed the fee for service so it is vital to consult with a foreign service of process specialist prior to filing the case, if possible.

The greatest challenge for most international services is meeting court-established deadlines. An extension of time for completion of service can normally be obtained by providing the court with a proper declaration from the process server.

Although few private process servers understand the rules related to international service, some specialize in serving the needs of clients in foreign markets where the maze is simplified.

Nelson Tucker is President of Attorney Services of Southern California. He is also the founder of Process Service Network, based in the San Fernando Valley with offices in London, Taipei, Manila, Bombay/Mumbai and Sao Paulo. The firm specializes in hard-to-serve and international service of process. Tucker has authored 2 books on service of process and regularly conducts MCLE courses on service of process. He is an Associate Member of the San Fernando Valley Bar Association. His website is www.processnet1.com.

The SFVBA invites members to submit articles for Bar Notes. Articles should be educational in nature, and can be tailored for the new practitioner or experienced lawyer. The typical article is 800 to 1,200 words in length, and contains no footnotes. Articles can be submitted electronically to epost@sfvba.org. For additional guidelines, contact Liz Post at (818) 227-0490 ext. 101.

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WRONGFUL TERMINATION
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Former: State Bar Prosecutor; Judge Pro Tem. Legal Malpractice Expert, Bd. Certified CA & ABA. BS, MBA, JD, CAOC, ASCDC 35 years exp. Fmr. Chair SFVBA Ethics, Litigation, WCAB. Law Offices of Phillip Feldman (818) 986-9890. www.legalmalpracticeexpt.com.

HELP WANTED...

LITIGATION ATTORNEY
Attorney with 5+ years litigation experience. Preference: Someone who has been a sole practitioner for 2+ years. Fax resume to (818) 991-5077. Our website www.MTCLaw.com.

SERVICES OFFERED...

Family Law attorney available for contract work. Will fulfill all needs from Declarations to Trial Briefs and court appearances. Five years of experience. Reasonable rates. Linda F. Lydon, Esq. (818) 315-0823.

SPACE AVAILABLE...

ENCINO
Three window and 3 interior offices, each with secretarial space, available in a single suite in the ENCINO LAW CENTER. Lease all or part. Conf. rooms on each floor, 2 law libraries, valet parking for clients. Call George (818) 788-3651.

Premium Encino executive suites include receptionist, conference room, tax library, kitchen. Photocopying, underground parking available. 15821 Ventura Blvd Suite 275. Call T. Ball. 818.990.6363

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$1,100 Wdlnd Hls Offc space in 5 attorney suite ($1,450 w/ secretarial). Conf rm, library, copier, storage, kitchen, parking, cleaning service. Karen (818)340-4479.

Approx. 170 sq. ft. office includes secretary space, phone answering, use of conference room, copier, fax, DSL, etc. Furnished/unfurnished (818) 883-4501.

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SUPPORT SERVICES...

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Annual Law Day Dinner & Silent Auction

More than 250 attorneys, students, firefighters, law enforcement officers, and elected officials attended the Valley Community Legal Foundation's Annual Law Day Dinner on May 9 at the Warner Center Marriott. The evening paid tribute to local heroes in law enforcement. Best-selling author Robert Tanenbaum was awarded the Justice Armand Arabian Law & Media Award. A Silent and Live Auction accompanied the dinner, which helped raised funds for scholarships and grants.

July/August Events

calendar and MCLE event listings

Taxation Section

Topic: **Joint Ventures Between Non-Profits and For Profits**
Speaker: Louis Michelson, Esq.
Date: July 9
Time: 7:30 a.m.
Place: Boldra, Klueger & Stein LLP
21031 Ventura Blvd, Ste 1010, Woodland Hills
Cost: $10 members prepaid; $15 at the door
$15 non-members prepaid; $20 at the door
MCLE: 1 Hour

ADR Section

Topic: **Tips and Techniques in ADR**
Speakers: Open Forum
Date: July 10
Time: 6:00 p.m. Dinner and Program
Place: SFVBA Conference Room, Woodland Hills
Cost: $30 members prepaid; $35 at the door
$35 non-members prepaid; $40 at the door
MCLE: 1 Hour

Business Law and Real Property Section

Topic: **Local Rules Revision: How Are They Working?**
Speakers: Lawrence Simons, Esq. and
Elizabeth Rojas, Chapter 13 Trustee
Date: July 23
Time: 12 p.m. Lunch and Program
Place: SFVBA Conference Room, Woodland Hills
Cost: $25 members prepaid; $30 at the door
$30 non-members prepaid; $35 at the door
MCLE: 1 Hour

Information & Reservations 818•227•0490

SIGN ME UP!

SEND CHECK TO **SFVBA**
21300 Oxnard St., Suite 250
Woodland Hills, CA 91367

FOR MORE INFORMATION CALL (818) 227-0490

SECTION _____
NAME _____
STATE BAR # _____
TELEPHONE # _____
CHARGE IT! CC # _____ EXP. DATE ____
SIGNATURE _____

Food and beverages served at every MCLE event!

* Please note that no credit will be given unless notice of cancellation is provided 48 hours before scheduled event

Barristers/New Lawyers Section

Topic: **Hot Topics: Get The Job You Want**
Speakers: Attorney Network Services
Date: July 24
Time: 12 p.m. Lunch and Program
Place: SFVBA Conference Room, Woodland Hills
Cost: $15 members prepaid; $20 at the door
$20 non-members prepaid; $25 at the door

Lawyer Referral & Information Service and the Family Law Section

Topic: **Unbundled Legal Services**
What It Is and What It Isn't
Learn common myths and pitfalls to watch out for while expanding the services you offer, your client base, and your profits. Ms. Talia will discuss:
- When you should (and should never) unbundle and how to tell the difference
- Sample client contracts; new Judicial Counsel forms
- How to avoid malpractice claims
- Ethical considerations
- How to get out of the case when the task is completed

Speaker: M. Sue Talia, nationally known expert and author on limited scope representation.
Date: Friday, July 25, 2003
Time: Noon to 1:30 p.m. Lunch and Program
Place: Van Nuys Superior Court Judge's Lounge, 2nd Floor
Space is limited! Reserve your seat today.
Cost: $15 members prepaid
MCLE: 1 Hour

Attorney members are invited to join and attend the SFVBA Delegation meetings on July 9, July 16, July 23, July 30, August 6, and August 13 at 5:30 p.m. at the Law Offices of Tamila Jensen at 10324 Balboa Blvd, Ste 200, Granada Hills. Call (818) 363-6733 to attend. Delegates are debating counter arguments to proposed resolutions for the 2003 Meeting of the Conference of Delegates of the California Bar Associations.

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