



BarNotes

A Publication of the
San Fernando Valley Bar Association

In This Issue

President's Message3

Attorney Referral Service5

Litigation Section Plans7
Active Year

Small Businesses Can Shield8
Themselves from Liability

Increasing Your Website's10
Visibility in Google

Notice to Attorneys12

Santa Clarita Valley Bar13
Association

New Members14

Valley Community15
Legal Foundation

Classified Ads19

NEW YEAR, NEW DIGS BAR ASSOCIATION COMPLETES MOVE TO UPGRADED SPACE

LISA MILLER, EDITOR

The San Fernando Valley Bar Association is committed to growth and developing ever more sophisticated member services and benefits. And its recently completed move to new space makes it yet more prepared to support these initiatives.

The bar relocated over the summer to new space at 21250 Califa Street in Woodland Hills. The new suite of offices is just one street away from the former location on Oxnard Street.

“These new facilities help us serve our members’ diverse needs efficiently and effectively,” bar president Sue M. Bendavid-Arbiv says. “We’re committed to upgrading our offices to meet these changing needs.”

The bar’s new location is on the ground floor, an improvement over the former facilities. The first floor location ensures easy access for all bar members, visitors, and staff.

“We saw a lot of different options when we were searching for our new offices,” Elizabeth Post, the bar’s long-time Executive Director, says. “This was a super deal for a really efficient layout.”

Visitors to the new location will notice that the bar has maintained many members’

favorite aspect of the prior office: ample free parking both in front of and in back of the office. And the parking dovetails well with the new ground-floor situation.

“I’m really jazzed about this move,” Trustee Jonathan Arnold says. “It’s a real upgrade for the bar at a crucial time in its existence.”

The new offices include a spacious new conference room. The conference room will offer an upgraded experience for members attending section and other meetings. And the bar is already renting the space out for mediations and hearings.

“Change is good,” Trustee Myer J. Sankary says. “I’m pleased to see the Bar making this great change for its members.”

To introduce members to the new facilities, the bar is planning an open house reception at the new location for Monday, October 15, starting at 5:30 p.m. The bar will be serving hot and cold hors d’oeuvres, light refreshments and dessert.

For more information about the open house reception, contact Events Coordinator Linda Temkin at events@sfvba.org.

San Fernando Valley Bar Association Open House and Ribbon Cutting Ceremony

October 15, 2007
5:30 p.m.

21250 Califa Street, Suite 113
Woodland Hills, CA

Hors D’oeuvres and Light Refreshments

Call (818) 227-0490 ext. 105 to RSVP.



OUR INTELLECTUAL PROPERTY / FRANCHISE DEPARTMENT

We provide full service representation to franchise companies nationwide including developing new franchise programs and consulting for experienced franchisors. We prepare Uniform Franchise Offering Circulars and all forms of franchise agreements, state franchise registration and disclosure compliance, defense of government franchise investigations, and enforcement and defense litigation. We assist clients in trademark and copyright matters including regulation, enforcement and litigation. We have provided expert testimony in litigated franchise law disputes. Our attorneys are frequent speakers and authors on franchise and intellectual property topics. We are active in The American Bar Association Forum on Franchising.



DAVID GURNICK
(818) 907-3285



TAL GRINBLAT
(818) 907-3284



JEREMY M. GOLAN
(818) 907-3218



NICHOLAS KANTER
(818) 907-3289

A full service law firm for more than 35 years.

- **Business (Transactions and Litigation)** -- Corporations / Partnerships / LLCs
Commercial Finance • Employment • Environment • Equipment Leasing • Franchising
Health Care • Intellectual Property • Land Use / Development • Mergers / Acquisitions
Real Estate Finance, Leasing, Sales and Acquisitions • Tax Planning
- **Consumer** -- Family Law • Personal Injury • Tax and Estate Planning

LEWITT HACKMAN

LEWITT, HACKMAN, SHAPIRO, MARSHALL & HARLAN
A LAW CORPORATION

16633 VENTURA BOULEVARD, 11TH FLOOR, ENCINO, CALIFORNIA 91436
(818) 990-2120 • WWW.LEWITTHACKMAN.COM

BarNotes

**SAN FERNANDO VALLEY
BAR ASSOCIATION**

21250 Califa Street, Suite 113
Woodland Hills, CA 91367
Phone (818) 227-0490
Fax (818) 227-0499
www.sfvba.org

Editor
Lisa Miller

BOARD OF TRUSTEES

PresidentSue Bendauid-Arbiv
President-ElectTamila Jensen
SecretaryRobert Flagg
TreasurerSeymour I. Amster
Past PresidentPatricia McCabe
Executive DirectorElizabeth Post

TRUSTEES

Chancela Al-Mansour	Leonard J. Comden
Matt Crowley	Ronald Gold
Adam D.H. Grant	David Gurnick
Wendy Hartmann	Tamiko Herron
Steven G. Mehta	Everett Meiners
Sanford L. Michelman	Vahid Naziri
Caryn Brottmann Sanders	Jan Frankel Schau
Alan J. Sedley	

STAFF

Associate Executive
Director.....Michele Morley
Referral CoordinatorGayle Linde
Referral CoordinatorLucia Senda
Referral CoordinatorRosita Soto
Events CoordinatorLinda Temkin
Administrative AsstAileen Jimenez

SECTION CHAIRS

ADRAlan Saler
Lyle Greenberg
Business Law.....Steven R. Fox
Criminal LawSeymour Amster
Louisa Pensanti
Family LawRhonda Rauch Miller
Ellen Friedman Tinero
Intellectual Property, Entertainment
& Internet LawMishawn Nolan
LitigationDavid Gurnick
New LawyersJustin Gold
Probate & Estate
PlanningWendy Hartmann
David Coleman
Small Firm &
Sole Practitioner.....Lisa Lerner Miller
Women LawyersRoxanna B. Kaz
Workers' Comp.....William Kropach

Bar Notes is published 11 times a year. Articles, announcements, and advertisements are due by the first day of the month prior to the publication date. The articles in Bar Notes are written for general interest and are not meant to be relied upon as a substitute for independent research and independent verification of accuracy.

Layout & Design
Pre-press & Printing
Master Graphics Printing
(818) 343-0500

Forward Focus Important Issues Face the Bar Association and Valley Legal Community

SUE M. BENDAUID-ARBIV, SFVBA PRESIDENT



At age 17, I lived on a kibbutz in Israel. For months, I drove a tractor from sunrise to sunset -- pulling irrigation lines from one side of a cornfield to the other. Back and forth. Day in, day out. Without the benefit of modern technological distractions (like the iPod), I bounced up and down on the tractor seat in silence (except for the tractor's constant grinding) and daydreamed about life and where it would lead. I look back fondly at that idyllic time and remember the responsibility I had and discipline I needed.

Looking forward, I similarly respect the responsibilities I bear as incoming president; having been honored to lead a respected organization with an 80-year history and 2,100 members who include accomplished lawyers and business leaders of our community. It is quite a contrast because as we still bounce up and down in our daily lives, we must move our organization not back and forth, but in only one direction – forward. Nor will we proceed in silence. Our community and our society are surrounded and filled with the hubbub of politics and courts and justice. We must help plow and lay the lines for the future.

In his first Inaugural Address, President Bill Clinton said: “[L]et us begin with energy and hope, with faith and discipline, and let us work until our work is done.” As we start this new year for the

San Fernando Valley Bar Association, we should, together, optimistically work with energy, hope, faith and discipline to accomplish our current goals and those we create in the coming year.

Fortunately, we have a good start. With the capable assistance of Executive Director Liz Post, Associate Director Michele Morley, all of the staff, and the leadership and commitment of our all-volunteer Board of Trustees, our bar association is stronger than ever.

With the recent move to our new location, the staff and Board of Trustees are energized to hit the ground running on our initiatives. For those of you who haven't yet visited our new offices, I encourage you to stop by our Open House on October 15 and say hello. We're at 21250 Califa Street, Suite 113 in Woodland Hills.

Much of our focus this year will be on increasing activities that will be both fun and beneficial to members and our law practices. This will include networking, impressive MCLE events with experienced speakers (including our own members and judicial officers) and social get-togethers. We also intend to work closely with our local judicial officers and community business leaders to increase community outreach.

In 1964, at the height of the civil rights movement, our bar association

continued on page 16

DARRYL H. GRAVER, ESQ.

818.884.8474
fax 818.884.8388



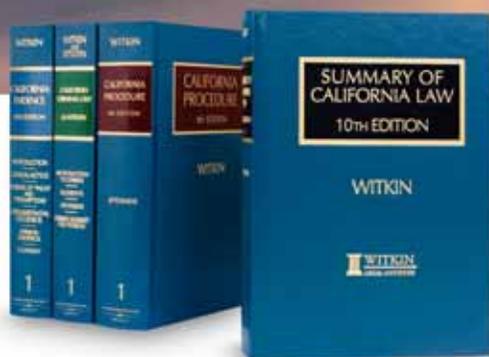
**Experienced
ARBITRATOR/MEDIATOR**

**Over 3,000
successful
conclusions**

**“HAVE GAVEL
WILL TRAVEL”™**

Witkin
is a Westlaw®
online exclusive
beginning in 2008.

Cut through the fog of law.



The Witkin Library:

- Summary of California Law, 10th
- California Procedure, 4th
- California Criminal Law, 3d
- California Evidence, 4th

For clear and complete guidance on California law, use *Witkin*.

Clear discussions. Brighten your day with footnote-free text. *Witkin* provides a clear and comprehensive discussion of every important area of California practice.

Complete coverage. *Witkin* reviews every California case and identifies the important issues, making it easier for you to find a case similar to yours.

Argument makers and breakers. *Witkin* uncovers conflicts and explains nuances, making it easier to develop solid arguments for your client and to fracture the arguments of opposing counsel.

For more information, call your local West representative at 1-800-762-5272.

Better results faster.

THOMSON
WEST

Change Has Come

Attorney Referral Service Increases Cap, Hourly Rates

MICHELE C. MORLEY, ASSOCIATE EXECUTIVE DIRECTOR FOR PUBLIC SERVICE



The Board of Trustees has approved a revision to our Modest Means Rules; the new rules are set out below. The primary change is that the hourly rate has increased from \$100 to \$175, and the cap has increased from \$2,100 to \$3,500, still a very modest fee.

One of the reasons that the Limited Scope Services has been so successful is that many previous “modest means” referrals are now limited-scope referrals, where the attorneys charge their standard fees. However, the modest means program still provides a resource for many who need the option of a reduced fee. The attorneys who are members of the modest means panels provide exceptional service to the public.

Bar member A. Hillary Grosberg chaired the referral service subcommittee that reviewed the rules and made the recommendations for change, along with committee members Richard Lewis, Donna Laurent and Kevin Lynch. I thank them for their work and for the speed with which they accomplished the task.

As we begin a new fiscal year I reiterate our commitment to serving the public and our panel attorneys. I expect to hear from you with any complaints or suggestions for improvements. The only way we can be the best is to know when we have not performed as you expected. I know that you set the bar high for us. And that is exactly what we want, as we relish the challenge and excitement of meeting your highest expectations.

At my age, I have made more mistakes than I ever expected to make. I try not to make a mistake more than once. Please help the A.R.S. to be a no-mistake or no-mistake-is-repeated referral service.

You will soon be receiving in the mail a renewal contract to sign for the A.R.S. This is a formality that is required by the State Bar for our certified referral service. Please initial the form, sign, print your name and fax back to Attorney Referral Service. 📧

RULE 16: MODEST MEANS PROGRAM REVISED AUGUST 2007

16.1 Definition of Modest Means Program:

The Modest Means Program is a public service program of the San Fernando Valley Bar Association's Attorney Referral Service intended to provide access to legal services for people of modest means. The financial guidelines for client eligibility are based on the federal poverty guides and are set at approximately 175 percent of the federal poverty level.

16.2 Determination of Referral Caller Eligibility:

Client eligibility for the modest means program shall be determined by the A.R.S. staff only. Attorneys participating in the modest means program shall not, and may not, determine that a referral qualifies for the modest means program. Modest means eligibility determination

by the A.R.S. staff is final. Eligibility can be determined by the LRIS staff based on an oral interview but subject to proof being provided by the caller. If a caller fails to provide proof of modest means status, the A.R.S. staff shall revoke the client's modest means eligibility.

16.3 Determination of Attorney Eligibility:

(A). Regular Panel Members: In order to be eligible to be referred modest means clients, an attorney:

1. Must be a member of the A.R.S. in good standing;
2. Must meet the requirements for the particular area of law panel in which the client seeks services;
3. Agrees to abide by all A.R.S. rules and requirements, and agrees to provide legal services at the set rates for the modest means program.

16.4 Attorney Fee Schedule for Modest Means:

(A) Family Law

1. Hourly rate not to exceed \$175
2. Total fees not to exceed \$3,500 plus costs for uncontested dissolution or post judgment OSC, unless the ARS director has, in writing, authorized in advance a higher fee because of extraordinary circumstances and the client has been informed
3. Costs are charged in addition to fees

(B) Estate Planning

1. Hourly rate not to exceed \$175
2. Total fees not to exceed the below listed fees plus costs unless the ARS director has, in writing, authorized in advance a higher fee because of extraordinary circumstances and the client has been informed

A. Simple Will: \$250

B. Will with testamentary trust: \$850

C. Durable Power of Attorney: \$150

D. Advanced Health Care Directive: \$150

E. Deed or Affidavit: \$150

F. Intervivos (“Living”) Trust with Pour-Over Will:

(1) Single Person: \$1,200

(2) Married Couple: \$1,700

G. Restatement of Intervivos Trust with Pour-Over Will:

(1) Single Person: \$1,200

(2) Married Couple: \$1,700

3. Costs are charged in addition to fees

(C) Landlord/Tenant

1. Hourly rate not to exceed \$175 plus costs in Unlawful Detainer actions



Sometimes numbers are the only prints left behind.

Arxis Financial is a proven forensic accounting and litigation specialist. We will examine the financial data and help you determine the "bottom line." Arxis provides financial and valuation analysis needed to resolve a variety of legal disputes from family court to civil, criminal, and probate courts. In many cases our experts can help you reach a settlement. If trial or arbitration is required we give you the support you need to win.

Chris Hamilton, CPA, CFE, CVA
805.306.7890
www.arxisfinancial.com
chamilton@arxisgroup.com

ARXIS
 FINANCIAL, INC.

FORENSIC ACCOUNTING BUSINESS VALUATION FRAUD ANALYSIS

When Bankruptcy May Be the Best Solution...

Choose an experienced & knowledgeable attorney who provides personal & timely attention and recommends bankruptcy only when it is the best solution.



Law Offices of Steven R. Fox
 Bankruptcy & Related Matters

Debtor and Creditor Representation
 Chapter 11 Reorganization
 Bankruptcy Litigation
 Developing and Rebuilding Companies

17835 Ventura Blvd., Suite 306
 Encino, CA 91316 III (818) 774-3545
SRFox@FoxLaw.com

From Amicus Briefs to Zoning Lawsuits, and Everything in Between Litigation Section Plans Active Year

BY LISA MILLER, EDITOR



The San Fernando Valley Bar Association Litigation Section plans an active 2007-08 year for section members. Already on the books are presentations by Van Nuys Superior Court Judge Bert Glennon, who will discuss developments and trends in the courts; a panel discussion by a number of Superior Court clerks who will discuss observations, preferences and even some peeves in working with lawyers; and e-filing overview for federal court cases.

The section is currently working with the bar's ADR Section to develop some joint programming.



"I am honored that incoming bar association president Sue Bendavid-Arbiv asked me to chair the section for the upcoming year," Section Chair David Gurnick says.

Historically, litigation sections have been important groups within bar associations. In addition to providing continuing education for lawyers, litigation sections study developments in litigation practice, make recommendations to their associations for positions on administration of justice issues, and even help prepare amicus briefs on administration of justice issues.

"The amicus activity is especially rewarding for me," Mr. Gurnick, who practices franchise, intellectual property, corporate, civil litigation, technology and licensing says. "It is an opportunity to write passionately about topics we care about."

And the bar has been active in this area; in recent years, the organization has submitted a number of amicus briefs. In 2005, the bar joined in briefs in a series of cases on parental rights of a woman who donated an egg so her female partner could bear children. *K.M. v. E.G.* (2005) 37 Cal.4th 130 (and companion cases). In 1999, the bar participated in an amicus brief in a case on legality of the mandatory continuing education requirements. *Warden v. State Bar* (1999) 21 Cal.4th 628.

"As a section and as a bar association, we can influence the development of law and policy on administration of justice in our community and state," Mr. Gurnick, a partner with Encino's Lewitt, Hackman, Shapiro, Marshall & Harlan, says.

Mr. Gurnick's plans for the coming year's programming are wide-ranging. Ethics, procedure, substantive law, practice development, operation of the courts, supporting the courts and embattled judges are just a few of the areas in which section members might be interested in a free-flowing

exchange of ideas, Mr. Gurnick says. The section hopes to be a lightning rod for developing and expressing collective views.

"One of my goals for the section this year is to choose and consider issues that are relevant to our members and recommend that our Board of Trustees and bar association join the public debate and take sides in appropriate matters," Mr. Gurnick says.

The Litigation Section is particularly appropriate for members who have a substantial portion of their practice in civil litigation and advocacy in the courtroom or alternative dispute resolution forums. This includes plaintiff and defense attorneys in all litigation practice areas.

"The section is seeking members to serve in leadership roles and members to speak on subjects of interest at section meetings," Mr. Gurnick says. "I encourage litigators who are interested to contact me about helping lead our section, speaking at a monthly meeting, or just suggesting meeting topics." ✉

Mr. Gurnick can be reached at (818) 907-3285 or via e-mail at dgurnick@lewithhackman.com.

DON'T GET CAUGHT IN A DRAFT

GAIL A. FORMAN
ATTORNEY AT LAW

Law Review
Former Managing Editor

*Effective, Eloquent
Legal Memoranda*



- ✓ Motions
- ✓ Pleadings
- ✓ Oppositions
- ✓ Replies
- ✓ Discovery
- ✓ Briefs
- ✓ Research

Law Office of Gail A. Forman
(818) 591-1434 • formanlaw@sbcglobal.net

Providing drafting services since 2001 • References and CV upon request

Be Defensive!

Small Businesses Can Shield Themselves from Liability

BY HARMON SIEFF



Individual business owners are often presumed to have deep pockets and therefore become targets for questionable lawsuits. But they can protect themselves to some degree by remaining aware of some of the less-obvious areas of exposure.

Liability for Sports Activity

Golfers Beware! Many small-business owners play golf and have heard sarcastic remarks about a “dangerous” golfer. In California, victims of errant golf ball have long been considered to have legally “assumed the risk” of being hit by wild golf shots, an inherent part of the game. (If everyone always hit straight, we could all be professionals.)

In a recent case, a player went ahead of his group and checked his phone messages about 30 feet from the next tee. Eventually, a co-player teed off; his ball struck the first player’s head. The court ruled that the hitter had a duty to know his co-player’s location. In failing to do so, the hitter created an additional risk, beyond the assumed risk, for which he was liable. (A victim may be held partially responsible for not paying attention.)

So business owners should be careful and insured. Most individuals in this situation will probably be covered by their general liability policies unless they caused the harm on purpose.

Medical Leave of Absence

Although the California Family Rights Act (and similar federal law) entitles qualified workers to medical leaves of absence, an employee must inform the supervisor that medical leave is necessary. In a recent case, a worker’s lawyer notified the employer of his client’s symptoms and provided medical documentation. But the company refused to grant an unpaid medical leave of absence. The court found this to be unlawful disability discrimination.

Theft by Employees

Embezzlement is obviously illegal, but it happens all the time, and disproportionately so among companies with fewer than 100 employees. Smaller companies tend to have fewer accounting controls and less-sophisticated systems.

When You’re Ready to Shake on a Deal...

Is your client ready to expand via acquisition? If so, you want assurance that you will receive practical advice, speed and efficiency from your legal team.

Get the strategic legal advice you need from a former big-firm lawyer with thirteen years of M&A experience. Without the big firm price tag.

Crowley Corporate LEGAL STRATEGY

To get the deal done, call Matt Crowley at 818.703.7372
www.crowleystrategy.com

CDAS
CRIMINAL DEFENSE
ATTORNEY SUPPORT

John Arason
Contract Paralegal *
(Associate Member SFVBA since 2000)

Criminal Habeas Writ Assistant
Writ Package Content

- * Full Record from Court of Appeal.
- * All Court Dockets and Complete Trial Outline.
- * Search on all Witnesses. (State & Federal)
- * Above in 4” D-Binders, Indexed, and Labeled.
- * Extra’s Included: CD (PDF) of Record & Docs, Floppy w/all Courts Formatted Writs. (Cover, Title Page, Index, Statement of Case, Procedural History, & Facts, w/Certifications and Proofs; in Word or WordPerfect)
- * Other Writ Assistance based on hourly rate.

You write your arguments.

14416 Hamlin Street, Suite 104, Van Nuys, CA 91401
(818) 786-5762; (818) 782-9962 fax; (818) 903-6123 cell
cdas@sbcglobal.net

*Under Contract with attorneys licensed to practice law in California or in Federal Courts.
No services offered to the General Public.
(Pursuant to California Bus. & Prof. Code § 6450 et seq.)

A study recently reported by the *Los Angeles Times* found that the most common method of fraud was check tampering, followed by skimming unrecorded sales proceeds, billing manipulations, and improper expense reimbursements. Writing checks to bogus vendors is also a common ploy. Dozens of small checks over a period of years may be considered a “rounding” error, but it adds up.

Most accountants, and the FBI, recommend preventing this by separating financial duties. Businesses should assign someone to reconcile accounts who is not also writing checks. Some business owners have bank statements mailed to their homes, conduct background and credit checks on new employees (with their consent), perform surprise audits, and require workers to take vacations. (Many long-term frauds are exposed during absences when someone else temporarily sits at the embezzler’s desk.)

Illegal Workers

Even employers who are not aware that they are employing illegal immigrants can face prosecution. Employee identification documents are not always reliable; published reports estimate that as many as 90 percent of undocumented workers use fraudulent cards or papers. Failing to comply with employment verification laws can draw fines of \$110 to \$1,100 per illegal worker. And employers can be subject to civil and criminal penalties as well.

For protection, small businesses should consider using the digital databases maintained by the Department of Homeland Security and the Social Security Administration, available to help employers check the immigration status of workers and applicants. Employer should develop reliable systems to retain employment verification information (required by federal law) and perform regular internal audits. Employers must ensure that all verification processes be implemented carefully to avoid even the appearance of racial discrimination.

Registered Domestic Partners

Registered domestic partners have the same legal rights and obligations as spouses. Certain types of business transactions have long required spousal consent, and those buying real or personal property from individuals have long been expected to inquire as to the seller’s marital status. Now, business persons must also inquire as to their domestic partnership status. Domestic partners also have “spouse-type” rights to recover for negligent infliction of emotional distress resulting from an observed injury to the partner, sue for wrongful death of the partner, use sick leave to attend to an ill partner, make healthcare decision on behalf of an incapacitated partner, and receive insurance benefits equivalent to those of spouses.

The California Secretary of State will confirm registrations upon formal inquiry. When in doubt, have relevant individuals provide signed and sworn statements declaring whether they have spouses or registered domestic partners. ♣

Harmon Sieff practices business law and litigation in Encino. He can be contacted at (818) 986-4563 or via e-mail at SieffLaw@aol.com.

ADR SERVICES, INC.

N E W

Now serving the San Fernando Valley legal community




Eleanor Barr, Esq.

Myer Sankary, Esq.

Also available through ADR Services, Inc.




Hon.
Armand Arabian
(Ret.)

Hon.
David Horowitz
(Ret.)




Jeffrey Palmer,
Esq.

Hon.
Thomas Schneider
(Ret.)

For more information or scheduling, please contact:

Lucie Barron, President
1900 Avenue of the Stars, Suite 250
Los Angeles, California 90067
310.201.0010 Tel
310.201.0016 Fax



ADR
SERVICES, INC.
www.adrservices.org

Increasing Your Website's Visibility in Google

BY KEN MATEJKA



It is well known that Google dominates the U.S. search market and increasingly people have been going to Google to find local goods and services, including legal services, instead of using more traditional media like the Yellow Pages. It has also been found that search engines users seldom go to page two of search engine results. Consequently, it is more important now than ever that your law firm's website is visible on the first page of Google's search engine results page (SERP).

The SERP is divided into two parts: (1) the Sponsored Links, indicated by the smaller circles in the screenshot below, and (2) the "natural" listings, indicated by the larger circle in the screenshot below.

Sponsored Listings

The easiest way to ensure that your website is on the first page of Google's SERP for all of your desired search phrases is through Google's

Sponsored Links. Google allows you to bid on search phrases that you select, and to show ads that you have written when someone types your search phrase into the Google search textbox. Your maximum bid allows you to choose where your ad is placed in Google's search results.

Natural Listings

In addition to the Sponsored Listings, you will want to be sure that you do everything you can to be sure that Google gives you the best possible placement in its "natural" listings. At the outset it must be noted that Google is very difficult to manipulate in terms of the placement of your website in Google's index. Google's algorithms are complicated, constantly changing, and above all, secret. There are certain website elements, however, that have been shown to improve how favorably Google indexes your website.

Substantial and Unique Content

Google favors informative websites in its index and it disfavors commercial websites, and it will likely view your law firm's website as a commercial site until the site has lots of good information on it. Google's reasoning here is that people go to Google's natural results for information and they go to the paid advertising to buy stuff.

So if your law practice involves personal injury law, you will want to have pages dedicated to useful information about personal injury law. You will also want each page's content to be as specific as possible, for example, you may want to have one page about auto accidents and another about slip and falls. Include geographic qualifiers in your page but avoid keyword stuffing because Google may devalue a web page if it detects an abusive practice.

Then link all of these new pages from your website's site map so that Google will be able to find all of the new content on its next pass-through. If your website doesn't have a site map, create one for this purpose.

Call to Action

Finally, remember to have a prominent call to action for people who eventually, hopefully, find your new pages in Google's search results. A conspicuous "Contact us for more information" button or link, visible in the user's browser without scrolling, will help convert your website visitors into inquiries, and a prompt, friendly response from your office will help convert some of those inquiries into clients. 📞

Ken Matejka is a California attorney and co-founder of LegalPPC, a company dedicated to helping solo practitioners and small law firms get more clients from Google. If you have questions about this article or about Google generally, contact Ken@LegalPPC.com.

The screenshot shows a Google search for "personal injury attorney" with 5,010,000 results. The top results are sponsored links, and the bottom results are natural listings. Two small circles highlight the first two sponsored links, and a large circle highlights the first natural listing.

Sponsored Links:

- CA Personal Injury Lawyer - www.MichaelHSilvers.com - 30 Years Specializing in Motorcycle & Car Accidents. 24 CA Locations.
- Personal Injury Attorneys - www.btbandb.com - Over 30 years experience. Aggressive, dedicated attorneys.
- Personal Injury Attorney? - BisnetChase.net/Personal-Injury - We've Won 1,923+ Cases No Fees Until We Win!

Natural Listings:

- PERSONAL INJURY LAWYER - ATTORNEY NATIONWIDE! - Personal Injury Lawyers experienced in wrongful death, auto accidents, trucking accidents, motorcycle injuries and many other types of injury litigation.
- Personal Injury Lawyer-Claim your Compensation, Find an Attorney - Find personal injury lawyers or law firms specializing in personal injury law. Claim injury compensation and settlement for cases including automobile ...
- Personal Injury Lawyers - National Network and Directory of Personal Injury Lawyers. Provides a forum, bulletin for personal injury lawyers.
- Gary Etto is a Personal Injury Attorney and Auto Accident Lawyer ... - Gary C. Etto is a California personal injury attorney and trial lawyer who litigates catastrophic personal injury and wrongful death cases for defective ...

ARC is opening in Century City!

ARC is expanding to new offices with larger conference rooms and more caucusing space in the prestigious **Watt Plaza, North Tower**
1875 Century Park East.

Opening October 1, 2007.



For more information and complete panelist profiles, visit www.arc4adr.com
 310-312-6002 • 213-623-0211

GROSSLIGHT INSURANCE, INC.

Superior service and quality products for your law firm

LAWYERS' PROFESSIONAL LIABILITY

ALL AREAS OF PRACTICE
 SMALL & LARGE FIRMS
 FULL TIME & PART TIME
 IN-HOUSE COUNSEL
 "A" RATED CARRIERS
 NO BROKER FEE
 NO MEMBERSHIP REQUIRED

(310) 689-5325

ADDITIONAL PRODUCTS FOR BUSINESS & HOME

BUSINESS OWNERS' PACKAGE
 WORKERS' COMPENSATION
 EMPLOYMENT PRACTICE LIABILITY
 UMBRELLA
 FUDICIARY BONDS
 EMPLOYEE BENEFITS
 AUTO/BOATS/YACHTS
 HOMEOWNERS' / CONDO OWNERS'

(310) 689-5344

SINCE 1950

1333 WESTWOOD BOULEVARD . LOS ANGELES, CA 90024
 LICENSE NO.0247283

Los Angeles Superior Court Notice To Attorneys Invitation to Potential Temporary Judges

New Rules Affect Volunteers' Eligibility

New California Rules of Court, effective January 1, 2007, changed the qualifications necessary to serve as a Temporary Judge. The Los Angeles Superior Court now invites interested attorneys who have been members of the California State Bar for at least 10 years, to submit an application, and to participate in training programs in satisfaction of the Judicial Council's new requirements.

Training will be offered online by the Education Division/California Center for Judicial Education and Research (CJER) at www2.courtinfo.ca.gov/protem, on a statewide basis and by Los Angeles Superior Court. Only those qualified attorneys who submit a new application and complete the requisite training will be considered for volunteer service as a temporary judge. The certification earned is valid for three years.

Volunteers should e-mail TempJudgeProgram@lasuperiorcourt.org or call S. Elliott-Jensen at (213) 974-6195 to request an application.

Volunteers who have completed online courses should forward their certificates of completion and a completed Temporary Judge Application and Placement Questionnaire to the Temporary Judge Program Office, 111 N. Hill Street, Room 536, Los Angeles, CA 90012.

Temporary judges serve at the discretion of the Presiding Judge. Neither appointment nor service as a temporary judge creates any employment relationship with the Court.

"The contribution temporary judges make to the people of Los Angeles County and the Los Angeles Superior Court cannot be underestimated," said Presiding Judge J. Stephen Czuleger, "Please take the time to consider volunteering for this important professional activity." ♣

To Aid Families In those moments when difficult issues arise



Richard Lewis, Esq.
Attorney at Law

Past president
of the San Fernando
Valley Bar Association.

- **Family Law**
- **Probate**
- **Estate Planning**

Providing
services to the
San Fernando Valley
for over 18 years



(818) 704-0585
www.RichardLewis.com

Messenger Service Discounts to SFVBA Members



24th Year of Service to the San Fernando Valley/Southern California Legal Community

- **Noon Court Run - same day filing in all So. Cal. Courts**
- **Process Serving Per Your Exact Specifications**
- **Last Minute Court Filings in All Southern California Courts**
- **Mobile Notary**
- **Custom Courier Routes**
- **Regular, Rush and Hot Rush**
- **Licensed/Bonded/Insured Uniformed Messengers**

(818) 774-9111 • (323) 851-7500
(310) 273-3002 • (805) 777-7170

*"We Don't Promise Anything
We Can't Deliver"*

- EXPERT WITNESS - CONSTRUCTION

39 YEARS
CONSTRUCTION EXPERIENCE

SPECIALTIES:

Law Suit Preparation/Residential Construction, Single and Multi-family, Hillside, Foundations, Concrete Floors, Retaining Walls, Waterproofing, Water Damages, Roofing, Carpentry/Rough Framing, Tile, Stone, Materials/Costs, Building Codes.

CIVIL EXPERIENCE:

Construction defect cases for insurance companies and attorneys since 1992

COOK **CONSTRUCTION COMPANY**

STEPHEN M. COOK
General Contractors License B431852
Graduate study in Construction
L.A. Business College, 1972

Tel: **818-438-4535** Fax: 818-595-0028
Email: scook16121@aol.com

7131 Owensmouth Ave., Canoga Park, CA 91303

Make Fall a Time for Change Commit to Your Community



CARYN BROTTMAN SANDERS, SCVBA PRESIDENT

The fall season. Do you look at it as a time for regrouping and moving ahead, or the time to shrink and fall like the leaves, or time to prepare to hibernate like certain animals? School is back in session, summer vacations are almost forgotten, and the days are getting shorter.

For most organizations, it is a time for new members, new officers and trustees, and planning for the coming year. This fall, I challenge you to regroup, rethink some of your outlooks and priorities, and get focused. Don't get into the fall slump. Find something you can do to make your days more productive, and then find the time to do something you truly enjoy. Get involved, be it your bar association, your community, or favorite organization. Make a commitment this fall to sign up for that committee and truly get involved.

I know that spring is usually considered a time for rebirth, cleaning house and other clichés, but sometimes spring creeps up on us and due to our busy schedules, we barely notice. For whatever reason, fall hits us in the face, and not usually with the most positive references. Yes, it is colder, darker, and busier. But because it is in our face, let's make fall a time for positive change. Both the San Fernando Valley Bar Association and the Santa Clarita Valley Bar Association welcome new faces and more active members. Come join us this fall, or get more involved.

Santa Clarita has earned the distinction of being designated as an Enterprise Zone. At our August meeting, we learned what that can mean for our clients and our own offices. There are many benefits and pitfalls and Jon Collard did a wonderful job attempting to demystify the process and the very concept of the Enterprise Zone.

Our October 18 lunch meeting will be a panel discussion about homeowner's associations, including rights and obligations of the residents and the associations and the enforcement of those rights. In November, we will install our new officers and board members and

recognize people who have made a difference in our organization. Please plan to attend this event to support our bar association and the people who work so hard to make it great. ✎

For event and association updates, check our website at www.scvbar.org.

ARBITRATION and MEDIATION



ALL TYPES OF DISPUTES BETWEEN INDIVIDUALS AND COMPANIES

International Trade Disputes • Discovery • Accounting and Financial Statement issues and disputes • Corporate and small business marketing issues and disputes • Human Resource issues, and disputes between large corporations and small companies • Contract disputes of all kinds • Homeowner Associations disputes and issues • Domestic and partnership relationship disputes including divorce

ALL REAL ESTATE, INCLUDING: Evaluations • Contracts • Zoning • Development • Construction • Secondary Marketing • Borrowers/Lenders • Residential Escrows • Residential • Commercial • Apartments • Lending • Contracts

Thirty years as CEO, including a nationwide company. Eight years as an Arbitrator

DAVID W. DRESNICK, PRESIDENT ■ ARBITRATOR/MEDIATOR

tel: 818-790-1851 • fax: 818-790-7671 • e-mail: dave@mediationla.com • www.mediationla.com

Carolyn Hoff Realtor® and Expert Witness



A Trusted Professional with over 30 years Experience

An Expert Witness in the field of **Escrow & Title Insurance**

Giving you the Highest Level of Service in the Industry

WWW.CAROLINHOFF.COM choff@roadrunner.com

C 818.590.4589 T 805.446.1889

Sotheby's
INTERNATIONAL REALTY

Elder Law & Nursing Home Abuse & Neglect

Law Offices of Steven Peck is seeking association or referrals for:

- 1) Nursing Home Abuse & Neglect (Dehydration, Bedsores, Falls, Death)
- 2) Financial Abuse (Real Estate, Theft, Undue Influence)
- 3) Trust & Probate Litigation (Will Contests, Trusts, Beneficiaries)
- 4) Catastrophic Injury (Brain, Spinal Cord, Aviation, Auto, etc.)

26 years experience

TOLL FREE **866.999.9085** LOCAL **818.908.0509**

www.californiaeldercarelaw.com • www.premierlegal.org • info@premierlegal.org

WE PAY REFERRAL FEES PURSUANT TO THE RULES OF THE STATE BAR OF CALIFORNIA



Applications For Admission

THE FOLLOWING JOINED THE SFVBA IN AUGUST 2007:

Michael Chung
Neighborhood Legal Services of LA County
1104 East Chevy Chase Drive
Glendale, CA 91205
Tel (818) 291-1768
michaelchung@nls-la.org
Public Interest

David Peter Cwiklo
21550 Oxnard Street, Tenth Floor
Woodland Hills, CA 91367
Tel (818) 719-8000 Fax (818) 719-9009
dpcwiklo@aol.com

Oscar C. Gonzalez
Wasserman, Comden & Casselman LLP
300 Esplanade Drive, Suite 1960
Oxnard, CA 93036
Tel (805) 988-0285 Fax (805) 988-0375
ogonzalez@wcclaw.com
Real Estate, Estate Planning

Kathleen M. Grassini
Grassini & Wrinkle
20750 Ventura Blvd., Ste. 221
Woodland Hills, CA 91364
Tel (818) 348-1717 Fax (818) 348-7921
katie@grassiniwrinkle.com

Julie A. Greenwald
Neighborhood Legal Services of LA County
13327 Van Nuys Blvd.
Pacioma, CA 91331
Tel (818) 896-5211 Fax (818) 896-6647
juliegrenwald@nls-la.org

Robin E. Jacobson Sipkins
Stubbs Alderton & Markiles, LLP
15260 Ventura Blvd., 20th Floor
Sherman Oaks, CA 91403
Tel (818) 444-4529 Fax (818) 444-6329
rsipkins@biztechlaw.com
Intellectual Property

Lars C. Johnson
Grassini & Wrinkle
20750 Ventura Blvd., Ste. 221
Woodland Hills, CA 91364
Tel (818) 348-1717 Fax (818) 348-7921
lars@grassiniwrinkle.com

Talin Keshishian
Ezra, Brutzkus & Gubner
21650 Oxnard Street, Suite 500
Woodland Hills, CA 91367
Tel (818) 827-9000 Fax (818) 827-9099
tkeshishian@ebg-law.com

Christina T. Ku
Neighborhood Legal Services of LA County
13327 Van Nuys Blvd.
Pacioma, CA 91331
Tel (818) 492-5242 Fax (818) 834-7552
christinaku@nls-la.org
Healthcare

Karin R. Leavitt
Wasserman, Comden & Casselman LLP
5567 Reseda Boulevard, Suite 330
P.O. Box 7033
Tarzana, CA 91357
Tel (818) 705-6800 Fax (818) 705-8634
kleavitt@wcclaw.com
Civil Litigation

David M. Leon
Alpert, Barr & Grant, APLC
6345 Balboa Blvd., Suite I-300
Encino, CA 91316
Tel (818) 881-5000 Fax (818) 881-1150
dleon@alpertbarr.com
Transactional

Kathryn S. Marshall
Wasserman, Comden & Casselman LLP
5567 Reseda Boulevard, Suite 330
P.O. Box 7033
Tarzana, CA 91357
Tel (818) 705-6800 Fax (818) 345-0162
kmarshall@wcclaw.com
Trademarks, Civil Litigation

Gregory J. Ramirez
Wasserman, Comden & Casselman LLP
300 Esplanade Drive, Suite 1960
Oxnard, CA 93036
Tel (805) 988-0285 Fax (805) 856-0417
gramirez@wcclaw.com
Trial Work

Glenn Todd Rosen
Loewenthal, Hillshafer & Rosen, LLP
15260 Ventura Blvd., Suite 1400
Sherman Oaks, CA 91403
Tel (818) 905-6283 Fax (818) 905-6372
gtrosen@lhrlaw.net

Matthew R. Rungaitis
Alpert, Barr & Grant, APLC
6345 Balboa Blvd., Suite I-300
Encino, CA 91316
Tel (818) 881-5000 Fax (818) 881-1150
mrungaitis@alpertbarr.com
Litigation

Garrett Schafer
Accommodator Finance Company
22837 Ventura Blvd., Suite 110
Woodland Hills, CA 91364
Tel (818) 206-4201 Fax (818) 206-3185
garrett@accommodator.net
Paralegal

Christian J. Scognamillo
Stubbs Alderton & Markiles, LLP
15260 Ventura Blvd., 20th Floor
Sherman Oaks, CA 91403
Tel (818) 444-4512 Fax (818) 444-6312
cscognamillo@biztechlaw.com
Corporate Securities

Katherine K.H. So
Neighborhood Legal Services of LA County
13327 Van Nuys Blvd.
Pacioma, CA 91331
Tel (818) 492-5235 Fax (818) 896-6647
katherineso@nls-la.org
Immigration

Louis F. Teran
9810 Zelzah Avenue, Suite 234
Northridge, CA 91325
Tel (818) 886-8091
louis.teran@peoplepc.com

Richard C. Turner
Bollington Stiltz et al.
6301 Owensmouth Ave., 3rd Floor
Woodland Hills, CA 91367
Tel (818) 704-7740 Fax (818) 715-6590
richard.turner@21st.com
Insurance Defense

Christopher P. Warne
Wasserman, Comden & Casselman LLP
5567 Reseda Boulevard, Suite 330
P.O. Box 7033
Tarzana, CA 91357
Tel (818) 705-6800 Fax (818) 996-8266
cwarne@wcclaw.com

Raymond Zakari
225 S. Lake Ave., Suite 300
Pasadena, CA 91101
Tel (626) 432-5465 Fax (626) 793-7423
rushmorefan1@yahoo.com

Bar Notes wishes to correct last month's "Bench Brief: Commissioner Martin E. Green." He is a proud graduate of UCLA, not USC. He has promised Bar Notes to come down from the ledge on top of the Chatsworth courthouse when this is published.

Real Estate and Probate Lending

Estates and Trusts Bankruptcy Family Law
Taxation Criminal And All Others

Client Cash - Attorney Fees - Litigation Costs

Budget Finance specializes in lending to estates and trusts, but no matter what type of case, we have the solutions for your clients' borrowing needs. Budget and its affiliates have been providing loan products to the legal community for over 50 years, and have helped over 7500 heirs and estates.

Let us provide the options you need. Call us for more details.



1-800-225-6267

www.bfclloans.com



Loans made pursuant to a Department of Corporations California Finance Lenders License.

Valley Community Legal Foundation

Spreading the Joy, Locally

Foundation Focuses on Helping Valley Community

STEPHEN T. HOLZER, PRESIDENT-ELECT



Foundation President Marcia Kraft is on vacation at the time this column is due, so this month I'm substituting for her.

The Foundation is concluding another successful year. The Foundation has been at the forefront of projects to construct Children's' Waiting Rooms at both the Van Nuys and San Fernando Courthouses. And we have seen significant progress toward both of these goals.

Regarding the Van Nuys Courthouse waiting room, the Los Angeles County Superior Court has recently advised us that the project will be completed by January 2008. To support the San Fernando courthouse project, the Santa Clarita Valley Bar Association, in partnership with the Foundation, just held a successful fundraiser at the Canyon Theatre Guild in Newhall. Attendees were feted with a fabulous dinner before viewing the play "Forever Plaid."

To celebrate the successes of this past year, the Foundation Board of Directors held its last meeting of the year at Roy's restaurant in Woodland Hills. The board discussed preliminary plans for next year's Law Day Gala and elected new officers for the coming 2007-2008 fiscal year. Elected were:

Marcia Kraft, President (re-elected)
 Steven T. Holzer, President-Elect
 Adam Grant, Vice President-Scholarships
 David Rand, Vice President-Grants
 Mark Blackman (re-elected) and
 Tracy Beavers, Vice Presidents-Marketing
 David Nadel, Treasurer (re-elected)
 Sharley Allen, Secretary (re-elected)

A fulfilling part of participating in the Foundation is recognizing that our scholarship recipients regard their awards as very important to their prospective law-related careers. For example, this past year the Foundation received a letter from a student-awardee who related, among other things, that she was the first person in her family to go to college and that our scholarship award helped make that accomplishment possible.

Rewarding as such acknowledgments of Foundation efforts may be, I am always left with the unsettling feeling that we could do so much more - if we only had the resources. Our scholarship and grant awards are limited by the moneys we are able to raise; what we raise is, in turn, dictated principally by what each of you in the legal community is willing to contribute.

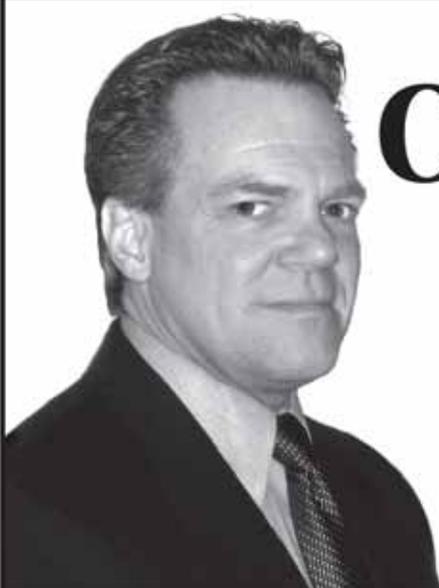
The Foundation board is aware of the competing demands on your generosity. There are so many worthy causes - and only so much money to go around.

Please remember that the Foundation provides the *only* opportunity where the legal community can contribute directly to Valley-centered, law-related scholarships and grants (our Foundation is limited to Valley-centered projects). The Foundation's efforts make a direct statement about the civic and

charitable conscience of each of us as members or affiliates of the Valley legal community.

The next time you speak to a college or law school student, remember that this is a person who may be able to continue his or her education *because of the Foundation*. When in the near future you visit the Van Nuys Courthouse, please recall that the children playing in the waiting room there (rather than wandering the hallways) while their parents are in court are being protected in part *because of the Foundation*.

Therefore, when you get this year's invitation from the Foundation to attend the Law Day dinner, or when you see other Foundation projects to which you can contribute, we ask that you participate. You will see all around you the good that you do. ♠



Case Settled!

BRIAN GHIGLIA MEDIATOR

- Personal Injury
- Business
- Insurance
- Commercial
- Employment
- Professional Negligence

Call me to discuss your case!

(818) 758-1900

(800) 616-4000

www.westcoastmediations.com

Serving Southern California and beyond!

L.A. EXPRESS APPRAISALS**Patti Kraakevik:****Licensed General****Certified Appraiser****25+ years experience**

Federal Estate Tax - Estate Tax Planning, including Gift Taxes
 Single Family Residences - Apartment Buildings
 Condos - Commercial/Industrial Buildings
 Business Valuations - Discount Analysis

Located in the Encino Law Center
 15915 Ventura Boulevard, Suite 303
 Encino, California 91436
 Tel: 818.343.7802 • 310.832.5211 Fax: 310.831.6954

CA Lic. # AG016568

Forward Focus, continued from page 3

adopted a resolution, stating: "We urge all members of the Bar, within their own communities, to actively support the full realization and exercise of civil rights by all citizens without regard for race, creed or national origin." Though our community has made great strides in improving equal rights, the courts have recognized a large disparity between the make-up of our citizenry and the select few on the bench. As a result, our courts are focusing more on the need for diversity. We will work with our Foundation, business leaders and judicial officers to improve in this area.

We are also excited about addressing needs of our members by offering more member benefits including lower-cost insurance programs and a free on-line legal library service. We also intend to support our judicial officers as they face ever-increasing challenges. There's a good chance you'll see and hear our bar association express positions in support of our bench officers and courts on issues relating to the operation of our justice system.

Recently, North Valley District Supervising Judge Alice C. Hill alerted our trustees to the challenge of security in the courts. Shortly, I will ask our board to go on record supporting measures to enhance security in these locations. I urge you to share your views on this and other public issues within the scope of our bar association, so we can better represent you.

Many of you already benefited by our new Fee Arbitration Program, which provides an efficient procedure to resolve fee disputes between lawyers and clients. Our bar association and the volunteer arbitrators have received positive feedback and the program is growing. I encourage you to give this program a try if you are ever involved in a fee dispute.

Many of you have served our community, and also benefited from, participating in our newly-renamed Attorney Referral Service (formerly LRIS – Lawyer Referral & Information Service). For those new to the association, ARS is a bar association public service program that has served our community since 1948 and was one of the earliest State Bar-approved attorney referral services (our State Bar certification number is "6"). We match experienced lawyers with clients who need their services. Led by the skilled Michele Morley, ARS has been making record referrals to our members - month after month – and soon, the public will be introduced to ARS' new website.

We have an exciting year ahead. Our officers, members of the Board of Trustees, section chairs, committee members and staff are hard at work. We look forward to serving you this year and intend to increase your pride in being a member and supporting the San Fernando Valley Bar Association. ✎

IMMIGRATION LAW AND EMPLOYER SANCTIONS

Tasoff and Tasoff**Founded 1949****Certified Immigration
Law Specialist****California Board of
Legal Specialization****Former Immigration
Judge and
Law Professor****(818) 788-8900****16255 Ventura Boulevard, Suite 1000****Encino, California 91436-2302****Fax: (818) 788-5900****E-Mail mail@Tasoff.com**

San Fernando Valley Bar Association Litigation Section and ADR Section

3-Hour MCLE Litigation and ADR Update

November 14, 2007

5:30 p.m. – 9:00 p.m.

Sportsmen's Lodge, Studio City

Top Ten Mistakes made by Lawyers in Court and Other Updates from the Bench – 2007

Judge Bert Glennon
Judge Barbara Scheper

Discovery Laws Update

Jill McDonnell

Discovery laws have changed dramatically since the new re-codification in 2006; learn about all the new changes in the discovery rules and the new cases relating to discovery as well as valuable tactics and strategies in enforcing discovery.

ADR Update

Eleanor Barr

Many new cases have come down in 2006 and 2007 regarding ADR. There are several cases before the Supreme Court. Learn about these new cases and changes and make sure that your Settlement language sticks.

Civil Procedure/Law & Motion and Trial Update

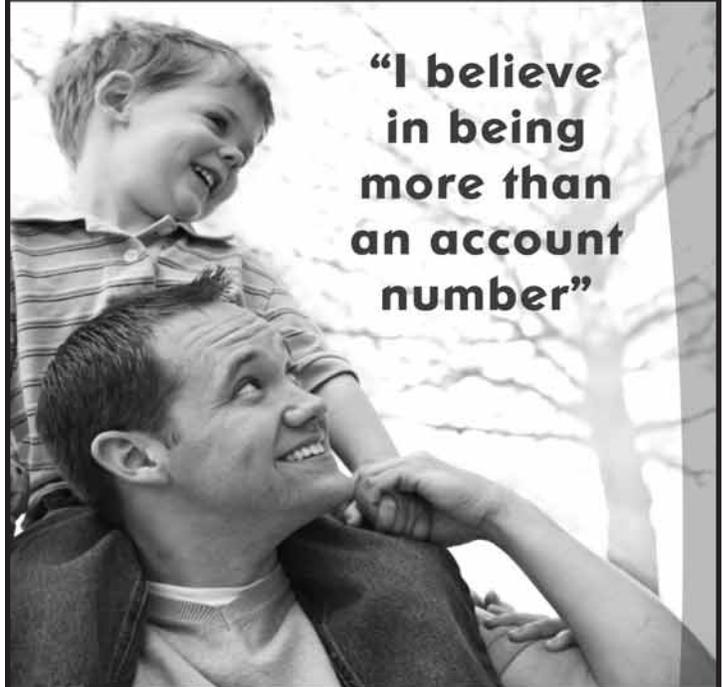
Sue Bendavid-Arbiv

Learn about new developments in civil procedure and law and motion practice as well as new law affecting how you try a case. Get new valuable litigation strategies.

\$55 Member price if reserved by October 14
\$65 Member price if reserved by November 10
\$75 Member price at the Door
\$20 Additional for non-members

Prices includes dinner and all handout materials

Telesis supports the San Fernando Valley Bar Association



**“I believe
in being
more than
an account
number”**

At Telesis Community Credit Union, we believe a financial institution should be about more than just higher yields on savings accounts and lower loan rates.

That's why at Telesis, you'll find friendly faces eager to provide you with superior service along with a full-suite of products and services including:

- Checking, Savings and Money Management Accounts for both personal and business needs
- Affordable financing options, including SBA loans (Telesis has preferred lender status with the SBA)
- Competitive new and used Auto Loans
- Youth Accounts
- Investment services
- Real Estate loans

**Service beyond your expectations –
that's the Telesis *Difference!***

(800) 895-8328 ext. 3685 or 3674
www.telesiscu.com



This credit union is federally insured by the National Credit Union Administration. Equal Housing Lender.

SFVBA MEMBER BENEFITS



SFVBA rents its **Executive Boardroom** for depositions and hearings. Amenities include breakout room, beverage service, and free parking. Only \$125 per day.

As a member of the ABA's House of Delegates, SFVBA Members can take advantage of the ABA Retirement Funds program, administered by global leader State Street. The program provides full service, cost-effective retirement plan solutions to law firms of all sizes, and charges no out-of-pocket fees for administrative services. For more information see the program's prospectus at www.abaretirement.com or contact Plan Consultant Patrick Conlon at (617) 376-9326.

MARSH The SFVBA is working with The State Bar of California and Marsh Affinity Group Services to provide members with direct access to an outstanding professional liability insurance program. SFVBA Members benefit from the State Bar's buying power and oversight committee. Visit www.myStateBar.com to complete a short-form application or call (800)343-0132.

Join Southland Civic Federal Credit Union and gain access to **great interest rates** on deposits and loans, no fee traveler checks, and more. Call (800) 426-1917.



Bank of America Bank of America offers members a no annual fee WorldPoints® Platinum Plus® MasterCard® credit card program. To apply by phone, call (800) 932-2775; mention priority code **FAA803**.

Spectrum Clubs offers SFVBA members corporate discount rates on health club memberships with a savings of \$14 - \$22 per month and a waiver of the \$99 initiation fee. Canoga Park, Valencia and Thousand oaks locations. To sign up, contact Kevin Brown in Canoga Park at (818) 884-5034.



Contact the SFVBA office to receive a package of **discount coupons & membership cards** for Southern California's major theme parks and attractions.

Now Messenger Service offers members who open new accounts a **5% discount** off their current rates. Call (818) 774-9111.



CHASE Chase Manhattan Mortgage gives members **1/2 point fee discount** on fixed and adjustable rate programs. Call John Bartnicki at (818) 226-0888.

Attorney Services of Southern California offers SFVBA Members who open a new account **FREE court filing** service and guarantee to beat current process service rates. Call (818) 772-4795.



SFVBA members **save \$10** on new AAA Membership. Please also ask us about new insurance with many available discounts. Call Hazel Sheldon at (818) 615-2289. Mention campaign code 39727.

Receive 10% off Super Value daily and weekly rates and 5% off promotional rates from Avis Rent A Car. **AVIS** We try harder. To make a reservation, call (800) 331-1212 or visit www.AVIS.com. When reserving a vehicle, provide discount AWD Number G133902.

Membership Has It's Priveleges!

SEYMOUR I. AMSTER



Attorney at Law

- Member of the SFVBA Board of Trustees since 2002
- Experienced in handling Appellate, Federal and State Criminal Cases
- Certified Criminal Law Specialist, Certified by the Board of Legal Specialization of the State Bar of California

6320 Van Nuys Boulevard, Suite 300

Van Nuys, CA 91401

(818) 947-0104 Fax: (818) 781-8180

siaesq1@aol.com

SFVBA Mediator Directory



The San Fernando Valley Bar Association has an online Mediator Directory to help members and your clients find qualified mediators.

To find an experienced mediator in all areas of law, visit

www.sfvba.org/public/mediatordir.htm

To be listed in the directory, attorney mediators can visit our website to download an application.



ATTORNEY TO ATTORNEY REFERRALS...

APPEALS & TRIALS

\$125/hour. I'm an experienced trial/appellate attorney, Law Review. I'll handle your appeals, trials or assist with litigation. Alan Goldberg (818) 421-5328.

DUI, TRAFFIC CITATIONS & P.I.

Experienced attorney specializing in traffic related matters. Handling all court locations in CA. 20% referral fee paid to attorneys per State Bar rules. AMIR SOLEIMANIAN. (818) MR-TICKET (678-4253)

EMPLOYMENT LITIGATION

Sexual Harassment Discrimination, Wrongful Termination, QuiTam/ Whistleblower, Overtime Violations, etc. 25% Referral Fee paid to attorneys per State Bar Rules. Law Offices of Jill B. Shigut (818) 992-2930.

PERSONAL INJURY/ WRONGFUL TERMINATION

25-30% Referral Fee paid to attorneys on all personal injury, products liability, wrongful termination, sexual harassment, overtime violations and discrimination. Firm (Flaig, Mirrokian & Gordon LLP) has over 25 years combined experience. Contact Donald W. Flaig, Esq. (818) 255-0800 or dflaig@fmgllp.com.

PROFESSIONAL CONSERVATOR

Registered CLINICAL PHARMACIST for 25 years and now CA licensed Attorney and Professional Conservator. I am available for Consultations, Conservatorships, and Contract Legal Services: LAW OFFICES OF JOEL B. CONNOR. (818) 430-9189 or jbconnor@pacbell.net

STATE BAR CERT. WORKERS COMP SPECIALIST

Over 30 years experience-quality practice. 20% Referral fee paid to attorneys per State Bar rules. Goodchild & Duffy, PLC. (818) 380-1600.

WRONGFUL TERMINATION

25% Referral Fee paid to attorneys per State Bar Rules on Wrongful Termination, Sexual Harassment, Discrimination, and Federal False Claim Cases. 20+ years experience; Heavy Jury Trial Experience. Danz & Gerber (818) 783-7300

EXPERT...

STATE BAR DEFENSE & PREVENTATIVE LAW

Former: State Bar Prosecutor; Judge Pro Tem. Legal Malpractice Expert, Bd. Certified CA & ABA. BS, MBA, JD, CAOC, ASCDC, A.V. (818) 986-9890 Fmr. Chair SFBA Ethics, Litigation. Phillip Feldman. www.LegalMalpracticeExperts.com. StateBarDefense@aol.com

SPACE AVAILABLE...

CANOGA PARK

Two offices and secretarial space available. Congenial and comfortable; DSL. Month to month tenancy. Possible overflow. Contact Ron at (818) 340-3116.

ENCINO

Prime office space in charming 2-story building. Furnished or Unfurnished. Waiting room, central air, janitorial and DSL all included. Month-to-month tenancy. 110-170 sq.ft. Other tenants are collegial mental health professionals. Contact Dee (818) 515-2717.

High-Rise Offices. Corner office suite in full service law firm. Beautiful views and well-appointed interiors. Excellent location. Up to 4 offices available. Conference room/ kitchen access, two secretarial bays, phone system/voicemail, receptionist, Internet, copiers, scanners, fax, etc. Please contact David Adelman at (818) 382-6200.

Encino law office for rent. Furnished. Window office with view approximately 130 sq. ft. \$1000 per month. Secretary bay, Internet, receptionist, fax, copy available. (818) 501-2040 or LawWiz@gmail.com.

VALENCIA

Office Space available for lease in Valencia. Reception services available. Research library, photocopying, scanning, facsimile, and postage machine accessible. Please contact (661) 287-3600.

WOODLAND HILLS

Warner Center – Topanga and Victory. 2 window offices (16'x13') plus interior secretarial bays available in beautiful law suite. Access to photocopier, fax, postage meter, shredder, high speed scanner and color scanner, kitchen, reception room and conference room. Call (818) 716-6400.

HELP WANTED...

ATTORNEY

Law firm in Agoura Hills seeks attorneys with at least three years of experience in: Homeowner Associations, Criminal Defense, Family Law, Estate Planning. MChulak@MTCLaw.com or call (818) 991-9019.

SUPPORT SERVICES...

NOTARY OF THE VALLEY

Traveling Notary Public. 24 hours-7 Days. Attorneys' Office • Clients' Office • Homes • Hospitals • Jails. David Kaplan (818) 902-3853 SFVBA Assoc. Mbr. www.notaryofthevalley.com

CALL ME PROCESS SERVING

Los Angeles County Registered Process Server & California State Notary Public. Specializing in the San Fernando Valley. (818) 317-0007 ~ www.callmeprocessserving.com

WE URGENTLY NEED ATTORNEYS!

Our Attorney Directory has Thousands of Clients Urgently Looking for Attorneys. Join Now! Go to: www.FindAttorneyOrLawyer.com or call 1.800.585-0949.

HAS YOUR CLIENT BEEN BURNED BY A STOCKBROKER?

SECURITIES LAW

Claims Against Stockbrokers

Stock Market Losses Caused by:
Excessive Trading in Account
Unsuitable Investments Misrepresentation
Variable Annuities

LAW OFFICES OF

JONATHAN W. EVANS & ASSOCIATES

*31 Years in practice
Arbitrator for Superior and
Municipal Court*

**NO RECOVERY – NO FEE
FREE INITIAL CONSULTATION**

*Call today for an appointment
(818) 982-1881 • (800) 699-1881
(213) 626-1881
www.stocklaw.com*

12711 Ventura Blvd., Suite 440
Studio City, CA 91604



October Events

Probate & Estate Planning Section**Topic: The Delaware Trust Option**

Panel: Kenneth Feinfeld, Richard Nenno, and Jeffrey Wolken of Wilmington Trust
 Date: October 9
 Time: 12:00 noon
 Place: Monterey at Encino Restaurant, Encino
 Cost: \$35 members prepaid; \$45 at the door
 \$45 non-members prepaid; \$55 at the door
 MCLE: 1 Hour

Workers' Compensation Section**Topic: Deposing the Psychiatric Expert**

Speaker: David Glaser, MD
 Date: October 17
 Time: 12:00 noon
 Place: Monterey at Encino Restaurant
 Cost: \$35 members prepaid; \$45 at the door
 \$45 non-members prepaid; \$55 at the door
 MCLE: 1 Hour

Santa Clarita Valley Bar Association**Topic: Panel Discussion on Homeowners Associations**

Date: October 18
 Time: 12:00 p.m.
 Place: Marie Callender's, Valencia
 Cost: \$30 members prepaid; \$40 at the door
 MCLE: 1 Hour

Litigation Section**Topic: Overview of Federal Court Case Management/Electronic Case Filing**

Speaker: Patrick Watkins, Training Specialist
 U.S. District Court
 Date: October 18
 Time: 6:00 p.m.
 Place: SFVBA Conference Room
 21250 Califa Street, Suite 113, Woodland Hills
 Cost: \$35 members prepaid; \$45 at the door
 \$45 non-members prepaid; \$55 at the door
 MCLE: 1 Hour

Intellectual Property, Entertainment & Internet Law Section**Topic: Update on I.P. and Franchising**

Speaker: David Gurnick
 Date: October 19
 Time: 8:30 a.m.
 Place: SFVBA Conference Room
 21250 Califa Street, Suite 113, Woodland Hills
 Cost: \$25 members prepaid; \$35 at the door
 \$35 non-members prepaid; \$45 at the door
 MCLE: 1 Hour

Family Law Section**Topic: The View from the Bench**

Panel: Valley Bench Officers
 Date: October 22
 Time: 5:30 p.m.
 Place: Monterey at Encino Restaurant, Encino
 Cost: \$45 members prepaid; \$55 at the door
 \$55 non-members prepaid; \$65 at the door
 MCLE: 1 Hour

Business Law, Real Property & Business Law Section**Topic: Decisions from the Woodland Hills Bankruptcy Court**

Panel: David Hagen, Esq., Amy Goldman, Trustee and Steven Fox, Moderator
 Date: October 24
 Time: 12:00 noon
 Place: SFVBA Conference Room
 21250 Califa Street, Suite 113, Woodland Hills
 Cost: \$30 members prepaid; \$40 at the door
 \$40 non-members prepaid; \$50 at the door
 MCLE: 1 Hour

Women Lawyers' Section**Topic: What Every Lawyer Needs to Know about Insurance**

Speaker: Robin Martin, Wells Fargo Insurance Services
 Date: October 25
 Time: 12:00 noon
 Place: SFVBA Conference Room
 21250 Califa Street, Suite 113, Woodland Hills
 Cost: \$25 members prepaid; \$35 at the door
 \$35 non-members prepaid; \$45 at the door
 MCLE: 1 Hour

Small Firm Section**Topic: Malpractice Insurance Roundtable**

Date: October 31
 Time: 12:00 noon
 Place: SFVBA Conference Room
 21250 Califa Street, Suite 113, Woodland Hills
 Cost: \$25 members prepaid; \$35 at the door
 \$35 non-members prepaid; \$45 at the door
 MCLE: 1 Hour

Networking and Pool Party!

**Thursday, October 11
 6:00 p.m. - 8:30 p.m.**

**Billiards and Appetizer Buffet free to
 SFVBA Members!**

**Yankee Doodles
 21870 Victory Boulevard, Woodland Hills
 Call (818) 227-0490 ext. 105
 to reserve your spot.**

Answers & Solutions



m&r
MICHELMAN & ROBINSON, LLP

ATTORNEYS AT LAW

www.mrllp.com

Michelman & Robinson, LLP is one of San Fernando Valley's largest full service law firms and is dedicated to bringing its clients the highest quality legal services.

Business & Commercial Litigation • Legislative & Administrative Advocacy • Professional Liability Advice & Litigation • Insurance Coverage & Bad Faith Litigation • Premium Financing • Labor & Employment • Real Estate & Commercial Leasing • Corporate, Securities & Business Transactions • Banking • Intellectual Property • Unfair Competition & Trade Secrets • Appellant Advocacy • Insurance Defense • Healthcare & Medical Law

*Los Angeles Office • 15760 Ventura Boulevard Suite 500 • Encino, CA 91436 • (818) 783-5530
Orange County Office • 4 Hutton Centre Suite 300 • Santa Ana, CA 92707 • (714) 577-7990
San Francisco Office • 455 Market Street Suite 1420 • San Francisco, CA 94105 • (415) 882-1570*



*Sheryl Mazirow, CCIM
Tenant Advocate*

Don't Get Spaced-Out.

"One of Southern California's Most Influential Woman in Real Estate" is here to help.

Honor from *Real Estate Southern California Magazine*

Whether your business needs to acquire a single office or an entire high-rise, give us a call. Because you'll like the answers we have.



*Tenant Representation & Advisory Real Estate Services
For large corporations to individual entrepreneurs*

- Renewals
- Lease Audits
- Acquisitions
- Expansions
- Exercise of Options
- Dispositions
- Relocations
- Leases & Subleases
- Consultations

818.757.1164 • www.tenantadvisory.com

My FindLaw Web site is a work of art.



With FindLaw® on my side, I have:

- Completed my favorite painting
- Secured 12 cases in 12 days
- Time to showcase my paintings at local charity auctions
- Started collecting vs. paying fees for attorney referrals

Keith P. More

Berman & More

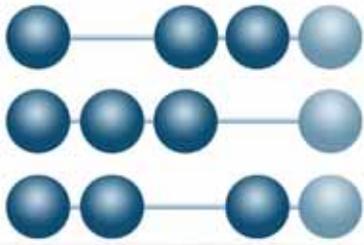
Orange County, CA

www.ocseriousinjury.com

"FindLaw has optimized my firm's process for finding new clients. Instead of depending on attorney referrals, my firm now uses its new FindLaw Web site to attract highly-qualified, potential clients. Like a great painter at the canvas, FindLaw meticulously constructs and designs each Web page based on a comprehensive understanding of the legal industry. I am proud to call my FindLaw Web site a true masterpiece!"

To see more of Keith More's story, or to learn how FindLaw can help you gain new clients, call 1-866-347-6748 or visit LawyerMarketing.com/CM/Clients/More.asp.





**KRYCLER
ERVIN
TAUBMAN &
WALHEIM**

AN ACCOUNTANCY CORPORATION

Phone: (818)995-1040

Fax: (818)995-4124

15303 Ventura Boulevard, Suite 1040

Sherman Oaks, CA 91403

E-mail: INFO@KETW.COM

Visit us @ www.KETW.COM

**Litigation Support • Expert Witness
Forensic Accountants • Family Law Matters
Business Valuations • Loss of Earnings • Damages**

**OFFICIAL SPONSORS OF THE
SAN FERNANDO VALLEY BAR ASSOCIATION**

**Member SEC Practice Section
American Institute of Certified Public Accountants**

When you need more than just numbers...you can count on us...

Call Mike Krycler or Ken Walheim



SAN FERNANDO VALLEY BAR

A s s o c i a t i o n
founded in 1926

21250 Califa Street, Suite 113
Woodland Hills, CA 91367

PRESORTED
STANDARD
U.S. POSTAGE PAID
CANOGA PARK, CA
PERMIT NO. 348