### San Bernardino County Bar Association



Our 144th Year Vol. 47, No. 1 November 2018



From left to right: (back row) Immed. Past Pres. Michael Reiter; San Bdno. DA-Elect Jason Anderson; Director-at-Large David Colella; SBCBA Sec. Treas. Michael Abacherli; Director-at-Large Derek Raynes. (Front row) SBCBA Pres. Eugene Kim; Thomas V. Girardi; Director-at-Large Diana Carloni; SBCBA Pres-Elect. Barbara Keough; Director-at-Large Joyce Holcomb; Director-at-Large Josefina Valdez. Board members missing from this photo are Vice-Pres. John Short, Director-at-Large Sarah Powell Director-at-Large Justin King, and new Director-at-Large Stephen Levine.

### Mark Your Calendar!

### **General Membership Meeting**

– Thursday, November 13, 2018 – See page 3

### Inland Empire Holiday Gala!

- Saturday, December 1, 2018 -See page 2

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Publication of the San Bernardino County Bar Association

## I.E. FAMILY LAW GALA



Our second annual IE Holiday Gala is the event where the family law community throughout the Inland Empire comes together. Judicial officers, attorneys, dignitaries, court administration and local experts are invited to loosen up their ties, let down their hair, and raise a glass to the year's end!

Enjoy cocktail hour with appetizers, applaud this year's honorees for their dedication to our community, delight in the evening's fare, and then dance the night away to our award-winning DJ's music that spans the gamut of our favorite genres.

The 2018 Honorees

### Judicial Officer of the Year

Hon. H. Don Christian Pomona San Bernardino Hon. Michael J. Torchia Hon, Gail A O'Rane Riverside

Legacy Award - Elizabeth F. Courtney, Esq. Law Clerk - Deanna Kistler, Department B, Pomona

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> December 1, 2018 5:30-10:00pm

RSVP: www.FamilyLawGala.com

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### From the President's Desk

by Eugene Kim

If you want to go fast, go alone. If you want to go far, go together.

Association ("SBCBA"), I am reminded of this famous African proverb, "If you want to go fast, go alone. If you want to go far, go together." I am excited to take this voyage with the SBCBA to new frontiers, to cultivate new relationships and strengthen existing bonds, and to provide programs and events that are not only educational and instructive, but also genuinely fun and exciting. Together, we can build on the SBCBA's rich history and endlessly strive for prominence and distinction.

But how? The game plan is simple – ENGAGEMENT. People get engaged when they care about each other, when they enjoy what they are doing, and when they are proud of their community. So let's get to know each other, let's start enjoying what we are doing, and let's be proud of the SBCBA.



My term as President of the SBCBA started at the Installation Dinner where we heard inspiring remarks from legendary trial attorney Thomas Girardi. It didn't matter whether you just passed the bar exam or whether you had been practicing law for 40 years, Thomas Girardi made you proud to be an attorney and motivated everyone in that room with enthusiasm and ambition. Jason Anderson, the incoming District Attorney for San Bernardino County, was given the George Porter Award, which is presented to an outstanding criminal law attorney. During Jason Anderson's speech, he was unabashedly proud of the talented and brilliant trial lawyers in San Bernardino County. And lastly, Ray Karch, the Magic Attorney, amazed and entertained the audience as the emcee. These remarkable guests and honorees drew a diverse crowd of almost 200 attorneys, judges, professors, and law students.

This Installation Dinner is just the beginning. I implore each and every member of the SBCBA to get involved, participate, and make a difference, so we can elevate the SBCBA to new heights. The next major event will be the Inland Empire Holiday Party on December 1, 2018. But stay tuned, as the SBCBA is planning numerous events to get this legal community engaged. So sign-up for SBCBA's e-blasts, check out our website, and keep updated with our social media accounts (Facebook, Instagram, LinkedIn, Twitter).

Let's see how far we can go, together.

### **NOVEMBER GENERAL MEMBERSHIP MEETING**

"New & Amended Rules of Professional Conduct"

Tuesday, November 13, 2018 - 12 noon to 1:30p

Held at the San Bernardino Justice Center - Department 3

Lunch Provided! (RSVP required to receive lunch.)

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4

From the Desk of the President of the

### HON. JOSEPH B. CAMPBELL AMERICAN INN OF COURT

By David P. Colella

Our 2018-2019 Inns of Court program year got off to a great start - I wasn't there. Finishing up an MSC in Murrieta that included putting settle terms on the record just before 5pm, I called upon our Inns past president, Mark McGuire, to get the meeting going on time. As a Board member for the past several years, I can attest to the "team" concept our Inn embodies and the willingness of our members to help out at a moment's notice. This year is no exception.

One of the most common qualities I hear from observers is the great collegiality amongst our members, attorneys and judges alike. Our meetings are intended to be an engaging, educational and fun experience. You would struggle to find anyone who didn't think our first meeting was all of these things.

The programs this year are based on a Jeopardy theme focused on the new and/or amended Rules of Professional Conduct. Our members are placed into six teams, each named for a past Supreme Court Justice and each focused on a different duty of professional conduct. Our expectation is that regular meetings will provide MCLE credit including specialty units for ethics, competency, and bias throughout the year.

October's program focused on the duty of competency and was organized by the Justice Scalia team led by the Honorable Raymond L. Haight, III and Kevin Bevins. Following an introduction about the team's namesake, the games began. With Bevins playing the role of Trebek and his panel members ruling on responses, the program was lively and debated at times. Tom Dominick wasted no time invoking the "preemptory challenge" feature, contesting the completeness of the other teams' responses on the very first question. His challenge was overruled and his team lost points. Well...you can't win them all.

When it came time for "Final Jeopardy," the strategists came to the forefront and wagered accordingly. As one might imagine, judges and attorneys tend to have a fierce competitive spirit.

Our team standings after one meeting stand at:

Team:	Points:
Team Scalia	0 (hosted first meeting)
Team Marshall	3600
Team Goldberg	3400
Team Douglas	2600
Team O'Connor	1900
Team Souter	1600

At the conclusion of our meeting, our Board presented Mark McGuire with a plaque in gratitude for his service as our previous president and a tie emblazoned with the crest of our National Inn. It took a lot of work, dedication, and guidance to see our Inn through to another year of platinum status and obtaining another National program award. We didn't let Mark fade off into the sunset as we re-enlisted him as a Program Co-Chair for this year.

Check us out. If you need a membership application, please e-mail our Membership Chair, Eric Anderson, at ericanderson@edalaw.com.

Our November meeting is "Bring an Associate" night and all existing members are encouraged to bring a potential new member. Our next meeting is November 14th, 5:30 p.m. at the Castaway Restaurant. Dinner and MCLE are included.

The November program will focus on the legal duty of loyalty and coordinated by Team Justice Souter led by the Honorable John M. Pacheco and David D. Werner. Not to understate the duty, the State Bar reiterates that "loyalty and independent judgment are essential elements in the lawyer's relationship to a client." (CRC, Rule 1.7, Comment [1].)

California requires an attorney to obtain the "informed written consent" of a client before taking on representation in several circumstances.

Probably the most common scenario is when the representation: 1) is directly adverse to another client; or 2) poses significant risk that the attorney's representation will be materially limited due to the attorney's responsibilities or relationships with others. (CRC, Rule 1.7(a), (b).) Another instance requiring informed written consent is when the attorney - or another attorney in that firm - has a legal, business, financial, professional or personal relationship with a party or witness in the same matter as well if the attorney knows or should know that another party's attorney is related to or has an intimate relationship with the attorney. (CRC, Rule 1.7(c).)

This utmost duty of loyalty to the client and the requirement to obtain the client's informed written consent if that duty is imperiled remind me of the maxim of jurisprudence that "one must not change his purpose to the injury of another" found in Civil Code §3512.

This maxim has arisen in the context of "waiver" which requires an intentional relinquishment of a known right. (See Wolf v. Price (1966) 244 Cal.App.2d 165.) In the context of the duty of loyalty, we can see the justification for requiring informed written consent before undertaking representation. Absent this consent, a lawyer may not act as an advocate in one matter against a person the lawyer represents in some other matter, even when the matters are wholly unrelated. (Flatt v. Superior Court (1994) 9 Cal.4th 275.)

Such limitations can place strategic limitations on client / case selection. One can imagine attorneys get pigeon-holed as being a plaintiff-side injury attorney or insurance defense counsel.

As a practitioner in general civil litigation, I represent clients on both sides of the table - plaintiffs and defendants. This often involves representing two or more clients which leads to the "joint representation letter" aka conflict waiver. In my letters explaining the potential conflict to clients, I make a concerted effort to lay out the facts/allegations of the case and why representing two or more clients can present unique legal issues, e.g. confidentiality. Once retained, I cannot put the loyalty to one client over another. This is a duty we have to mindful of.

I am very much looking forward to our upcoming Inns meeting and examining the updated duties of loyalty. November 14th, 5:30 p.m. at the Castaways. I hope to see you there.



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## Christopher S. Pallone Appointed to SB Superior Court Judge

Governor Edmund G. Brown, Jr. announced the appointment of Christopher S. Pallone to a judgeship in the San Bernardino Superior Court. He fills the vacancy created by Judge Victor Stull.

The Governor's Office released the following statement: Christopher S. Pallone, 40, of Victorville, has been appointed to a judgeship in the San Bernardino County Superior Court. Pallone has served as a deputy public defender at the San Bernardino County Public Defender's Office since 2016. He served as a deputy public defender at the Yuba County Public Defender's Office from 2012 to 2016 and from 2004 to 2008. Pallone served as a deputy district attorney at the Siskiyou County District Attorney's Office from 2008 to 2012 and as a legal research assistant at the Sacramento County Public Defender's Office from 2003 to 2004. He earned a Juris Doctor degree from the University of the Pacific, McGeorge School of Law and a Bachelor of Arts degree from the University of California, Irvine. Pallone is a Democrat.

"I am very pleased to welcome Christopher S. Pallone to our bench. Mr. Pallone appeared before me in Victorville, and exemplifies the attributes that one expects of a judge. We are thankful that the Governor appointed Mr. Pallone, which will greatly assist the Court's goal in continuing to provide access to justice", said Presiding Judge John P. Vander Feer.



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## **CONFIDENTIALITY:** New Year Changes

### By: Donald B. Cripe, J.D., Sr ADR Professional

Fall Back... something I seem to do more as I get older.... It is that time of year, again. Frost on the pumpkin, and all that. It is also the time of year lawyers fret over continuing education credits and State Bar compliance, the essential part of which should be learning what is new in our profession and new pitfalls to avoid.

As most attorneys are aware, confidentiality is the holy grail of mediation. A few years ago, the concept of mediation confidentiality seemed to come under considerable fire from consumer groups as a consequence of the holding in Michael Cassel vs. Superior Court, (Los Angeles), (2011) 51 Cal.4th 113,244 P.3d 1080, 119 Cal.Rptr.3d 437. The backlash took a couple of years to get traction, but eventually resulted in legislation. The basic story of Cassel was the defendant firm and Mr. Cassel participated in mediation to resolve a fairly complicated case. The mediation lasted a long time, deep into the morning hours. The case resolved sometime around 3:00 a.m. after long hours of non-stop mediated negotiation. The client thereafter sued his attorneys claiming after being deprived of food and rest, the lawyers coerced him into accepting settlement unsatisfactory to him. Most attorneys who read Cassel will be startled with the alleged conduct of the lawyers during the mediation. The trial court granted a motion in limine to keep all mediation related communication; the Court of Appeal granted a writ of mandamus allowing the evidence, the Supreme Court, citing Cal.Evid.Code § 1119 (among other citations) reversed again disallowing all communication (and, apparently, conduct) that took place during the course of mediation. The Cassel court answered the obvious question: What does "in the course of mediation" mean? The answer and law: communication, "for the purpose of, in the course of, or pursuant to, a mediation, within meaning of mediation confidentiality statutes, even if those discussions occurred in private, away from any other mediation participant" are to be held in strictest confidence and are inadmissible (except in the codified situations). For consumers of legal services, this ruling was a disaster leaving the consumer at the whim of unethical and/or incompetent counsel. It preserved the mediation shield (there is no mediation "privilege" per se even though it seems to be a de facto privilege) for lawyers. Mediators and mediation organization debated the dilemma for many months and, ultimately, consumer groups introduced what has been referred to as "Anti-Cassel" legislation. In September of this year, Governor Brown approved Senate Bill No. 954, which provides for amendment of the Evidence Code to add §1129. 1129 will require lawyers to notify their clients about the limitations on evidence on mediation confidentiality, in writing, before the commencement of mediation. The section includes recommended language. I suggest this will become law at the first of the year for which counsel should be prepared. When I am engaged for mediation, among the documents I provide mediation client-lawyers is a document with the recommended language. The language follows (facing page):



### Mediation Disclosure Notification and Acknowledgment

To promote communication in mediation, California law generally makes mediation a confidential process. California's mediation confidentiality laws are laid out in Sections 703.5 and 1115 to 1129, inclusive, of the Evidence Code. Those laws establish the confidentiality of mediation and limit the disclosure, admissibility, and a court's consideration of communications, writings, and conduct in connection with a mediation. In general, those laws mean the following:

- All communications, negotiations, or settlement offers in the course of a mediation must remain confidential.
- Statements made and writings prepared in connection with a mediation are not admissible or subject to discovery or compelled disclosure in noncriminal proceedings.
- · A mediator's report, opinion, recommendation, or finding about what occurred in a mediation may not be submitted to or considered by a court or another adjudicative body.
- A mediator cannot testify in any subsequent civil proceeding about any communication or conduct occurring at, or in connection with, a mediation.

This means that all communications between you and your attorney made in preparation for a mediation, or during a mediation, are confidential and cannot be disclosed or used (except in extremely limited circumstances), even if you later decide to sue your attorney for malpractice because of something that happens during the mediation.

 $_{\text{\_}}$ [Name of Client], understand that, unless all participants agree otherwise, no oral or written communication made during a mediation, or in preparation for a mediation, including communications between me and my attorney, can be used as evidence in any subsequent noncriminal legal action including an action against my attorney for malpractice or an ethical violation. NOTE: This disclosure and signed acknowledgment does not limit your attorney's potential liability to you for professional malpractice, or prevent you from (1) reporting any professional misconduct by your attorney to the State Bar of California or (2) cooperating with any disciplinary investigation or criminal prosecution of your attorney.

[Name of Client] [Signature] [Date signed]

[Name of Attorney] [Signature] [Date signed]

I now recommend to all lawyers who participate in mediation of any type, to ask clients to read and sign this language. I also recommend counsel ask the client to sign a document explaining what happens in mediation is entirely up to the client (self determination as described in the California Rules of Court) and the decision about settlement is voluntary.

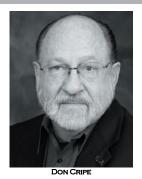
After all, doesn't a lawyer's duties to her clients include keeping the client informed as to his/her rights and responsibilities? Isn't it in the best interest of the attorney to keep the client informed if only as a figurative vaccination against potential problems?

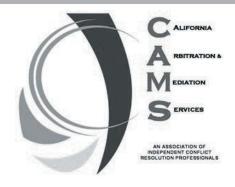
We at CAMS wish the readers a happy holiday season, beginning with Halloween and the best year ever in 2019.

Donald Cripe is a senior arbitrator; award winning mediator and co-founder of California Arbitration & Mediation Services.











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## 2018-19 Installation and Awards Banquet



(Ray) Karch the Magic Attorney emceed and wowed us with magic.



Board member Mike Abacherli (left) presents George Porter Award to Jason Anderson (above).



Thomas V. Girardi gave a lively keynote speech.



2016-18 President Michael Reiter hands the reins to











From left to right: Director-at-Large Diana Carloni; Director-at-Large Joyce Holcomb; Director-at-Large Justin King; Director-at-Large Josefina Valdez; Immed. Past Pres. Michael Reiter; Director-at-Large Sarah Powell; Director-at-Large Derek Raynes; Director-at-Large David Colella; Pres-Elect. Barbara Keough; Vice-Pres. John Short; Sec. Treas. Michael Abacherli; 2018-19 President Eugene Kim; and Presiding Judge John P. Vander Feer officiating. (New Director-at-Large Stephen Levine was not available for photo.)





















Photos by Christine Watson and Barbi Lines.









### Elder Law: Slayer Statutes and Elder Abuse

by Mark H. McGuire

Part II in a series of articles on the status of Elder Law.

Given the great shift in demographics that is upon us, my work in probate law and my own experiences in dealing with the elderly, I am writing a series of articles on Elder Law. The local bar association has been gracious enough to indulge me in the path and I greatly appreciate it. I welcome comments, questions, topic suggestions and letters of your own stories. These are all issues we will have to deal with weather you work in the area of Elder Law or not. As I often joke, the death rate is holding steady at 100%. How we deal with it now is our duty.

I have proposed looking at a series of issues under the lens of three questions. First, what is the difference or similarity in how we treat minors regarding the same issue? Second, are there particular concerns of disabled adults or the elderly regarding privacy and autonomy rights that should be taken into consideration? Third, the existential question, is our treatment of the elderly or the sick and dying, hindered by our own avoidance or fear of the death?

Likely because of TV, criminal law is generally considered a more "sexy" field to practice in. The issue of Slayer Statutes crosses over between criminal law and probate, often stirring up deep emotions from parties and attorneys alike. Generally Slayer Statutes bar a person from inheriting from the estate of the person they killed intentionally. Having their origins under the common law, the statutes largely codify the legal maxim, ex turpis causa non action, that one cannot benefit from their own bad acts.

Probate Code §250-259 detail California's Slayer Statute rules. Section 250 lays out the basic rule that the person who by a felony or intentionally kills another shall not inherit from their estate. Section 259 goes further to state that the wrong doers are to be deemed to have predeceased the decedent and thus take nothing from the estate. Under the classic slayer scenario decedent is murdered by child A. Child A is deemed to have predeceased decedent. Child A takes nothing from the estate and their portion passes by the terms of the will or trust or intestacy. The logic being, the law cannot grant child A any portion of decedent's estate because the only reason decedent is dead is because of the bad acts of child A. The key portion in Probate Code §259 to watch out for as we move form looking at Slayer Statutes to Elder Abuse Law is that subsection a) which states that the bad actor is deemed to have predeceased the decedent, "to the extent provided under subdivision c)". Thus like a good lawyer you have to keep reading to find the rest of the story.

The law of elder abuse in California is covered under the Probate Code in §259, the Welfare and Institutions Code at §15600 et seq, and under the Penal Code at §368. These code sections define the full range of elder abuse form isolation and abandonment, through financial and physical abuse to sexual abuse and murder. The classic elder abuse scenario, to revise the story above, is that decedent had two children A and B. A moves in with decedent in the last months or years of decedent's life. A commits elder abuse on decedent, procuring a will or trust that names A as the only beneficiary in the process. Decedent dies and B brings the appropriate actions in court to remove the benefit A gained from A's bad acts of elder abuse. If successful in proving their case, B should take the entire estate, correct? Child A cannot benefit from their bad acts and thus should take nothing from the estate?

Not so fast – remember we had to read further to get the rest of the story. Subsection a) of Probate Code §259 says to the extent in c) and c) lays out the benefit gained by the abuse. Under our revised story of elder abuse, not murder, the portion B gained was the other 50% procured by the elder abuse. A would still have a claim to the original 50% of the estate they would have received had they not committed the elder abuse.

This rule may seem unjust at first, but the policy behind both rules, the Slayer Statute and Elder Abuse Law is the same; the bad actor should not benefit from their bad acts. Under the slayer scenario the whole the estate gained by A's bad acts is barred because that whole portion was procured by the killing of decedent. In the elder abuse scenario, only that increase portion of the estate gained by A's bad acts is barred, precisely for the same reason: A cannot benefit from their bad acts.

The California Court of Appeal squarely addressed this very issue in the Estate of Dito (2011) 198 Cal.App.4th, 791 130, holding that "...Section 259 does not necessarily eliminate the abuser's entitlement to a share of the estate; it simply restricts the value of the estate to which the abuser's percentage share is applied and prevents that person from benefiting from his or her own wrongful conduct." Dito 198 Cal.App.4th, 791 at 804. In Dito, the new wife abused her husband but was still due her share of the estate as the omitted spouse. The elder abuse she committed in procurement of a new estate plan barred her from receiving a larger share of the estate, but did not deny her the legal right to a portion of the estate as the omitted spouse. The court notes that the result of the application of the rule may often be, in effect, to remove all benefit an elder abuser may receive from an estate, but that is not the goal. The goal is to remove the gain the bad actor would receive from the bad acts, like the policy behind Slayer Statutes.

Looking at this issue from the frame of the three questions presented we see some particular concerns regarding the care of the elder. First, minors are, by law, incompetent and cannot make estate plans. Minors have very little contract rights and are thus totally dependent on others all of the time. They may gain more over time but generally they do not have the right to sign agreements and as such it removes part of the concerns about bad actors dragging parties to sign new wills.

In contrast, Probate Code §810 presumes all adults have capacity to make estate plans and change beneficiaries at their discretion. To challenge an estate plan is a high bar to overcome. The law establishes this presumption, judges will follow it and you will likely have an attorney who drafted the documents being the first witness saying decedent had full capacity when they signed it. It must work this way. An adult must be allowed to make these choices and the default position should be that they are valid. Such is part of the rights adults have, independent of the desires of their children for an inheritance or to disinherit a bad actor.

If the law totally disinherited all bad actors for any amount of elder abuse, and not just removing the benefit they would receive from their bad acts, we would not be giving honor to the estate plan documents (or lack thereof) that existed prior to the abuse. Meaning, by revoking the amendment or will that was procured by elder abuse but simply going back to the estate plan that existed prior to the abuse, we honor the acts of the elder adult when they had greater capacity and did want a bad actor to get at least a portion of their estate.

This brings us to the effects of the existential question on Slayer Statutes and Elder Abuse. We cannot go back and ask the deceased parent, what they were thinking, what did they really want? Some children who are disinherited shortly prior to the death of the elderly parent may feel anger at the sibling who did care of for the parent in their last days (or years) and guilt for not doing so themselves. We cannot go back, provide better care of our elderly parents, and fix the record and see if the estate plan documents would change. Time moves forward, people die, and the court must make rulings. Some children attacking an amendment or will procured by abuse may feel extreme angst at the thought of the bad child getting anything from the estate. So much so, they may even feel as though their elderly frail parent is being abused all over again. But they cannot go back and stop the abuse. In doing so, we have to face our own limitations - and yes, mortality.

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## Future-Proofing Your Law Practice

by Sharon D. Nelson, Esq. and John W. Simek

As we travel around the Commonwealth lecturing to lawyers on technology and security topics, we've met a lot of lawyers worrying about the future of their practices. Some are resigned. It is not uncommon to hear "I just want to hang on for a couple more years. Then I'll retire." The younger lawyers don't have that option. They are inclined to ask, "What can I do? How will I survive?"

But take heart, there are ways to compete – and not only to survive, but thrive.

### It's a digital world

There is no way of getting around the need to educate yourself on the digital world. You don't need to be a technologist, but you do need a fundamental knowledge of the technology you are (and should be) using. Not only do ethical rules require that, it just makes sense. There are lots of CLE courses to assist you.

If you haven't gone paperless yet, it is way past time. Lawyers waste interminable amounts of otherwise billable time searching for files. You can't compete if you refuse to take advantage of tools to keep everything organized electronically where it is easy to find.

If you haven't started to automate your practice yet, it is also past time. Incorporate as many efficiencies as you can into your practice. However, as one of our friends points out, many law firms have terrible processes. He advises "decrapifying your legal processes before you automate them." Memorable and excellent advice.

Outlook is not a case management system. You will improve your efficiency and your client services by using a bona fide case management system. You should also be using a time and billing software product. A best practice would be to implement a practice management system that includes managing matter information and billing/accounting.

Maybe it is time to explore a client portal, where clients can securely access documents, look at their invoices, etc. Many

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If you wish to have an article, notice, or advertisement published in the Bulletin, please submit it to the bar office by the 15th of the month prior to publication month.

Space for camera-ready ads must be reserved by the 10th of the month prior, ad copy submitted by the 15th. (Items submitted will be accepted depending on available space.) case management systems include secure client portals these days. Attorneys are flocking to client portals and clients love them. You want your clients to love their lawyer, right?

Remember, law practices are all about clients. Please them and you will reap referrals. Lawyers are beginning to understand that having emotional intelligence is critical to their success. If you don't know that term, Google it for stories of how it helps lawyers get and keep clients. One example? Clients today want to pay less for more – making your practice more efficient can accomplish that. Now you can more readily compete with alternative legal providers. And, by sympathizing and responding to your clients' needs, you have the perfect occasion to demonstrate the extent of your emotional intelligence, providing a win-win scenario.

### Fish where the fish are

This is an old saying of boat captains – and good advice for the modern lawyer. Where are your prospective clients today? Online. So make sure your website is easy to use, modern in appearance and kept up-to-date. Make sure it loads quickly and that it is mobile phone friendly. More than 50% of our own website traffic comes from smartphones, which is also why you need to be running Google Analytics reports on your website each month – learn where your traffic is coming from. These reports will also help you see whether improvements you've made on your website are bearing fruit.

For the most part, forget print advertising. In short order, it lines bird cages and house-trains puppies. What lives in the digital world has a much more extended life. Get to understand the effective use of online marketing tools such as blogs and social media sites. Reporters follow Twitter and scan for subject matter experts across social media. If your name is out there and your material is good, you'll get calls. One of the best forms of advertising is being quoted in major publications.

### Cybersecurity - Getting to good

No law firm cybersecurity is perfect. And perfect is not the goal. "Getting to good" is a start. As we often say in our CLEs, law firms have data on many individuals and businesses; hence, they are especially valued targets. And they hold a lot of PII (personally identifiable data) as well as a lot of regulated data (SOX, HIPAA, Graham-Leach-Bliley, GDPR, etc.) Fines and penalties for not adequately securing data can be stiff. Public shaming in the press can lead to clients beating a path to the exit door.

Recognizing that an advanced hacker with sufficient skill and funding WILL get into to your network, you need to have systems in place to detect a breach. You need to have an Incident Response Plan because no one thinks clearly in a crisis. You need to have your backups engineered so they are impervious to ransomware. At least one backup

should always be unconnected to your network. Yes, cloud backups are fine, but you need at least two backup sets. Develop cybersecurity policies – and enforce them. Train your employees in cybersecurity at least annually and form a "cybersecurity culture" where everyone is mindful of security and trained in the "See something? Say something." way of thinking.

If you are not in a large firm (over 500 employees), become familiar with the NIST Cybersecurity Framework standards. Version 1.1 was published in April 2018.

### Think out of the box

This is not your grandmother's or grandfather's law practice. Clients want greater availability – they don't want to have to take time off from work to see you. Offer extended hours. There's a reason that major stores sometimes have law offices in them – you may be better located in a strip mall than in a traditional law office. Rotate shifts with other lawyers. Keep asking yourself what clients want.

Set aside quiet time to figure out how you can distinguish yourself from your colleagues and how to make your skills known. Speak, write, network with other lawyers, etc. And yes, networking is still key – so cultivate those personal relationships.

Make a plan for the future and follow up on the plan. If you practice law the way it was practiced 20 years ago, you

are going to get run over by technology and alternative legal providers. Instead of being afraid that you will lose your job to artificial intelligence, figure out what new opportunities exist. As an example, we have certainly seen a marked increase in the number of lawyers handling data breaches and privacy law matters. "Sniffing the air" for emerging opportunities is a great way to make sure there is viable legal work for you to do.

Finally, remember that many current lawyer functions – drafting wills, contract review, e-discovery review, business formation, legal research, etc. – is automated already or will be shortly. Some of this work is automated through expert systems and some through artificial intelligence – it really doesn't matter which. Just as were writing this article, a news story was published saying that the number of patents filed within the category "legal services and handling legal documents" has risen 484 percent in the last five years according to an analysis by Thomson Reuters of data from the World Intellectual Property Organization. There is little point in bemoaning the work that will be lost to lawyers – but there is plenty of work out there for those who are energized enough to strategize for the future.

The authors are the President and Vice President of Sensei Enterprises, Inc., a legal technology, cybersecurity and digital forensics firm based in Fairfax, VA. 703-359-0700 (phone) www.senseient.com

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## SAVE THE DATE and join us to celebrate...

## Inland Counties Legal Services, Inc. 60th Anniversary Gala

ICLS staff and board invite you to celebrate 60 years of pursuing justice, fairness, and equality for low income individuals throughout the Inland Empire

## Thursday, April 4, 2019

5:00 p.m. – 9:00 p.m.

### Riverside Convention Center

3637 Fifth Street, Riverside, CA 92501

For more information and sponsorship opportunities, please contact:

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#### **MISCELLANEOUS**

CHILDHELP IS A NON PROFIT that serves abused children and families. Our foster care agency is moving our office to San Bernardino and we are in need of good furniture (used furniture is welcome). We have the ability to pay but donations would be appreciated. We are in need of several desks, chairs and conference room furniture. We appreciate your help! Feel free to contact me at: 908-255-4418 - Ike Kerhulas.

NEEDED IN NEEDLES: Free (or LOW COST) Law Books for local attys to use. Bender's Forms of Pleading & Practice & Bender's P's & A's. Older volumes (3 yrs) ok. Barbara Beard 877-711-6429 or Route66Lawyer@ frontiernet.net. Contact SBCBA for PU or drop off. 909/ 885-1986 or Claire@sbcba.org.

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## BULLETIN

of the San Bernardino County Bar Association

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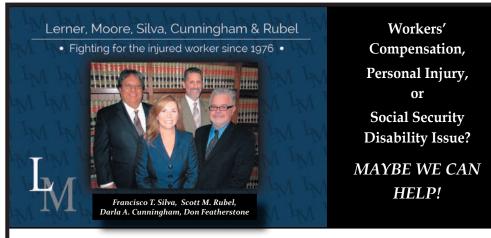
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The Bulletin of the San Bernardino County Bar Association is published 11 times a year. Our circulation is approximately 1,000, including: our bar membership of 800, 100 state and federal judges, state & local bar leaders, legislators, media, and businesses interested in the advancement of our mission.

Articles, advertisements and notices should be received by the bar office no later than the fifteenth of the month prior to the month of publication. For current advertising rates, please call the number listed above. Please direct all correspondence to the above address.



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November 2018

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