



The Advocate

Law Blogs – Clicking With Clients

by Gerry Blackwell

Right from the start, Lorne MacLean knew that the Internet would be crucial in successfully marketing his new Vancouver family law practice. After 19 years practicing in other firms, MacLean went out on his own in 2002, launching the MacLean Family Law Group.

Even before the firm's launch, he worked with a U.S.-based Web designer to develop an attractive Web site. It now includes more than 300

pages. He also started an online client newsletter, which currently has over 2,500 subscribers. But the biggest marketing bang for his Internet buck, he says, comes from the blog he launched in October 2003.

Blog? A blog (Web LOG) is a special kind of Web site – an online diary, crossed with a news service, usually with daily entries posted by the “blogger.” One of the keys to the growing popularity of blogs is that

the technology used makes it simple for non-technical people to compose new entries and publish them instantly to the blog Web site.

“Blogs are more tasteful and less expensive than a lot of lawyer advertising,” MacLean says. “And they’re superior to Web sites because they show up better in search engines. A blog enhances your reputation as a go-to person, as someone to be trusted in your particular area.”

Too many blogs – and there are hundreds of thousands, possibly millions of them on the Net – are just soapboxes for the opinionated, but not necessarily knowledgeable. The best, though, like MacLean’s (which comments on family law-related developments in the news) are tightly focused, well written and useful.

Blogs are a big deal in the U.S.,
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Chair’s Message

By Mark P. Buell, Chair, Trial Lawyers Section



I am both proud and humbled to serve as the Chairman of the Trial Lawyers Section of The Florida Bar for the coming year. I am proud to represent you, the trial lawyers of the state of Florida, and I am humbled to follow the many outstanding former chairs of this Section, in particular, Tom Masterson. Tom served our Section with distinction during the past year and trial lawyers owe him a debt of gratitude for his tireless efforts.

Numbering more than 7,000, we are the second largest section in the Bar. The Section’s affairs are carried out by its Executive Council, which is composed of an equal number of

plaintiffs and defense lawyers from around the state of Florida. They pay their own expenses for participation in the Trial Section and work diligently on your behalf in a variety of areas.

The coming year will likely be no different than past years in which both trial lawyers and judges have been unjustly attacked by those representing special interests or those who are simply ignorant. We will continue to work to protect the independence of the judiciary and our citizens’ ability to access the courts to obtain redress for violations of their rights. We will be ably assisted by Arthur I. “Buddy” Jacobs, who has represented the Trial Lawyers Section in the Legislature as its lobbyist for 30 years. Buddy has been particularly busy the past few years as attacks on trial lawyers, the judiciary,

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LAW BLOGS

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where they're often quoted in mainstream media. Many U.S. lawyers blog.

"I'm puzzled why more lawyers don't do it," MacLean says. "Maybe they're too busy, or think they are – which reminds me of the old saying about the logger who's too busy chopping wood to sharpen his axe."

MacLean says 90 percent of his new referrals now come from the internet, 10 percent from a Yellow Pages ad. He can't be sure how many are coming from the blog and how many from the Web site, since the two are interlinked. "But probably a significant portion are coming from the blog," he says.

Many prospective clients find the blog when they do a Web search using key words such as "divorce" or "family law" because links to it consistently appear at or near the top of the search list. The reason for this, MacLean says, is that search engines like Google give priority to sites that are constantly updated, as most blogs are. It's one reason they're such powerful marketing tools.

He won't say how many Web referrals he's receiving, but the firm has seen rapid growth. It started with just MacLean. Today, the MacLean Family Law Group keeps four lawyers very busy. "We've seen a four-fold increase in the size of the firm in two years," he notes. "And profits have jumped."

That is partly because the firm has attracted a better-educated, more affluent clientele through the Internet. "So it can also raise the quality of your practice," MacLean says. He's now planning to curtail Yellow Pages advertising and recently instituted a \$100 fee for initial half-hour consultations.

Family law practitioners like MacLean who rely more on new business than regular clientele may see a greater promotional benefit from blogging than most. But others can benefit, says David Canton, a business lawyer specializing in technology issues. He launched his own blog in November 2004.

Canton, who also writes a newspaper column on business law and co-authored a book, *Legal Land Mines in E-Commerce*, felt the blog was the "next logical progression, especially since my practice is focused on technical issues and to a large extent the people reading blogs are people in the technology community."

He posts entries almost every day. Some are his newspaper columns, but most are short commentaries on legal issues related to technology and interesting recent developments in technology that may have legal implications.

Canton is hoping it will generate new business, but says it's way too early to tell. In the meantime, he sees other benefits. It will keep him connected with clients, and also help update clients on important legal developments. He sees the blog as a better and cheaper alternative to an e-mail newsletter. The effectiveness of e-mail newsletters has been badly eroded by the spam epidemic and spam filtering, Canton notes.

When done right, a blog can work something like a newsletter, he explains. When he tells clients about his blog and invites them to subscribe, some still look blank and ask what a blog is. But more and more are commenting on his postings when they meet or talk to him. "So I know it's getting some attention from clients," he says.

The benefits of blogging for practitioners like MacLean seem incontrovertible. The business case for others, like Canton, would certainly be much harder to make, if it weren't for the fact that the cost side of the equation is so minuscule.

There are two ways to do a blog, Canton says. His way was do-it-yourself. He purchased software that provides all the tools for designing a blog screen, composing daily posts and automating the updating of the blog site.

Canton's law firm hosts the blog itself, as it does the firm's Web site. When readers click on a link to Canton's blog, they're routed to a computer in Canton's office. The infrastructure to do this was already in place, so the cost to the firm was "marginal."

The only other cost component is

his time, but even that, he claims, is not very onerous. "Because of the nature of my practice, I'm looking at this stuff all the time anyway, just to keep on top of things," Canton says.

MacLean has invested more money in his blog, but he anticipates a bigger bottom-line return. MacLean spent "about \$1,500" to design and set up the blog, and he pays \$20 to \$30 a month in hosting fees.

He and the firm's other three lawyers share responsibility for adding new content to the blog. It works out to about one "article" a week each. It takes him about 30 minutes to an hour to write and post an article, MacLean says.

The cost is so small that blogging may be a low-cost alternative to mounting a full-scale Web site for many small law firms, Canton suggests. "Every firm – every business really – should have a Web presence, and putting up a blog is a lot easier and cheaper than putting up a conventional Web site," he adds. "It's very easy to put something up that is not very attractive."

It's crucial to keep it fresh too. Constantly updating the blog ensures it will show up as high as possible on search engine lists, so readers – and prospective clients – are more likely to find it.

Keeping the focus is also important, Canton says. "You should figure out what you're going to do in the blog and then stick pretty close to it – which is not to say that I would never put up a post that was totally irrelevant to my practice, but you want to keep it fairly consistent with your strategy."

He also says it's key to "figure out who it is you want to read it. Whether it's other lawyers or current or potential clients – and then ask yourself, 'If I were them, why would I want to read this?'"

It's a good question. To find out more about legal blogging in the U.S. surf to Kevin O'Keefe's Real Lawyers Have Blogs site – a blog about legal blogging that also offers blog services for lawyers: <http://kevin.lexblog.com>.

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The Mobile Law Office: It Doesn't Chase Ambulances. Honest!

by Margot Sanger-Katz

On a recent Thursday, near the corner of Manhattan and Greenpoint Avenues in Brooklyn, a pair of lawyers met with clients on a bus. The lawyers consulted with two clients who had fallen from scaffolds, one who'd fallen from a ladder, and one who'd been scalded by hot water in her bathtub – all before lunch.

One of the lawyers was John C. Dearie, a plaintiffs' attorney who runs five brick-and-mortar offices from Manhattan to Albany. Then there's his roving operation: two peripatetic offices painted in the blue and gold of the University of Notre Dame, Dearie's alma mater. He calls the units Mobile Office A and Mobile Office B. Though he relies on former Greyhound drivers to operate them, he forbids his staff of 11 lawyers and a dozen or so paralegals from referring to the vehicles as buses.

Dearie, who is 64, 6'6" tall (he played basketball for the Fighting Irish), and perennially tan, got the idea to take his practice on the road while he was driving one day. In 1999, he spied a billboard beside I-95: A mobile education program run by New York City had recently been discontinued, and the decommissioned mobile classrooms – complete with blackboards and lockers – were for sale. If you could build a classroom in a bus, Dearie thought, you might also build a law office in one. "Within three seconds of seeing them," he said, "I was on the phone."

He picked up his first bus for a song – less than \$20,000 – but getting out on the road required a good deal more money (around \$80,000) as well as time (three months). The interior of the classroom was drab metal and it was filled with seats for the 24 students it had been designed to accommodate. To convert the mobile classroom into a mobile office, Dearie turned to Linda McNab, one of his full-time paralegals and a sometime interior designer. What she created is closer to an upscale Manhattan law office than to even the fin-

est jitney. The walls are covered in gold striped wallpaper and brass sconces. There are curtained windows, framed photographs of New York City landmarks, and a china coffee service. Oversize, green tufted leather chairs surround mahogany desks and tables (bolted to the floor) and a TV/VCR unit (steadied with a bungee cord). The exterior of the bus is a less tasteful advertisement for the services provided within. Dearie's name, his firm's 800 number, and its internet address are emblazoned in tall, gold letters on four sides of the vehicle, as is a slogan promising to bring "legal services right to your doorstep." But Dearie doesn't typically make house calls. Instead, the units make strategically planned visits to neighborhoods, usually setting up shop on a wide thoroughfare where there's hope of finding consecutive parking spots. "We're a two-parking meter-bus," explained Timothy Jones, one of Dearie's team of lawyers. "Two meter office," he corrected himself.

A former state legislator from the Bronx, Dearie wears bespoke suits and favors a gold collar pin. The mobile units, he says, provide a service to clients too old or too injured to travel very far. "If someone is in an auto accident," he explained, "we say, don't worry about it. We'll come to Elm Street, and we'll come to you

with our staff, and with our equipment, and with our attorneys in a professional environment."

During Dearie's recent morning in Brooklyn, one of his clients was a young Polish immigrant who'd fallen from a ladder on a construction site, suffering back and neck injuries and several broken bones. He lived a few blocks from the bus's parking spot. Leaning heavily on a cane as he left the office, the client requested that his next appointment also be in the mobile office. "I cannot take the stairs to take the subway," he explained. But the bus's clientele is not limited to severely injured clients or, for that matter, to ones with appointments – walk-ins are always welcome. Dearie estimates that he gets an unscheduled visitor almost every time he goes out. On this day, he had two. One was a neighborhood man obviously familiar with Dearie's operation – he boarded the bus armed with a bag full of medical records and photographs.

The other walk-in was more a matter of serendipity and a bit of salesmanship. Around midday, Timothy Jones decamped from the mobile unit and headed to a nearby hot dog stand for lunch. He encountered a man with an arm in a sling. "What happened to you?" Jones asked. The man, an electrician of Albanian extraction,

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MOBILE LAW OFFICE

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told Jones that he had been injured in a car accident when the hitch on a defective U-Haul trailer he was hauling broke. The lawyer invited the electrician into the mobile unit's "reception room." Ten minutes later, the injured man had signed a retainer engaging Dearie's firm to represent him and promising it a third of any injury awards. "Good things happen at the hot dog stand," Dearie remarked.

But not everyone thinks that what Dearie is doing is a good thing. The tort reform crowd, no fans of lawyers trailing ambulances on foot, are unsurprisingly incensed by the idea of them giving chase in a bus. "There are enough problems created in the legal system with this type of claim without lawyers driving into neighborhoods with moveable offices," said Theodore Boutrous, Jr., a partner at the firm Gibson, Dunn, & Crutcher, which frequently represents corporate defendants in large tort cases.

The mobile units have also incurred the wrath of doctors. Recently, a medical blog called "Gross Anatomy" posted photographs of one of Dearie's "offices" parked in the doctor's-only lot at a Brooklyn hospital. "I'm totally disgusted by this lawyer van sitting outside the ER," wrote the blogger. "Had no idea they actually did that." Dearie claims that emergency rooms are not ordinary stops for his outfit. "Under no circum-

stances have we ever gone to the ER of a hospital and said, 'Now that looks like a good parking space,'" Dearie said, bristling at the website's suggestion that he is an ambulance chaser. "We're not there with a giant client fishnet trying to harvest whatever clients we can."

Dearie regards his mobile operation as "outreach," a service to the community that is a piece of his practice. Yet others see "outreach" as Dearie's euphemism for marketing. "Wouldn't it have been more economical to bring a smaller vehicle with better gas mileage?" asked tort-reformer Walter Olson.

Dearie doesn't deny that raising his firm's profile is a fringe benefit of his mobile operation. "It's just amazing the number of people who call and say, 'What is that big blue thing?'" So Dearie is thinking of expanding his fleet of mobile units: "Trying to do this service with two is not easy, frankly."

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False ID: Face Recognition on Trial

by Robin Lloyd

Two hoodlums and their posse hit the streets of Fairbanks, Alaska, on October 10, 1997, for a night of marauding that left a teenage boy dead and an older man seriously injured.

Two years later, a jury convicted the suspects solely on the basis of the linkage between the two crimes and one eyewitness who saw the defendants, at the time, beating the older man “a couple of blocks away.” That distance was determined to be about 450 feet.

The defense pointed out to the jury that 450 feet is too far for a witness to accurately perceive the features that constitute a person’s face. In fact, it’s the same as trying to identify a person in the box seats behind home plate at Yankee Stadium when you’re seated high in the center field bleachers.

Impossible, right? Nonetheless, the jury voted to convict.

This frustrating case inspired Geoffrey Loftus of the University of Washington and Erin Harley of the University of California, Los Angeles, to do better.

Gone in a Blur

Clearly it’s harder to identify faces at a distance, but exactly how much information is lost at 10 feet, versus 100 feet, versus 200 feet, and so on?

“We determined that blurriness and distance are equivalent from the visual system’s perspective,” Loftus said. “When you make an image smaller, you lose information in exactly the same way as happens when you keep the picture large but make it blurry.”

As a result of this new research, Loftus and Harley now can use witnesses’s statements that they viewed something from 120 feet, for example, and then manipulate a photograph of the item and know precisely how much to filter or blur a closer item so it carries the same amount of information.

Observers will be equally successful at identifying the distant image and the filtered closer image, Harley told *LiveScience*.

The approach is based on 20/20



vision and normal daylight. It can be adjusted for nighttime or vision variations. The results were published in a recent issue of *Psychonomic Bulletin & Review*.

How We See

To figure this all out, the researchers conducted many experiments to learn more about how people see what is before them. The human visual system, as Harley and Loftus understand it, involves a collection of components – including the optics of the eye and the cells that receive light – all of which act as filters that determine which types of light stay and which are removed from all the light available to our eyes.

“Think of any filter you might use,” Harley said. “For example, we put UV filters on our camera lenses to block out UV light. These camera filters simply don’t let wavelengths in the UV range pass through.”

Harley and Loftus determined that our brains basically apply a distance filter to objects we see, such that we see progressively coarser details as we move further and further away.

To learn the exact figures, they started with small images of Julia Roberts, Michael Jordan, Jennifer Lopez, Bill Gates and President George W. Bush. Next, the researchers made the images larger, as if one were getting closer, until subjects could identify each public figure or celebrity. They recorded the size at which each celebrity was recognized and converted this to a corresponding distance.

They did the same experiment

starting with blurry images and slowly clarifying them until test subjects could recognize the public figures. They recorded the amount of blurring that made a face unrecognizable.

They found that the same general mathematics describe the filtering that happens in each situation. And if you want to sound scientifically credible when you spot celebrities, you should know that these experiments show that celebrity face identification remains quite reliable up to about 25 feet and then degrades to zero reliability at 110 feet.

Serious Consequences

When it comes to identifying criminals, the stakes, of course, are more graver.

“It is becoming more apparent that there are serious problems with eyewitness testimony,” Loftus said.

“Misidentifications can occur, and the quality of memory is limited by the distance at which a witness sees a person,” he said. “This research, which specifies mathematically the relations between memory quality and distance, results in our being able to present intuitive information to a jury which can help it come to the best possible decision in a case.”

Beyond trials, the new research, which also works for identifying vehicles, could help in the design of sensing devices for spotting terrorists and could help determine the reliability of people identifying potential sites for weapons of mass destruction from aerial photographs.

Meanwhile, journalists investigating the conviction of the Fairbanks hoodlums discovered juror misconduct. Four jurors conducted their own side experiments on distance and facial recognition outside the courtroom, during the trial. An appeals court has ordered a new trial.

Presumably, the defense now will be able to more precisely illustrate to a jury how difficult it is to identify someone 450 feet away.

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The Florida Bar Trial Lawyers Section

2005 -2006 CLE Seminar Schedule*



October 20/21, 2005 — Medical Malpractice [C0365]

October 20, 2005 - Tampa Airport Marriott
 October 21, 2005 - Miami Hyatt Regency Downtown
 Chairs: Glenn Burton/Tom Masterson

January 19, 2006 — Alternative Dispute Resolution [C0353]

Chairs: John Salmon / Bert Grandoff

February 7/8, 2006 — Board Certification Review [C0264]

Tampa Airport Marriott - Chair: Ed Cheffy

February 10, 2006 — Proving and Defending Damages [C0267]

Tampa Airport Marriott - Chair: Chris Knopik

May 10 -May 14, 2006 — Advanced Trial Advocacy [C0251]

University of Florida, Gainesville - Chair: Bob Palmer

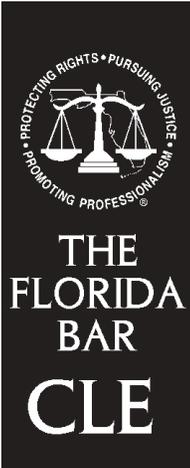
** Please check The Florida Bar Website to confirm the date, location and time of these seminars(floridabar.org)*

Trial Lawyers Section Budget

Listed below is the Section's financial statement for the fiscal year ending June 30, 2005 and the budget for 2005/2006. The 2005-2006 budget was approved by the executive council and the Board of Governors earlier this year.

REVENUES:

	2004/05 Actual:	2005/06 Budget:			
Dues	238,205	231,000	Committee Expenses	1,131	2,000
Affiliate Dues	210	175	General Meeting	252	1,000
Dues Retained by TFB	<85,172>	<82,821>	Board or Council Meeting	10,917	11,000
Total Dues Income-Net	153,243	148,354	Bar Annual Meeting	11,885	8,000
CLE Courses	4,366	8,250	Midyear Meeting	555	2,500
Sect Reimb Of Loss	<3,293>	0	Section Service Program	0	3,000
Audio Tape-Section S	19,769	20,000	Awards	1,146	1,250
Videotapes	205	2,000	Scholarships	14,500	16,000
Mat Sales-Sect Shr	191	0	Mock Trials	12,667	13,000
Investment Allocation	5,211	3,512	Website	4,800	7,500
Other Income	26,449	33,762	Legislative Consultation	60,000	60,000
Total Revenues	179,692	182,116	Legis Cons Ofc Exp	50,000	50,000
Employee Travel	2,536	3,232	Council of Sections	300	300
Postage	810	9,000	Operating Reserve	0	0
Printing	3,452	10,000	Miscellaneous	531	5,000
Officers Office Expense	0	2,000	Total Operating Expenses	202,144	240,682
Newsletter	15,871	20,000	Total Gen.Fund Support	0	0
Supplies	16	300	Total Expenses	202,144	240,682
Photocopying	82	300	Net Operations	<22,452>	<58,566>
Officers Travel Expense	250	3,800	Fund Balance	56,574	71,941
Meeting Travel Expense	9,097	8,000	Current Fund Balance	34,122	13,375
Out of State Travel	0	1,500			
CLE Speaker Expense	1,346	2,000			



The Florida Bar Continuing Legal Education Committee and the Trial Lawyers Section present

Medical Malpractice in Florida: Debating Current Legal Issues

COURSE CLASSIFICATION: ADVANCED LEVEL

Live Presentations: **October 20, 2005 - Tampa**
October 21, 2005 - Miami

Course No. 0356R

This advanced seminar will address recent changes in the law of medical malpractice. The format will be interactive with an attempt to present the plaintiff and defense perspectives in dealing with current legal issues that confront the attorney handling medical negligence cases. This program will pit some of Florida's leading attorneys against one another in debating the issues arising from the recent statutory and constitutional changes in the law. In addition, all attendees will receive a copy of the Florida Medical Malpractice Handbook, a new publication which was written by leading medical malpractice litigators from throughout Florida. The cost of purchasing this invaluable research tool for those who do not attend the seminar will be \$175. Attendees at this program will be the first to receive the comprehensive analysis of Florida malpractice law included in the Florida Medical Malpractice Handbook.

8:30 a.m. – 8:45 a.m.

Welcome and Introductions

8:45 a.m. – 10:15 a.m.

Initiation of Claims and Defense (case, initial experts, pursuit)

Plaintiff:

Thomas D. Masterson, St. Petersburg

Defense:

Glenn M. Burton, Tampa

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 12:00 noon

Filing Suit through Trial (pretrial practice, expert preparation and depositions, discovery disputes, case management)

Plaintiff:

Gary D. Fox, Miami

Defense:

Jonathan P. Lynn, Miami

12:00 noon – 1:00 p.m.

Lunch (on your own)

1:00 p.m. – 2:30 p.m.

Recent Trends in Florida Medical Malpractice Claims (new cases, amendments to the constitution, issues currently on appeal)

Plaintiff:

Lake Lytal, Jr., West Palm Beach

Defense:

Thomas E. Dukes, III, Orlando

2:30 p.m. – 2:45 p.m.

Break

2:45 p.m. – 4:15 p.m.

The Trial of a Medical Malpractice Case (jury selection, themes, trial consultants, order of proof, demonstrative aids)

Plaintiff:

William E. Hahn, Tampa

Defense:

S. William Fuller, Jr., Tallahassee

CLE CREDITS

CLER PROGRAM

(Max. Credit: 7.0 hours)

General: 7.0 hours

Ethics: 0.0 hours

CERTIFICATION PROGRAM

(Max. Credit: 5.5 hours)

Civil Trial: 5.5 hours

Seminar credit may be applied to satisfy both CLER and Board Certification requirements in the amounts specified above, not to exceed the maximum credit. Refer to Chapter 6, Rules Regulating The Florida Bar, for more information about the CLER and Certification Requirements.

Prior to your CLER reporting date (located on the mailing label of your Florida Bar News) you will be sent a Reporting Affidavit or a Notice of Compliance. The Reporting Affidavit must be returned by your CLER reporting date. The Notice of Compliance confirms your completion of the requirement according to Bar records and therefore does not need to be returned. You are encouraged to maintain records of your CLE hours.

FACULTY & STEERING COMMITTEE

Glenn M. Burton, Tampa — Program Co-Chair
Thomas D. Masterson, St. Petersburg — Program Co-Chair

Thomas E. Dukes, III, Orlando
Gary D. Fox, Miami
S. William Fuller, Jr., Tallahassee

William E. Hahn, Tampa
Jonathan P. Lynn, Miami
Lake Lytal, Jr., West Palm Beach

How to register:	ON-LINE: www.FLORIDABAR.org * NEW * SECURE * FASTER *	MAIL: Completed form w/check.	FAX: 850/561-5816 Form with credit card information.
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REFUND POLICY: Requests for refund or credit toward the purchase of the course book/tapes of this program **must be in writing and postmarked** no later than two business days following the course presentation. Registration fees are non-transferable, unless transferred to a colleague registering at the same price paid. A \$25 service fee applies to refund requests.

Register me for the “Medical Malpractice in Florida: Debating Current Legal Issues” Seminar

TO REGISTER OR ORDER COURSE BOOK/TAPES, BY MAIL, SEND THIS FORM TO: The Florida Bar, CLE Programs, 651 E. Jefferson Street, Tallahassee, FL 32399-2300 with a check in the appropriate amount payable to The Florida Bar or credit card information filled in below. If you have questions, call 850/561-5831. ON-SITE REGISTRATION, ADD \$25.00. **On-site registration is by check only.**

Name _____ Florida Bar # _____
 Address _____
 City/State/Zip _____ Phone # _____

CVS: Course No. 0356R

LOCATIONS (CHECK ONE):

Tampa* - October 20, 2005**
(049) Airport Marriott

Miami* - October 21, 2005**
(024) Hyatt Regency Downtown

*** Live

REGISTRATION FEE (CHECK ONE):

Member of the Trial Lawyers Section: \$230

Non-section member: \$255

Full-time law college faculty or full-time law student: \$127.50

Persons attending under the policy of fee waivers: \$0

Includes Supreme Court, DCA, Circuit and County Judges, Magistrates, Judges of Compensation Claims, Administrative Law Judges, and full-time legal aid attorneys if directly related to their client practice. (We reserve the right to verify employment.)

METHOD OF PAYMENT (CHECK ONE):

Check enclosed made payable to The Florida Bar Signature: _____

Credit Card (Advance registration only. Fax to 850/561-5816.) Name on Card: _____

MASTERCARD VISA Exp. Date: ____/____/____ (MO./YR.) Card No. _____

Please check here if you have a disability that may require special attention or services. To ensure availability of appropriate accommodations, attach a general description of your needs. We will contact you for further coordination.

COURSE BOOK – AUDIO/VIDEOTAPES – PUBLICATIONS

Private taping of this program is not permitted. **Delivery time is 4 to 6 weeks after December 2, 2005. TO ORDER AUDIO/VIDEO TAPES OR COURSE BOOKS**, fill out the order form above, including a street address for delivery. **Please add sales tax to the price of tapes or books. Tax exempt entities must pay the non-section member price.**

_____ COURSE BOOK ONLY: Cost \$55 plus tax	TOTAL \$ _____
_____ AUDIOTAPES (includes course book) Cost: \$230 plus tax (section member), \$255 plus tax (non-section member)	TOTAL \$ _____
_____ VIDEOTAPES (includes course book) Cost: \$250 plus tax (section member), \$275 plus tax (non-section member)	TOTAL \$ _____

Related Florida Bar Publications can be found at <http://bookstore.lexis.com/bookstore/catalog>.
Click on “Jurisdictions,” then “Florida” for titles.

Certification/CLER credit is not awarded for the purchase of the course book only.

Please include sales tax unless ordering party is tax-exempt or a nonresident of Florida. If this order is to be purchased by a tax-exempt organization, the course book/tapes must be mailed to that organization and not to a person. Include tax-exempt number beside organization's name on the order form.



If you are interested in becoming Board Certified, please contact the area's staff liaison below. Filing periods are listed on the back of this form.

850/561-5842

Michelle Acuff - ext. 5736
lacuff@flabar.org

- * Antitrust & Trade Regulation Law
- * Business Litigation
- * Wills, Trusts & Estates

Linda Cook - ext. 5735
lcook@flabar.org

- * Criminal Appellate
- * Criminal Trial

Michelle Francis - ext. 5737
mfrancis@flabar.org

- * Labor & Employment Law
- * Workers' Compensation

Mustafa Mahdi - ext. 5768
mmahdi@flabar.org

- * Aviation Law
- * Construction Law
- * Marital & Family Law

Cherie Morgan - ext. 5693
cmorgan@flabar.org

- * Civil Trial
- * Elder Law

Carol Vaught - ext. 5738
cvaught@flabar.org

- * Appellate Practice
- * Immigration & Nationality
- * International Law
- * Real Estate

Lindsay Worsham - ext. 5690
lworsham@flabar.org

- * Admiralty & Maritime Law
- * City, County & Local Gov't Law
- * Health Law
- * Tax Law



THE FLORIDA BAR

Thinking About Becoming BOARD CERTIFIED?

Visit our Web site at www.floridabar.org/certification

"Merit selection of judges and board certification of lawyers are two of the jewels in the crown of the Florida justice system. The character, competence and commitment that defines professionalism is also the essential formula for certification."

*The Honorable Harry L. Anstead
Justice, Supreme Court of Florida*

Approximately 4,000 attorneys are Board Certified by the Florida Bar. Board certification symbolizes specialized skills, experience, and professionalism in the practice of law. It is one way of helping the public make a more informed decision when selecting a lawyer and it is a valuable resource for referrals among those within the profession. The Supreme Court of Florida has approved standards for certification in the following specialty practice areas:

- ◆ Admiralty & Maritime Law
- ◆ Antitrust & Trade Regulation Law
- ◆ Appellate Practice
- ◆ Aviation Law
- ◆ Business Litigation
- ◆ Civil Trial
- ◆ City, County & Local Gov't Law
- ◆ Construction Law
- ◆ Criminal Appellate
- ◆ Criminal Trial
- ◆ Elder Law
- ◆ Health Law
- ◆ Immigration & Nationality
- ◆ International Law
- ◆ Labor & Employment Law
- ◆ Marital & Family Law
- ◆ Real Estate
- ◆ Tax Law
- ◆ Wills, Trusts & Estates
- ◆ Workers' Compensation

* To review the specific standards for each practice area, please refer to Chapter 6, Rules Regulating The Florida Bar or visit www.floridabar.org/certification.



Benefits

- ✓ Identification as "Board Certified" "Specialist" or "Expert" in your field of practice
- ✓ Personal pride, peer recognition and professional advancement
- ✓ Malpractice insurance discounts
- ✓ Excellent referral network
- ✓ Separate listing in The Florida Bar *Journal* directory issue and on the Bar's Web site



Minimum Requirements*

- ✓ A minimum of 5 years in the practice of law
- ✓ Substantial involvement
- ✓ Passage of an exam
- ✓ Satisfactory peer review
- ✓ Completion of the certification area's CLE requirement



Important Dates

Application Filing Periods Each Year:

- 1st Cycle: July 1 - August 31
- 2nd Cycle: September 1 - October 31

Exam Dates Each Year

(Day to be Announced):

- 1st Cycle: March
- 2nd Cycle: May



Become a Board Certified Lawyer

If you are interested in obtaining an application, complete this form and return it to: The Florida Bar, Certification Department, 651 East Jefferson Street, Tallahassee, FL 32399-2300. Applications and information are also available through The Florida Bar Web site at www.floridabar.org/certification.

Please send me the following application(s):

Filing period is July 1 - August 31 for these areas:

- Admiralty & Maritime Law
- Appellate Practice
- Aviation Law
- Civil Trial
- Elder Law
- Immigration & Nationality
- International Law
- Labor & Employment Law
- Marital & Family Law
- Tax Law

Filing period is September 1 - October 31 for these areas:

- Antitrust & Trade Regulation Law
- Business Litigation
- City, County & Local Government Law
- Construction Law
- Criminal Appellate
- Criminal Trial
- Health Law
- Real Estate
- Wills, Trusts, & Estates
- Workers' Compensation

PLEASE PRINT LEGIBLY

NAME _____ ATTORNEY NUMBER _____

ADDRESS _____

CITY/STATE/ZIP _____

CHAIR'S MESSAGE

from page 1

and the ability to access the courts have accelerated. We anticipate he will be busy in the next legislative session as well. We thank him for decades of service to Florida's trial lawyers.

We will continue to publish the Discovery Handbook which is updated on an annual basis and distributed to trial judges and attorneys throughout Florida. You may obtain a copy from the Trial Lawyers Section website at www.flatls.org. I believe you will find it extremely useful in your day-to-day practice.

You will find other useful information on the Trial Lawyers Section website. For example, the Trial Lawyers Section prepared standard release forms which are also available on our website. They are designed to be fair and neutral to both parties to a settlement, and I commend them to you. You will also find guidelines for professional conduct on the website which provide practical guidelines for professional conduct for trial lawyers in Florida. This publication has promoted professionalism since 1993 and is another useful tool when dealing with difficult opponents. Many of

our trial judges keep copies of the guidelines for professional conduct in their chambers, and you should not hesitate to refer opposing counsel to them if you believe he or she is acting in an inappropriate and unprofessional way.

Another resource you may find valuable on the Section's website is a collection of sanction orders entered by Florida judges in past years. We intend to continue to collect sanction orders on the website to be used by courts and lawyers seeking insight into how other courts have dealt with discovery abuses. I invite you to forward copies of sanction orders relating to discovery abuses to be added to our website.

Finally, we will continue the Trial Lawyers Section's efforts to provide continuing legal education. The CLE Committee will once again be chaired by Bob Mansbach of Orlando. We anticipate presenting seminars including:

2005

- *October 20 - 21*
Medical Malpractice
Tampa Airport Marriott -
October 20
Miami [TBA] - October 21

2006

- *January 19*
Alternative Dispute Resolution –

Hyatt Regency Downtown,
Miami

- *February 7 - 8*
Board Certification Review –
Tampa Airport Marriott
- *February 10*
Proving and Defending Damages
– Tampa Airport Marriott
- *May 10 - 14*
Advanced Trial Advocacy –
University of Florida, Gainesville

Finally, we anticipate once again conducting a mock trial competition which is open to all Florida law schools, the Chester Bedell Mock Trial Competition. It is held in conjunction with the Mid-Year Meeting of The Florida Bar in Miami. The competition will be chaired by Section members Jonathan Linn and Eileen Moss of Miami, and we anticipate as many as ten law schools may compete in 2006 including, for the first time, Florida A & M University.

We will continue to keep track of legislation which may jeopardize access to courts, and will respond to issues which may impact trial lawyers in Florida. We will seek to enhance professionalism and trial skills among our members. We will respond to those who disparage our profession or the courts and will continue to work to enhance trial skills and proficiency of our membership.

The Florida Bar
651 E. Jefferson Street
Tallahassee, FL 32399-2300

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