

Fellow News



In March, at the “Your Honor Awards” program during the Legal Marketing Association’s national conference, **Ross Fishman** Marketing won the optional “Best of Show” trophy for a responsiveness-based marketing campaign for

Chicago’s Laner Muchin. In the last 15 years, this optional “judges choice” grand prize has been awarded eight times, and Ross’s company has received it four times. Also in March, Ross Fishman Marketing received Small Firm Business magazine’s “Best Practices” award for the nation’s best marketing campaign, “The Lettuce Lawyers,” an agricultural-law practice area program for California’s Noland Hamerly Etienne & Hoss, PC.

Guide for the Solo and Small Firm Lawyer, 4th Edition. He is also writing the second edition of *How To Build and Manage a Personal Injury Practice*, scheduled for publication by ABA/LPM this summer. He recently spent three weeks in China and is studying Mandarin in preparation for work in international arbitration and mediation.

Sally Schmidt

has completed her second book, *Business Development for Lawyers: Strategies for Getting and Keeping Clients*. Whether launching or trying to expand a practice, this book shows how to select strategies that will help firms thrive and avoid those that are ineffective. The book discusses how marketing and business development differ, how they complement each other and how they can help lawyers take control of their own destiny. This guide will help readers create sources of work, derive more satisfaction from practicing and achieve professional goals.



Continued on page 5

Special points of interest:

- Fellow Updates
- In Memoriam—Cecilia Johnstone
- Going Beyond Microsoft
- Next InnovAction Awards Launch in September



Bill Gibson, Clackamas, OR, completed his transition from plaintiff’s personal injury lawyer to full-time arbitrator and mediator. He recently served as editor of the

ABA/LPM book, *Flying Solo: A Survival*

Editor’s Note



Mary Beth Pratt

Welcome to the Spring issue of the College of Law Practice Management newsletter. Planning is well underway for the annual Meeting and Induction weekend in San Francisco on September 8 and 9 at

the Palace Hotel. We hope all Fellows will attend in the city by the bay where the College had its first meeting. The beautiful setting will enhance our opportunity to mix, mingle and learn. Please see Merrilyn’s column for more details.

Our enthusiasm for the meeting and the activities of our Fellows are tempered by the death on April 15 of Cecilia Johnstone. Three moving tributes to her are in this issue. This issue also includes the final in Simon Chester’s series on computer tips and tools.

Please keep us updated on your activities. Send changes to Karen Rosen at colpm@comcast.net



Greetings Fellows!

We're looking forward to a wonderful meeting in San Francisco this September 8 & 9! The "City by the Bay" must surely be the most beautiful gem of a city found anywhere in the

United States. And if you've never before stayed at our meeting hotel, The Palace, you will find it to be an elegant, relaxing and gracious indulgence. Pull out the tux and unpack your gown. . .the dinner promises to be our grandest one, yet.

The program for Saturday focuses on innovation in law practices: Is it possible? Who's doing it? Why do it? What does it take? All the really big questions about thinking and working creatively in a precedent-driven profession. Eric D. Mankin, Executive Director of Babson College's Innovation and Corporate Entrepreneurship Research Center will lead off the day. He has spent more than 20 years working with companies to implement new management technologies that improve company performance. Since 1991, Eric has focused his efforts on helping companies enhance their product development and innovation performance in locations ranging from the UK to Singapore to India and the United States.

"Yeah, sure," you say, "that's all well and good in a corporate environment! Has this guy tried making ANYTHING happen in a law firm?" Actually, that's our task. Several Fellows of the college have been asked to participate with Eric to examine how proven innovation methods may or may not be applicable to a law practice. It promises to be a lively discussion, with all in attendance involved before we're done.

We're also cooking up some proprietary research about the nature of innovation in law practices around the world. The research results will be presented over luncheon on Saturday – just before you are released to enjoy the city.

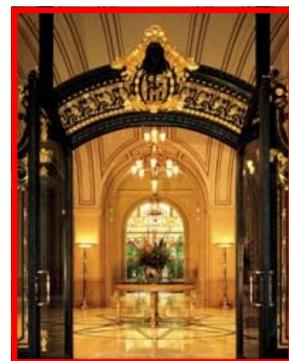
And, of course, our primary reason for gathering will be the festive Saturday night dinner where our new Fellows will be feted and inducted.

I hope you'll mark it on your calendar this minute! And watch for promotional materials and your registration packet from College headquarters within the coming weeks.

MAT

Newsletter Committee
Mary Beth Pratt, Chair
Simon Chester
Bob Denney
Jan Waugh

Visit our website at
www.colpm.org



Cable car, Golden Gate Bridge, Coit Tower on Telegraph Hill and the historic Palace Hotel entryway.

In Memoriam — Cecilia Johnstone

Cecilia Johnstone, justice of the Court of Queen's Bench, former president of the Canadian Bar Association, active American Bar Association member, and a visionary leader and change agent died on April 15 in Edmonton. She was an extraordinary woman and will be remembered by everyone who knew her for her spirit and energy. Here are three tributes to Cecilia from Carol Phillips, Chuck Coulter and Gary Munneke.

My remembrances of Cecilia are that she was an extraordinary person who was interested in everyone around her. I met her in 1995, shortly after she completed her term as president of the Canadian Bar Association, and before she became Madame Justice of the Canadian Courts. She and I met while working on various projects of the ABA Law Practice Management Section, and immediately became friends. She was a person who wanted to know you, help you, make you laugh and enjoy every moment you spent with her. She was like that with everyone. She had the rare combination of beauty, intelligence and compassion. Her accomplishments were staggering, yet she never let on that she had done so much. Most important, she cared about whatever she set out to do.

The memory of Cecilia I shall always treasure is when she became the travel agent for a group of us from the Section, and arranged a fabulous trip in Canada. There were 10 of us, and she made all the arrangements. She picked us up at the Edmonton Airport and we stayed at her beautiful home, then set off to see the sights of Jasper National Park, the Columbia Ice Fields, absolutely gorgeous vistas and Lake Louise, and then to attend the Section meeting at the Banff Springs Hotel. The picnic she and her husband John arranged at Jasper National Park will always be my favorite memory of Cecilia. She made sure every bite of lunch was perfect, and each sip of wine exceptional. I can still feel the sun of the gorgeous day and see the clear water at that picnic sight. She is gone, but never forgotten by all of us who knew and

loved her. I shall always remember her smiling, with a twinkle in her eye telling you she was just about to do or say something that would make you laugh. That is the Cecilia we all knew and loved.

Carol Phillips

I had the distinct pleasure of working with Cecilia while we were active members of the ABA Law Practice Management Section. Cecilia brought her infectious zest for life wherever she was, be it a committee meeting, a business lunch, a Council meeting, a dinner party or some athletic endeavor. Her adventurous spirit led many volunteers on ventures they would never have undertaken without Cecilia's energy, enthusiasm and prodding. While she brought fun and adventure into these activities, she also provided valuable insight, helped to keep the big picture in view, and consistently did what she promised to do.

Her election as president of the Canadian Bar Association was a major achievement, among many, but she never talked much about what she had done. She brought compassion and a strong concern for justice to the Canadian courts, and she cared deeply about her friends, her colleagues, her clients and her causes. She fought a long health battle with courage and spirit. Cecilia enriched the lives of so many, and we give thanks for the time she shared with us.

Chuck Coulter

When the news reached me that Cecilia Johnstone had finally succumbed to the foe she had battled for so long, I was saddened to learn that someone so important in my own life (and I would venture in the lives of many others as well) would no longer be there as confidante, friend and advisor. I was heartened to think that the wisdom, generosity and integrity that Cecilia brought to everyone she encountered will live on in the hearts and memories of all those she touched. I will miss her; we all will.

Continued on page 4



Madam Justice Cecilia Johnstone (1952-2006)

In Memoriam — Cecilia Johnstone (con't)

Lest I get carried away proclaiming Cecilia's sainthood, she would be the first to tell me to pipe down and keep it real. So rather than recounting her many significant accomplishments, I'll share a few memories that I think Cecilia would enjoy having retold.

When Cecilia invited the Law Practice Management Section to come to Banff, in her beloved Alberta, she admonished her American friends that we had to come to Canada to see the "real Rocky Mountains, not the glorified hills of Colorado." The Section came, not once but twice, and Cecilia welcomed us in a way that only Cecilia could.

On certain subjects, Cecilia's opinions were quite strong, such as the importance of equal opportunity for women (a principle she lived rather than just proclaimed), and opposition to the "barbarous" institution of capital punishment ("I don't see how you Americans can call yourselves civilized when you are the only country outside the Third World that still permits capital punishment," she often reminded us).

On other topics, Cecilia defused controversy with humor. Regarding Canadian bilingualism, Cecilia told how, as president of the Canadian Bar Association, she was required to give all of her speeches in both French and English, even though her own French was fractured, and her audiences, especially in Western Canada, often knew less French than she did. She could run through a litany of her mispronunciations, but she was always pleased that she never said anything really offensive in French by mistake.

Regarding hockey in America, she quickly pointed out that she'd like to see an NHL team from the States win a single game

without a roster well-stocked with Canadian players. Gretzky could never be forgiven for abandoning the Edmonton Oilers for Los Angeles, although she opined that Los Angeles was a fine place to visit.

And speaking of places to visit, the one American city Cecilia loved coming back to again and again was New York. She returned to the Big Apple as often as she could, as recently as Thanksgiving (American, not Canadian) in 2005. My wife, Sharon, and I met Cecilia there, and it turns out this was our last visit with her. Although she claimed the trip was for shopping, shows and food, it was we all knew to say goodbye. We had a wonderful evening with good wine, excellent food and scintillating conversation. We reminisced about past adventures and future plans, but Cecilia was frank, telling us in a way that only Cecilia could, that she "might not get back to New York for a while." She said to say hello to all her friends in the States, and to tell them that they missed a wonderful evening.

All who knew Cecilia Johnstone possess similar memories of their own, involving wonderful evenings and interesting days, whether deep in the Canadian Rockies, on the sidewalks of New York, or some other place along the path of life. Take a moment as you read this to recall your own experiences as a part of Cecilia's life, and remember that her formula was simple: do good, live well and savor friends. I think she would much rather the rest of us honor her by employing her formula for living than making a "fuss," as she would put it, about her death.

Gary Munneke

College's New Expert Program—Still Time To Complete Survey

You still have time to add your information to the our Expert's Program.

The program will connect the legal media and others looking for sources of information on law practice management topics with interested Fellows of the College.

Click on the following Expert's Survey link (www.law.ufl.edu/pmsurvey) and complete the survey indicating all the areas you are comfortable commenting on should the media or another organization contact you.

Please send your updated profile to Karen at colpm@comcast.net.

Fellow Updates, cont.

After teaching black lawyers in Johannesburg and Durbin, South Africa, commercial law in September, **Jim St. Clair** stayed home in West Virginia until January, when he traveled to Costa Rica to work on management issues in the firm of Arias and Munoz in San José for a month. He termed it a “great experience!” In April he went to Malta. He hopes that “the rest of you in the College have as much fun, as I, in retirement.”



College of Law, Applied Leadership and Management Theory for Law Firms, is now in its fifth year and is also offered on line for distance learning.

Ida Abbott is writing a column in *Diversity & the Bar Magazine* on “Mentoring Across Differences.” The first two columns are available online at



<http://mcca.com/site/data/magazine/2006-01/mentoring.shtml>

and

<http://mcca.com/site/data/magazine/2006-03/mentoring.shtml>



The second edition of **Ron Seigneur's** book *Financial Valuation: Applications and Models* will be published by John Wiley & Sons this summer. He is a co-author of this treatise on business appraisal science. Ron will speak at the ALA National Financial Management Conference in Baltimore on year-end planning issues and advanced budgeting techniques. His law school course at the University of Denver

Mary Beth Pratt retired from 20-plus years as an in-house marketing director at the end of 2005 and is now consulting for professional services firms.

Please consider supporting the activities and purposes of the College in a particularly meaningful way. Our **Sustaining Fellows** help us provide programs and services that support the College's mission of recognizing, inspiring and promoting excellence in law practice management. Your tax-deductible donation will help to ensure that we can continue to deliver the programs and services the Fellows expect and deserve.

College Recognizes 2006 Sustaining Fellows

Thank You To Our 2006 Sustaining Fellows:

Managing Partner (\$500—\$999)

Lowell Rothschild
Harry Trueheart, III

Barrister's Circle (\$250-\$499)

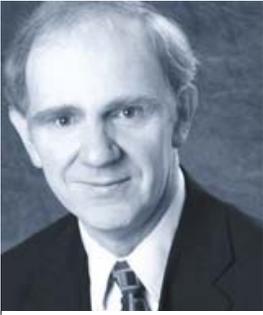
W.J. Douglass Boyd, in memory
of David Brezina
Charles Coulter
John Cummins, in memory
of David Brezina
Jim Lantonio
Nancy Siegel

Advocate (\$100-\$249)

Donald S. Akins
Robert Bigelow

James Brill, in honor
of J. Harris Morgan
Maggie Callicrate
K. William Gibson
Robert M. Greene

Peter A. Giuliani, in honor
of Richard Reed
Wesley P. Hackett
John Hanley
Linda A. Klein
Gerry Malone
Michael E. Palmer
Carol Phillips, in honor
of Martha Ilano, CLM
Richard Potter
Joel Rose
Robert Rubenstein
Sally Schmidt
Milton Zwicker



Simon Chester is a partner in Heenan Blaikie LLP, Toronto, practicing in the litigation and business law groups, with special emphasis on knowledge management, research and legal opinions. During the past 25 years he has been a pioneer in the application of technology to the practice of law.

Going Beyond Microsoft

By Simon Chester

In previous issues, this column has described tools and technologies that can be used by the average lawyer to enhance productivity, and also may help with your home computer. Consider alternatives to the standard software that likely came installed when you bought your computer. These alternatives have the advantage of being free. Normally, installing free programs virtually guarantees that malicious software like spyware (which tracks web behavior and compromises your privacy) and adware (those irritating popups) will be loaded onto your computer. But, if trusted sources such as Google offer useful, safe and free products, that's quite a different matter.

I had intended this month to tell you about a few utilities that handle spyware, adware and other malicious software. However, one recent development from the folks at Google makes that unnecessary. Google Pack (<http://pack.google.com>), as it's known, is a no-brainer for any lawyer. It contains a bundle of free utilities, browser toolbars and applications that make it easier to search the Internet, deal with digital images, and protect your computer from viruses and other intrusions.

Some of these tools aren't particularly new; what is new is the convenience of a single easy download and automatic updates. It should take you five minutes or less on a high-speed web connection. The program in total is 72 megabytes, so if you are relying on dial-up, budget your time. You'll need Windows XP with administrator rights. This program will not run on Mac OS.

The Promise of Google Pack

The Pack consists of five Google programs (Google Earth, Google Desktop, Picasa photo organizer, Google Toolbar for Internet Explorer and the new Google Pack Screensaver), a version of Mozilla Firefox with Google's Toolbar installed, the Ad-Aware SE Personal spyware remover, Symantec's Norton AntiVirus 2005 SE with six months updating and Adobe Reader 7.

Plus five optional ingredients – the Google Talk and Trillian instant messengers, RealPlayer Media Player, a Google Video Player and an Image Gallery for desktop backgrounds or screensaver images.

The Google Pack has something of value for all computer users. The ease with which this bundle installs makes this a solid recommendation for most computer users. I particularly liked the Google Updater feature which marshals all these applications onto your computer and keeps them up to date automatically. If you have older versions loaded, Google Updater automatically replaces them with newer copies.

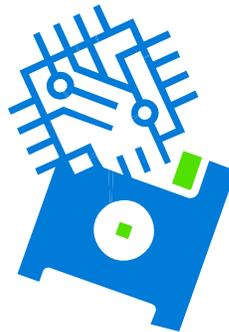
Mozilla Firefox

Most personal computers come loaded with Microsoft software, including Internet Explorer, a web browser with more than 90 percent of the market. Why would one consider a different web browser?

The key advantage other browsers offer is enhanced security and convenience for surfing. I think the best of the alternatives is Mozilla Firefox, a free browser built on open source code. It's not as vulnerable to viruses, spyware and other nasty intrusions as Internet Explorer, which is the major attack target for those writing malicious code. Now that our computers are perpetually online, Internet Explorer is the door through which those nasties enter.

Firefox is much lighter in size and on resources than Internet Explorer. It screens out pop-up ads (though recent versions of Internet Explorer now do this, too). What I particularly like is Firefox's ability to load multiple tabbed pages into a single window and the download manager, which gives me greater control over downloading.

Firefox isn't quite the perfect replacement for Internet Explorer – I see it as a supplementary browser, since some pages will only load properly in Internet Explorer. Not surprisingly, Explorer integrates better with both Microsoft Outlook and Microsoft Excel.



InnovAction College Will Launch Revised InnovAction Awards at Annual Meeting

In the spirit of innovation and change, the College is re-tooling the InnovAction Awards and plans to launch the third round of awards at its Annual Meeting in San Francisco on September 9.

After two years of granting InnovAction awards to recognize and encourage innovation in the legal profession, the College decided to take the awards to the next level by broadening marketing, expanding sponsorship opportunities, and engaging more Fellows in the program operations. According to Chuck Coulter, InnovAction program chair, "We had an exciting start the past two years honoring innovation in the legal profession. The changes we are making will enable us to cast a wider net to involve more of those bold individuals and firms who are taking chances and creating advantages for their practices."

The goal of the InnovAction awards remains *"to identify, recognize, inspire, and promote extraordinary and effective business innovation in law practices around the world to catalyze positive change in the delivery of legal services and in the legal profession."*

We hope our continued focus on extraordinary achievements around us will inspire additional innovation in the legal profession.

InnovAction award entries will continue to be judged on the basis of four primary criteria:

- Absence of precedent (never been done or done quite this way before)
- Evidence of action (the innovative idea was transformed into action and not merely reflective of best intentions)
- Effectiveness of innovation (there is some measurable outcome that would indicate that the innovation is accomplishing what it was intended to do)
- Action must have taken place within the past three years.

Sponsorship opportunities are available for like-minded organizations and businesses who have a passion for innovation and who want to be in the forefront of recognizing innovation in legal profession. Please contact Chuck Coulter at chuckcoulter@shlaw.com or

Dave Hambourger at dhambour@winstonstrawn.com for additional information.

We ask our Fellows to help us get the word out about the InnovAction Awards and to keep an eye out for new and exciting practices in the delivery of legal services. And, make plans to join us in San Francisco on September 9 for a special presentation and walk down memory lane looking at the innovations that got us to where we are



Moved? Changed Jobs? Please let us know by e-mailing the College at colpm@comcast.net

Get the date on your calendar and make plans to join us for the College of Law Practice Management's 12th Annual Meeting and Induction Ceremony on September 8th & 9th at the Palace Hotel in San Francisco, California.



This year's meeting is all about INNOVATION.

- How we can be more innovative
- Recognizing past innovation and where it has brought us
- Honoring innovation through the launching of the revised InnovAction Awards
- And much, much more!

Look for more details coming soon!

Going Beyond Microsoft (con't)

Google Desktop

The Google Desktop search companion makes it easy to search through your e-mail, web history and all the other files on your computer. (I described it in a recent edition.)

Google Toolbar

The Google Toolbar lets you personalize Google and preset your preferences. I appreciate how it improves Web-search, image-search and site-search without requiring me to leave the open browser window. Plus, it fills in forms.

Norton AntiVirus

Such is the value of the lawyers' desktop that virus protection is absolutely essential. But, some of us aren't as rigorous on our home computers – until attacked by a nasty virus, worm or Trojan horse. Norton AntiVirus 2005 SE is free with Google Pack, together with a six-month subscription to software updates. It's the full program, not a slimmed down version, and you can set LiveUpdate so that it will automatically download new virus definitions. The competing Avast and AVG programs come with free updates for life.

Ad-Aware

Spyware is insidious – and it can compromise security. One of the best spyware-detection programs available is Ad-Aware SE Personal by Lavasoft, which I've been running weekly to ensure that I haven't inadvertently picked up some intrusive little program that tracks my behavior and beams it back to its source. I update the protection weekly to ensure that I'm safe from the latest adware and spyware threats.

Google Earth

Google has mapped the planet, taking detailed images from space and making them available as navigable three

dimensional maps, right down to the building level in major Canadian towns. This one falls more into the category of interesting toy than practice tool, although one can plot directions using the software.

Picasa 2

Although 2 Photo Tool, a simple photo-handling product, has a lot of appeal, it probably won't enhance most lawyers' practices. Picasa 2 automatically finds all pictures on your hard drive and flash drives, as well as photos attached to e-mail. You can sort all pictures into visual albums organized by date, with your own folder names. If you don't like the basic set-up, change it as you will. Picasa 2 has a basic photo editor for simple touchups, and one click zaps red eye.

Google Talk

The Google Talk application lets you easily communicate with colleagues with instant messaging and voice telephony over the Internet. I've always been skeptical about how useful this is for lawyers: e-mail's a massive enough disruption as it is. Google Pack also has an optional Trillian instant messenger.

The bottom line? Google offers a real service. This collection of simple, essential software will save time for anybody who's ever unpacked a new computer or equipped a student. Instead of spending hours downloading installers, burning them to a portable drive and writing out complex instructions, check out Google's Pack site.

Editor's Note: We welcome your comments and suggestions about software that you depend on – please send comments to Mary Beth Pratt (mbpratt@mbprattconsulting.com) and we will compile them for a future article.

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NEWS is published
quarterly by the
College of Law
Practice Management,
10371 Severance Dr.,
Parker, CO 80134

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