

SECTION SPOTLIGHT

Law Practice Management and Marketing Section

The Law Practice Management and Marketing Section represents the joining together of the Small Firm and Solo Practitioner Section and the Law Practice Marketing/Management Committee into one Section.

We provide a forum for attorneys at small and

solo firms to discuss ways to enhance law practice management, technology and marketing through a variety of forums. We offer roundtable meetings several times a year during which section members can gain from the collective knowledge and experience of others on topics relating

to law practice management (from accounting to computers to office staff to software) as well as marketing concepts and ideas. In addition, we schedule several seminars annually, including some providing CLE, on relevant topics, including recent seminars covering a range of

topics: cloud computing; fee agreements; social networking; and Jay Foonberg's 10 Steps to Professional Success. Finally, we strive to schedule several joint mixers with other sections to provide networking and socializing opportunities for our members.

Law Practice Management and Marketing Section members can visit the section's eCommunity to address matters of interest by utilizing the online calendar, file share, and message board. Additionally, section members can send emails to each other through the listserve, which can also be found at the Law Practice Management and Marketing Section's eCommunity at www.sdcba.org/LPMM.

If you are interested in joining the Law Practice Management and Marketing Section, contact the SDCBA's Member Services Department at 619-231-0781 or mbr@sdcb.org. Sections are \$15 each to join.

SECTION LEADERSHIP:



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SECTION EVENTS:

June 23, 2011

12:00 p.m. – 1:00 p.m.
Improving Accounts Receivable Management Efforts Webinar

November 16, 2011

12:00 p.m. – 1:00 p.m.
Advanced Course In Avoiding Pitfalls of Social Media

Phil Am BID Dinner with Chief Justice Cantil-Sakauye

Please join us in welcoming California Chief Justice Tani Cantil-Sakauye at the Philippine American Business Improvement and Development (Phil Am BID)'s "STARBlazers & Top Hats Awards Banquet," co-sponsored by the SDCBA on July 7 at the US Grant hotel from 6:00 p.m. – 8:30 p.m. Justice Cantil-Sakauye will be the keynote speaker at the event, which will also honor "successful professionals, businesses and organizations who give back to their communities." For more information and to purchase tickets, contact Emmy Vidal at 619-730-5053 or events@philambid.com.



Visual Evidence Archive: Demonstratives That Made a Difference

Practice Area: Personal Injury

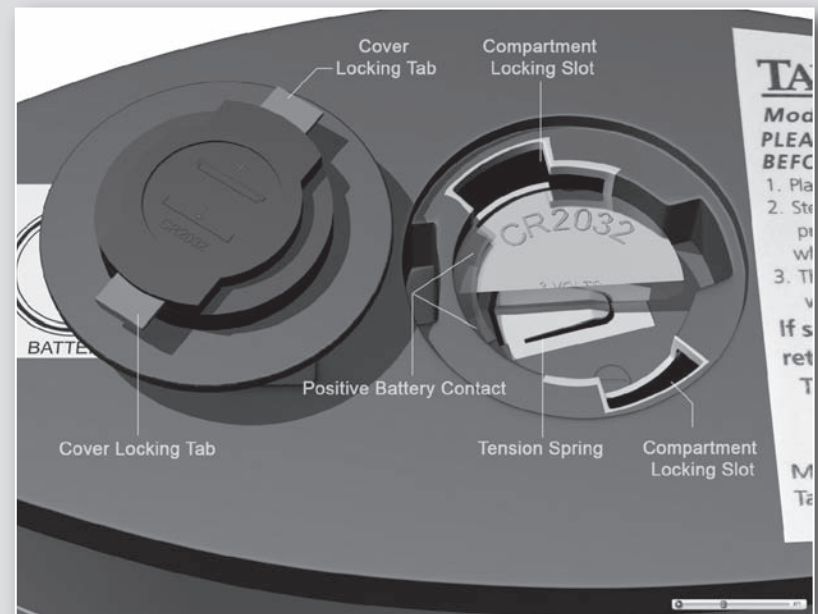
Background: Plaintiff toddler accidentally swallowed a "button" battery that lodged in her throat. Over the course of several months, the battery leaked and caused serious health problems. At issue was the source of the battery, purportedly from a bathroom scale manufactured by defendant.

The source of the battery was questionable for several reasons: the battery had reportedly been replaced at one point by the parents, the parents threw away the scale after the child was initially treated, and the measured size of the recovered battery, which was discarded by the treating hospital, was different than that used in the scale.

A Demonstrative That Made a Difference:

For mediation, a technical 3D-computer animation was created that illustrated how a button battery is inserted and locked into the scale's battery compartment. An additional sequence demonstrated how if the compartment somehow became unlocked, the battery would not fall to the ground and become visible unless the heavy scale was moved.

Outcome: Defendant settled for a confidential amount.



For Demonstrative Exhibits That Will Make a Difference in Your Next Case, Call Us:

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