



BOULDER COUNTY BAR ONLINE NEWSLETTER

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J U L Y 2 0 0 1

17 FATAL MARKETING MISTAKES LAWYERS MAKE

by Trey Ryder

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Lawyers who rely on traditional marketing methods are fast discovering that many "time-proven methods" no longer work. Lawyers could dramatically improve their marketing results by avoiding the following mistakes and heeding this updated advice.

MISTAKE #1: Relying on referrals. When you depend on referrals as your sole source of new business, you allow middle-men to control your flow of new clients. You may discover that whether you receive referrals has nothing to do with your knowledge, skill or experience. Instead, it may be based on your ability to return the referrals.

ADVICE: In addition to referrals, make sure your marketing program attracts inquiries directly from prospects. This

allows you to manage your marketing program, rather than relying on third parties over whom you have little or no control.

MISTAKE #2: Depending on media exposure. Without question, articles in the print media and interviews on radio and television can help you attract new clients. But many lawyers rely on publicity as their entire marketing program. True, exposure can increase your credibility. But often exposure by itself isn't enough. Lawyers routinely report, "We were very happy with the number of articles about our firm, but we didn't get a single new client!" In addition to exposure, you need to interact with prospects.

ADVICE: Make sure your marketing program brings about interactions between you and your prospects, such as over the telephone or in person. Interaction is a critical step in the marketing process--and the step most law-marketing programs overlook.

MISTAKE #3: Relying on networking groups as a primary source of
(continued on page 3)

BOULDER COUNTY BAR FOUNDATION
FUNDRAISER FOR LEGAL SERVICES
SEPTEMBER 7, 2001

"ROCK AROUND THE BLOCK"
See details on page 9

MAGISTRATE TIJANI COLE TO RECEIVE DREAM-MAKER AWARD

The I Have a Dream® Foundation of Boulder County has selected Magistrate Cole as the 2001 Dream-maker Award winner. He will be honored at a fundraising luncheon on Friday, September 7, 2001. The luncheon will be held at the University of Colorado President's Residence, and will feature Elizabeth Hoffman, CU President, as the keynote speaker.

Opportunities for individuals and corporations to participate as underwriters exist at the \$5,000, \$3,000, \$1,250 and \$400 level with promotional benefits. Individual tickets are available for \$50 per person. The First National Bank of Colorado, The Daily Camera and Carrabba's Italian Grill are helping to sponsor the event.

Magistrate Cole, in addition to performing his duties as magistrate in juvenile court in Boulder District Court, has made numerous significant contributions to our community. He founded Boulder Prep, a charter school which tar-

gets young people who have experience in the justice system. For this work he received a citation from Governor Roy Romer in 1997. On his own, Cole selects students in a north Denver low-income neighborhood and offers help with homework, recommendations about colleges to target, and advice on everyday problems.

Cole has received a number of awards recognizing his outstanding service to the youth of Metro-Denver and Boulder including the "Beyond the Gavel" award in 1998, and the Channel 9 those "Who Care" award in 1997. He was also named a 1999 Champion for Children.

Magistrate Cole has taken his support of young people to a level of commitment that few can surpass; giving of his time, his expertise, his caring, and his financial support in the form of tuition assistance. Cole helps to build dreams and always maintains very high expectations of even the most challenged students.

Today, in Boulder County, the I Have A Dream® Foundation is ensuring that more than 300 students have the chance to fulfill the dream of a college education. From Longmont, to Lafayette, to Boulder, low-income students are "adopted" in elementary school by the Foundation and offered tutoring, mentoring and long-term academic support services designed to ensure a successful educational experience. The Foundation is typically able to double the expected high school graduation rates of the low-income children who enter the program.

To show your support for Magistrate Cole's efforts and the I Have a Dream® Foundation of Boulder County contact Annette Mainland at (303) 581-7927 or e-mail at annette.mainland@juno.com.

MEMBERSHIP BENEFITS

Justice Center ID Card

Our Bar can issue a picture ID card for its members, which allows access into the Justice Center "Frisk-Free" (this means no standing in line, no searches, and no X-rays). The ID's are available for \$25 the first time and can be renewed for \$10 each year.

To obtain an original ID send a check for \$25 to the Bar office along with a small passport type photo and a photocopy of your current, valid, Colorado Supreme Court issued, Attorney Registration Card. We will laminate it with a current year sticker.

To renew your ID just send a check for \$10 to the Bar office indicating it is for a renewal. We'll send you a sticker for the next year. Justice Center ID's are for attorneys only, not paralegals or other staff.

Advertising

Members receive discounted advertising rates for Classified Ads and Announcements in the monthly newsletter. Non-member rates are an additional \$10.

\$20 up to 30 words
\$30 up to 40 words
\$40 up to 70 words

\$50 up to 100 words

All deadlines are the 10th of the month or the next business day if on a weekend. Fax or mail a copy of your ad to the Bar office. Payments are due with ad; we do not bill.

Legal Directory

All members receive a free "Legal Directory" which lists Boulder County Bar members. Additional copies are sold for \$10. The 2001 Legal Directory is on the website Members Only Section.

Mentor/Mentee Program

The goal of the Mentoring Project is to provide support for new admittees to the practice of law and to acquaint them at an early stage with the highest level of professionalism, ethics and familiarize themselves with the Boulder legal community.

Mentees must have been in practice for less than three years. Mentees are required to have passed the Colorado Bar and maintain an appropriate level of malpractice insurance. Anyone wishing to be a mentor should contact the Bar office. Anyone who wishes to be assigned to a mentor should contact the Bar office and request a "Mentee Application."

Mailing Lists/Labels

The current Bar Association list is available to members for \$50 and non-members for \$75. Mailing labels for members cost \$100 and non-members \$150. Section lists are available free to members and section labels for \$40. For non-members section lists cost \$20 and labels \$60. BCBA membership lists are sold for primarily legal educational purposes that will benefit the BCBA membership. They will not be sold for political, fundraising, or business generation purposes.

Web Page

We are online at <http://www.boulder-bar.org>. The website now has a Members Only Section with Court opinions and continues to grow for your membership benefit. You can be listed in the "Find A Lawyer" Section in your speciality area. Call the bar office to sign up.

Broadcast Fax List

If you would like the Calendar of Events faxed to you each month, call the Bar office and give us your name and fax number.

FATAL MARKETING MISTAKES *(continued from page 1)*

new business. Networking is a time-consuming exercise in meeting prospects and cultivating referrals. And while networking may bear fruit, lawyers often underestimate the time required.

ADVICE: Pursue opportunities to meet and talk with genuine prospects, but don't put networking above other marketing strategies.

MISTAKE #4: Competing on low price. When you lower your fee to attract new clients, (1) you undermine your credibility because clients conclude your services were not worth what they previously paid, (2) you attract clients who will leave you when competing lawyers offer fees lower than yours (Clients who are loyal to the dollar are never loyal to you) and (3) you'll probably lose money because the cost of attracting a volume of new clients is often greater than the profit you can earn from those clients.

ADVICE: Instead of competing on price, compete on value. You're better off being the most expensive lawyer in town and having prospects appreciate your knowledge than being the cheapest lawyer and having prospects question your skill.

MISTAKE #5: Delivering an incomplete marketing message. Many lawyers believe common marketing methods don't work because they didn't get the results they wanted. But usually the problem isn't the marketing method, it's the message. If your message lacks even one essential element, your efforts could fail.

An estate planning lawyer delivered a seminar to 84 prospective clients, yet no one came to his office for a free consultation. After I reviewed his presentation, we added less than five minutes of information to his program. At his next seminar, 10 of the 11 couples in attendance requested appointments.

ADVICE: Before you implement your marketing program, make sure you create a complete, competent marketing message. Without a powerful message, your marketing program is doomed.

MISTAKE #6: Not effectively reaching your target audience. A tax attorney who represents doctors before the IRS advertised his services in a weekly shopper newspaper distributed free to homes. Not surprisingly, he was disappointed with the response. Before running the ad, the lawyer could have saved his

\$2000 investment had he asked himself, "Will doctors look for a tax attorney in a free weekly newspaper?" I don't know about doctors, but that's certainly not where I would look.

ADVICE: Choose different methods that you believe will reach your prospects. Then test each method on a small scale before you invest serious dollars. This way you'll know which method most effectively reaches your target audience and how well it attracts the clients you want.

MISTAKE #7: Making decisions by committee. The quality of a marketing decision is affected by how long it takes to make the decision and how much the decision has been watered down by compromise. One person working alone has the potential to make good decisions. When two people work together things begin to bog down. And if you're waiting for three people to agree -- well, don't hold your breath. Marketing is like football. Can you imagine how long it would take if the entire team offered their ideas and everyone had to agree before they could make the next play?

ADVICE: Choose one quarterback to direct your program. If you don't get the results you want, change strategies or change quarterbacks. But don't compound your quarterback's problems by bringing in more people to help make decisions.

(continued on page 4)

FATAL MARKETING MISTAKES *(continued from page 3)*

MISTAKE #8: Not taking the leadership position in your market. When prospects perceive you as the leader in your field, you have a substantial advantage over other lawyers. Yet many marketing programs aren't designed to seize this powerful, profitable position.

ADVICE: Look at your position in the marketplace. From your prospects' point of view, is any lawyer clearly the leader in that category? If not, design your marketing program so you take control of your niche. If that niche is already dominated by other lawyers, create a new category for yourself. Then promote the category so prospects see you as first in that new area. One of my clients created a new category and successfully dominated his niche for 5+ years, when he decided to pursue another area of law. You gain an extraordinary advantage when prospects perceive you as the leader.

MISTAKE #9: Not delivering your marketing message until prospects come into your office. Lawyers usually have no problem persuading prospects to hire their services once the prospect is in their office. But getting prospects through the door is another matter.

ADVICE: Develop materials you can send to prospective clients. Then create a marketing program that uses the print and broadcast media to attract inquiries from prospects who ask to receive your information. When prospects call your office, you respond by mailing your packet and adding their names to your mailing list. This allows you to put your marketing message into their hands regardless of their location, rather than waiting for them to come to

your office. If your materials are powerful and persuasive, you'll find that prospects call you and request appointments.

One of my lawyer clients received 426 calls from prospects after offering his materials on a radio talk show, over 500 calls after a mid-day television news interview, and another 400 calls after an article appeared in a local newspaper.

MISTAKE #10: Not marketing to your practice mailing list. Your mailing list is your own personal area of influence. It should contain the names of all your past clients, current clients, prospective clients and referral sources.

ADVICE: Make sure you mail your newsletter at least monthly. And don't think that you must make your newsletter an 8- or 16-page treatise. A simple educational letter of even one or two pages works fine. Your newsletter's size is not nearly as important as how often you mail it and the value of the information you present.

MISTAKE #11: Taking marketing shortcuts. Lawyers who achieve success often trim back their marketing programs, hoping to save money by eliminating the bells and whistles. What they often don't realize is that many of the so-called bells and whistles are not bells and whistles at all. They are the essential components that make their programs work.

An attorney hired me to refresh his marketing message, which had grown stale. When we kicked off his new program, he attracted

247 prospects to five seminars, an average of 49 people at each program. His calendar filled up almost overnight. After six months, he took his marketing in house and started cutting corners. Within 90 days, his results were as dismal as they had been before he called me.

ADVICE: When you shortcut your marketing on the front end, you slash the number of new clients on the back end. If you want to streamline your marketing and determine if any steps might not be needed, start slowly and track your results. Be careful not to cut away the steps that are responsible for your success.

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PRESIDENT'S PAGE

The Independent Judiciary

By Bruce Fest

*The thought manifests as the word,
the word manifests as the deed,
the deep develops into habit,
and habit into character.*

Buddha

As this article is being written in early June to meet the onerous press deadlines for the July issue of the Boulder County Bar newsletter, we know that we have six applicants nominated for the two openings for the local district court judgeships. The nominees are Charles Crabtree, David Jaurez and Dianna Marquez for the new district court in Broomfield for the Seventeenth Judicial District and David Driscoll, Lael Montgomery and Robert Matthews for the new judgeship in Boulder for the Twentieth Judicial District. Governor Owens interviewed these candidates during the week of May 28. On Wednesday, June 6 (just as this article goes to the editor) Governor Owens has appointed the two new judges from these groups of nominees: Charles Crabtree in Broomfield and Lael Montgomery in Boulder.

I know and respect several of

these lawyers. Each in my view is well qualified. The other nominees I do not even know by name. I talk to others about all the candidates and have my impressions but often little hard knowledge about their competence, experience, background, judicial philosophy, ethics, liberalism vs. conservatism, integrity, views on judicial activism vs. judicial restraint, common sense, judgment, etc. Being the new Boulder County Bar Association President you might think I am well connected to have all the skinny. In fact many of you may be better informed than I.

Despite my ignorance I do know one thing. Each of the six is imbued with a vital virtue essential to good judging: judicial independence. When I don't know all the candidates' names, such less their records, how can I know that our two new judges will be independent, free from the tugs and pulls and pressures of partisan interests? Simple: the independence of our two new judges will be not in his or her character, but in the way they were selected and the way they will be retained.

In Colorado the process for selecting a new judge is as follows. Each judicial district has a nominating commission composed of roughly equal numbers of Democrats and Republicans from the judicial district. Some are lawyers, and some are not. Supreme Court Justice Rebecca Kourlis is a non-voting member and chairs the committee. Applicants submit their names, resumes and letters of reference, appear for interviews,

etc. The nominating commission then nominates three individuals for each judgeship from the pool of candidates. These three names are submitted to the governor. The governor then does his own investigation, interviews the three nominees and finally appoints one of the three to be the new judge. He may not appoint anyone outside the three names submitted to him.

The retention process is simple. The initial term for the new judge is two years; after that the term is six years. At the end of each term the judge submits to a retention election, but the voters' choice is limited. No candidate runs against the incumbent. The public only on whether or not to retain the judge for another term.

The process does not and probably cannot (and maybe should not) completely remove politics from the appointment and retention of a judge. It is a bipartisan, not a non-partisan nominating commission. The legislature has no role. A retention election can be but rarely is controversial. The governor does have a role. His political and social views no doubt influence his appointment. But he is constrained in exercising those views since his appointment is limited to one of the three names submitted to him by the bipartisan nominating commission. This whole process certainly minimizes partisan interests and politics.

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CALENDAR OF EVENTS

Pre-registration is required for BCBA CLE luncheons. Please send a check to the Bar office at least 3 days in advance. BCBA CLE's cost \$12 per credit hour for members and \$18 for non-members unless otherwise noted. Young Lawyer Section Members pay only \$5 for CLE programs. Materials are \$5 without CLE credit.

August 27, 2001
ADR and CCMO
of Boulder
Attorney/Mediator Panel
Topic: Success Criteria for Mediators
and Attorneys
Working Together
Raintree Plaza in Longmont
11:30 am to 1:30 pm
Lunch \$15 and CLE \$12
Reservations deadline
August 23

LAWYER ANNOUNCEMENTS

CONGRATUATIONS!

JIM CHRISTOPH

Recipient of the Colorado Trial
Lawyers Association
"2000 Case of the Year Award"
April 19, 2001

Jim's case Home Depot v. Rice was
chosen out of four finalists
nominated by the CTLA.

The Law Firm of
COOPER, TANIS AND McBAIN, P.C.

Is pleased to announce that
Wendy L. Stevens

Has become associated with their firm.
The firm will continue to specialize
in Family Law

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THE INDEPENDENT JUDICIARY *(continued from page 5)*

More than that it guarantees judicial independence, and that is as it should be. Without an independent judiciary we and our clients are sunk: Cases are not determined on the merits. Outcomes may instead turn on the touch and feel of contested elections between party candidates, a taste for campaign contributions, an eye to the press for favorable coverage and endorsements, a nose for opinion polls and an ear to the electorate. I am not sure what such a system produces, but it is not justice. It cannot produce justice because it sacrifices judicial independence.

That is exactly the judicial selection process we had in place until the 1960s. Then the thought of

judicial independence manifested itself a ballot initiative. The electorate's deed was to pass that initiative, which is our current judicial selection and retention process. Practice and habit under that process over the last four decades have hardened into the character of judicial independence. That gives our new judges in Broomfield and Boulder the foundation to render justice.

You may think this is all self-evident. Everything has been in place for so long. Why worry? Unfortunately some wish to revamp the judicial selection process to reintroduce politics and partisan interests--to go back to the good old days of contested elections. Ballot initiatives periodically appear in statewide

elections to do just that at the expense of judicial independence and justice. Even though they have been defeated, they will return.

We should use the occasion of the appointment of our two new judges in Broomfield and Boulder to celebrate the importance of judicial independence and be vigilant to preserve it in our selection process so that it continues to be the habit and character of our judiciary.

2001 BCBA ANNUAL DINNER IN LONGMONT

This year Fox Hill Country Club hosted the Golf Tournament and Annual Dinner. It was a good time for all those who participated. We would like to congratulate the golf winners. Men/Women's Low Net (Callaway Handicapping) 1st Place, Guy Greenstein; 2nd place, Earl Hancock; 3rd Place, Bart Balis; 4th place, Rick Bland; 5th place, Peter Shelley. Women's Law Gross went to Adele Reester. Win Johnson won \$20 for being closest to the pin on the Hole 4; Melissa Heidman won \$20 for the women's longest drive on Hole 7; and Rick Bland won \$20 for the men's longest drive on Hole 14.

Thanks to all the people who came to Longmont for the dinner. We had a respectable crowd of about 100 people. The entertainment provided by Bob Kapelke's group The Burden of Spoof left them crying in the aisles with laughter. We can't thank them enough for coming! It was fantastic.

This year's Young Lawyer Award was given to Richard Peddie. John Goodman attended to share Richard's contributions. E. Greg Martin received the Award of Merit. Rich Irvin shared Greg's many

achievements and dedication to the practice of law over the past years. Congratulations to Greg and Richard.

President Alex Garlin introduced the current Board of Directors. President-elect, Seth Benezra asked for a vote from the membership approving new members, Melody Fuller and Tony Dworak. Alex thanked the members for a good year during his presidency and on July 1, will pass the gavel to Bruce Fest.

LAWYER ANNOUNCEMENTS

Having practiced law for 18 years
And now having mediated over 500 cases

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and

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THE TEEN COURT PROGRAM OF THE BOULDER MUNICIPAL COURT

Would like to thank the following
attorneys for their participation as
mentors in our program
in April and May

**Jim Keane
Craig Skinner
Mary Street
Ben Thompson**

LAWYER ANNOUNCEMENTS



ROCK AROUND THE BLOCK

**Friday, September 7, 2001
5 - 8 p.m.**

**Under Louisville's Sunny Skies
In the Common Areas of the Law Firms of
Garlin Driscoll & Murray, Johnson & Johnson
Lamm, Nathan & Butler, Ridgway Romeo & Vincent
Co-sponsored by Cooper Tanis and McBain, Rautenstrauss & Joss
and Heritage Bank.**

**A Benefit for the Boulder County Bar Foundation in Helping to Fund
Legal Services for Boulder County's Poor**

**Live Music by SLICK
Beer & other Beverages**
Hula hoop and karaoki contests judged by Judges Glowinski,
Hale, Dubofsky, Carrigan and Stavely
\$15 per person

**Tickets available now
Send your check payable to BCBA to
Boulder County Bar Association
1942 Broadway, Suite 205, Boulder, Colorado 80302
303.440.4758**

FATAL MARKETING MISTAKES *(continued from page 4)*

MISTAKE #12: Not making marketing a priority. For most lawyers, practicing law is their highest priority. When they get busy, they often reduce their marketing efforts because they need that time to work on their clients' behalf. They operate under the false hope that their momentum will attract new business long into the future. But when they cut their marketing efforts, they actually shift their marketing into neutral. As a result, inertia takes over and things slowly coast to a standstill.

ADVICE: Make marketing a priority for you or someone in your office. Or hire an outside consultant so you make sure the work gets done. Don't turn your marketing on and off like a light switch. Keep your program in gear so you attract an ongoing flow of new clients.

MISTAKE #13: Writing an intricate marketing plan that becomes impossible to carry out. Many marketing plans look like jigsaw puzzles with dozens or even hundreds of pieces. And while the plans might work, most lawyers and their staffs don't have the hours needed to carry out the plans.

ADVICE: Make sure your marketing plan is built on simple steps that have proved to be effective and efficient. In my 28 years in marketing, the most profitable, efficient and effective method I've found is my method of Education-Based Marketing.

MISTAKE #14: Never completing -- and therefore never implementing -- your marketing plan. Many lawyers get so caught up in gathering facts that they never stop designing their plan. They collect data, add more steps, collect more

data, revise their plan, collect more data....

ADVICE: Implement your plan at the earliest possible moment. A poor marketing plan that is up and running is far more profitable than the "perfect plan" that never gets off your hard drive.

MISTAKE #15: Delaying your marketing program until your cash flow improves. More often than not, lawyers who use this reason never start marketing because they aren't aware that their logic is backwards: Their cash flow won't improve until they start their marketing program.

ADVICE: Maintaining an effective marketing program is the most important investment you can make. Why pay for an office and staff if you don't have enough business to justify the overhead? Start your marketing program now so you have an ongoing flow of new clients.

MISTAKE #16: Carrying out a marketing program that does not achieve the five essential steps for success. Your marketing program must (1) establish your credibility, (2) identify how you're different from other lawyers, (3) generate interactions between you and your prospects, (4) gain your prospect's

commitment and (5) maintain your client's loyalty. Programs that don't achieve all five steps will fail.

ADVICE: Any time you evaluate a marketing opportunity, consider how well that method will accomplish these steps.

MISTAKE #17: Promoting your services. When you promote your services, you take on the role of a salesperson hawking his wares. This method, called selling-based marketing, undermines your credibility and causes prospects to question whether they can trust you.

ADVICE: Instead of promoting your services, promote your knowledge by educating prospects. Education-Based Marketing gives prospects what they want, information and advice, and removes what they don't want, a sales pitch. It attracts prospects who come to you because of your knowledge, skill, judgment and experience.

Trey Ryder is a law-irm consultant who specializes in education-based marketing for attorneys. He offers lawyers three free articles by e-mail: "13 Marketing Misconceptions that Cost Lawyers a Fortune," "11 Brochure Mistakes Lawyers Make," and "7 Secrets of Dignified Marketing." Send your name and e-mail address to trey@treyryder.com and ask for his free e-mail packet of articles.

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PRO BONO PAGE

Thank you to the following attorneys who accepted 46 referrals from BCLS during the month of May.

Norm Aaronson
Seth Benezra
Bill Benjamin
Paul Bierbaum
Chris Brauchli
Susan Bryant
Jim Christoph
Howard Current
David Dougherty
Rachael Doan
Christina Ebner
Kim Gent
Kathryn Goff
Peggy Goodbody
Wally Grant
Rob Gunning

Christopher Hawk
Richard Hopper
Daryl James
Christopher Jeffers
Elaine Johnson
Win Johnson
Dan Kapsak
Kenlyn Kolleen
Judy LaBuda
Mary Helen Miller
Gary Merenstein
Robert Pierce
Wendy Stevens
Derek Strauss
Ralph Strebel
Jack Wolfe

Boulder County Legal Services pro se family clinic volunteers
Rachael Doan

Stephan Fredricksmeier
Ann Mygatt
Bev Nelson

Special thanks to Elaine Johnson for mentoring a new attorney.

Boulder County AIDS Project:
Thank you to the following attorneys who accepted pro bono referrals for the Boulder County AIDS Project during the month of May:

Paul Bierbaum
Adam Chase
Rachael Maizes
Anne Murphy

**BCBA
Professionalism Committee
On-call Schedule**

July 2	Christie Coates	443-8524
July 9	Steve Meyrich	440-8238
July 16	John Miller	772-0165
July 28	Karen Burns	443-4660
July 30	Helen Stone	442-0802

20TH J.D. CONSIDERS CASE MANAGEMENT PLAN

The Twentieth Judicial District has developed a county court caseload management initiative. Our project allows the criminal justice community to examine internal organization and practices. We hope to coordinate public service and case management among justice system agencies and private counsel.

We are cautiously looking at ways to achieve better case management under a modified rotation and scheduling practice.

A few months ago, the court employed a project team possessing a wealth of knowledge and experience on caseload management practices and implementing efficient techniques. Their work encompasses the United States and other countries.

The project consists of four phases. The first phase was collection of information and data by the project team. To obtain a broad range of perspectives and insights, in addition to objective information about the system, the project team interviewed judges, magistrates, prosecutors, public defenders, private counsel, court staff, and law enforcement, probation and bail commissioner personnel.

A second phase consisted of preparation of a memorandum listing of accepted caseload management practices, objectives to be achieved, the starting point and conclusion.

Twenty-eight people attended a planning meeting on June 8, 2001. A new participant was the judicial district's managing interpreter. Attendees reviewed the memorandum and caseload management principles and techniques, set and prioritized objectives for a more effective scheduling and rotation cycle and laid the foundation for changes participants felt are needed.

The Twentieth Judicial District created a design team representing all agencies involved to develop a detailed proposal based on conclusions reached at the planning meeting. Over the next 3 - 4 months the design team's recommendations will be presented to the chief judge and then to the original planning meeting group for discussion prior to implementation. The project team will assist in design and implementation as needed.

This collaborative project approach has been used successfully in many jurisdictions. It is premised on the idea that implementing change must be a system-wide endeavor.

Broad-based goals include improving public service and assuring

timely disposition, improving the work environment, plus more effective case management and scheduling practices. The court intends to intertwine goals to provide an efficient, fair and cost-efficient judicial environment.

DISTRICT COURT JUDGE SWEARING IN CEREMONY

The Twentieth Judicial District welcomes the Honorable Lael Montgomery as its newest district court judge. Join us at a ceremony on Tuesday, July 31, 2001 at 4:30 p.m. at the Boulder County Justice Center Courtroom F. A reception will follow in the jury assembly room.

Appointment of Judge Montgomery provides us with a sixth district court judge. Pursuant to House Bill 1075, the Twentieth Judicial District will receive additional district court judge positions on July 1, 2003 and 2004.

(continued on page 14)

EAST COUNTY BEAT

BY TONY DWORAK

Who is the tallest lawyer in Longmont? Before you think "Dworak's such a self-aggrandizing picklehead, of course it's him", please stop, because you are wrong. At 6' 3" I am not the tallest; not even the second tallest. The tallest lawyer is the subject of this now exceptionally rambling column. He is Neil Piller of Schey, Piller, Alspaugh and Wong. (John Flanders is the second tallest, but I've already written about him and will say nothing further).

Only the tallest lawyer can move monuments, and that's exactly what Neil is doing. He is bringing the Vietnam Veteran War Memorial to Longmont this fall. More specifically, Neil, as chair of the Lay Clergy Institute of the First Congregational Church of Longmont, has arranged to bring this official traveling exhibit and memorial (aptly named the "Moving Wall") to Longmont September 6-9, 2001. The event will be free and open to the public. Neil and his committee have been working very hard on this, and they expect 15,000 or so visitors during this time. The Lay Clergy Institute does events like these as "gifts to the community" and in the past has brought guests like Sister Helen Prejean ("Dead Man Walking"), Millard Fuller (founder of Habitat for Humanity) and The Ebenezer Baptist Choir (of Martin Luther King, Jr.'s Church) to Longmont for presentations. If you want more information, call Neil at 303-776-3511. Neil's been in Longmont

since 1973, when he became Ted Schey's associate. Before that, he was a clerk in the Denver Federal District Court. He also recently became a grandparent. I just hope he's careful not to hoist the baby through the ceiling when he lifts the little blighter on his shoulders.

Neil's partner Don Alspaugh, is busy trying to leave the country for Germany and the Czech Republic. He says it's for vacation, but I'm convinced he's escaping. Beyond that Don is busy with the Longmont Trojan Teen Café, designed to give teenagers a safe lunch alternative that doesn't distress Longmont High's neighbors and businesses.

Who knows what Phil Wong's deal is? Every time I sit next to him at Rotary, we end up giggling and laughing so much, I forget to ask "what's up"? We almost got kicked

out of Rotary a few years ago for pornographically changing the title of a venerable club song in the song-books. It was all Phil's idea; I'm just a crafty wordsmith who is easily influenced by his elders. You'll have to ask me in person to find out exactly what we did.

In other news (a term to be taken quite lightly), we were pleased to have "y'all" come up to Fox Hill for the Annual Dinner and Golf Tournament. It looked like everyone was having a great time and the musical program was fantastic. For once, much to my mother's relief, I stayed sober.



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20TH JUDICIAL DISTRICT COURT NEWS *(continued from page 12)*

LONGMONT JUDGE ROTATION

Effective July 2, 2001, Judge Archuleta and his staff will move to Longmont, taking over Division 11. Judge Montgomery and her division staff will return to Boulder.

JUDICIAL DISTRICT CONTINUES PLANNING

Adding a new district court division required the court and Boulder County to make a series of adjustments, with arduous preparation over many months.

First, the district needed a location for another division. Boulder County offered a temporary solution. A 2,887 square foot unit is being placed in former parking areas immediately west of the Canyon Café. The unit consists of four distinct modular

units. Plans call for construction to be completed the week of July 16-20.

In the future we will schedule moves involving Divisions 2, 5 and 6. Division 2, Judge Hale's, moves into the modular unit; Division 6, Judge Glowinsky's, goes into the space vacated by Division 2; and Division 5, Judge Dubofsky's, will then move into space now used by Division 6. Our newest district court division, Division 1, will be located in the space now occupied by Division 5.

Judge Hale will use the new modular unit courtroom. Judge Glowinsky will use Courtroom G, and Judge Dubofsky will continue using Courtroom I. Judge Montgomery will use Courtroom H.

An important aspect involves modifying case management practices to add the sixth district court division.

For many months, we reviewed options. Over the last few weeks we began assigning cases, trials and hearings to Division 1.

This judicial district will use the addition of a new division to consider changing case management practices. The court will try some of these new practices as we strive to enhance services while focusing on meeting standards for timely completion of cases.

Submitted by the District Court Administrators Office.

CLASSIFIED ADS

BOULDER MUNICIPAL

COURT, Boulder, Colorado is now accepting applications for two assistant judges. Please call the job-line at 303 441-4060 or refer to the city's web site at www.ci.boulder.co.us for position details and application deadline.

LAW OFFICE RENTAL -

Established downtown Boulder law firm, one block west of the Pearl Street Mall, has one office plus secretarial station for rent. Includes ability to share conference room, library and on-site parking. First class space in new building. Call 303 443-6800.

51 year-old lawyer returning to CU - Boulder seeks furnished room to rent w/ kitchen privileges. Approximately August 15 - May 15. Call 303 904-4647.

COLORADO LEGAL

SERVICES seeks 2 staff attorneys for Durango and Grand Junction Offices. Salary commensurate with experience. Must be licensed to practice law in Colorado. Applicants should have a demonstrated commitment to provide effective legal services to low- income persons. Litigation experience and additional language skills helpful. Staff attorney works under the general supervision of the managing attorney. Is expect-

ed to exercise initiative, sound judgement and creativity in handling a heavy caseload. Trial work is required. Send cover letter expressing interest, identifying the specific position and attach your current resume to: Rita Young, Colorado Legal Services, 1905 Sherman Street, Suite 400, Denver, CO 80203

Boulder County Bar

Association is seeking an administrative assistant. 30 hours per week. Computer and organizational skills a must. Send cover letter with resume and salary requirements to BCBA, 1942 Broadway, Suite 205, Boulder, CO 80302.

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