



We believe the best ideas come from relationships that cherish innovation, from passion that seeks to understand where we are going and not just where we are, from notes scribbled on napkins and not just strategic plans.

The College of Law Practice Management



News

Fall 2006

San Francisco was a gracious host to the College Fellows and our annual induction ceremony and meeting. For those who missed a great meeting, but still want to catch up on the conversation, audio files of the presentations given by Babson's **Eric Mankin** and **Mary Cranston** of Pillsbury Winthrop Shaw Pittman LLP can be found on the College website, www.colpm.org. Just click on "Fellows Corner" and then on "Meetings".



Mary B. Cranston
Firm Chair
Pillsbury Winthrop Shaw
Pittman LLP
San Francisco, CA

Special points of interest:

- Fellow Updates
- 2007 InnovAction Awards
- September 7 & 8, 2007 College Annual Meeting

The high point of the gathering, as always, was the induction of this year's class of Fellows.



Paul F. Bellows
Chief Operating Officer
Kilpatrick Stockton LLP
Atlanta, GA



Ann Lee Gibson, PhD.
Principal
Ann Lee Gibson Consulting
West Plains, MO

The Class of 2006



Robert D. Dolinsky
Director
eSentio Technologies
Washington, DC



Edward Poll
President
LawBiz Management
Company
Venice, CA



2006 Election of Officers and Trustees

As **Henry Ewalt, Wendy London** and **Ron Martin** ended their terms on the Board, the other Trustees extended a big thank you for their significant contributions, vision and leadership and elected three new Trustees.

Ross Fishman, Bill Gibson and **Ronald Staudt** will begin their 3-year terms January 1, 2007.



A Fellow since 2004, **Ross Fishman** is Chief Excelleration Officer of Ross Fishman Marketing, Inc. where he helps law firms and legal industry companies with strategic marketing planning; branding; practice group

marketing and development of collateral materials. Ross was a commercial litigator from 1985-90 before moving to Winston & Strawn to practice marketing full-time. In 1994, he left to become Marketing Partner of Ungaretti & Harris where they launched the legal profession's first Written Service Guarantee.



K. William Gibson (Bill) practices Arbitration and Mediation in Portland, OR. He is a Past-Chairman of the Law Practice Management Section of the American Bar Association and has written numerous

books, including *How to Build and Manage a Personal Injury Practice* and the fourth edition of *Flying Solo: A Survival Guide for Solos and Small Firm Lawyers*. Bill has served as Chairman of the Editorial Board of *Law Practice* magazine and has been a College Fellow since 1997. In September of 2007, he will lead a law practice management delegation to China on behalf of People to People International.



Professor Ronald Staudt is the associate vice president of law, business and technology and a professor of law at Chicago-Kent College of Law. He teaches Copyright Law, Intellectual

Property Strategies, Internet Law, Public Interest Law & Policy, and Access to Justice and Technology. He is director of the Center for Access to Justice & Technology (CAJT) -- a law school center using Internet resources to improve access to justice with special emphasis on building Web tools to support legal services advocates, pro bono volunteers and pro se litigants.

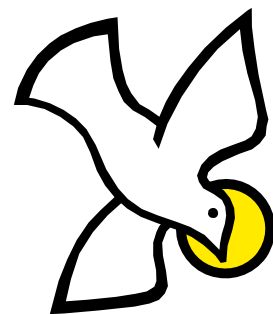
2007 Officers

Merrilyn Astin Tarlton, President
David Hambourger, Vice-President
Simon Chester, Vice-President
Maggie Callicrate, Secretary
John Cummins, Treasurer

2007 Appointments

Mary Beth Pratt, 2007 Program Planning
Ron Friedmann, e-Communications
Sally Schmidt, Communications
Chuck Coulter, InnovAction Awards
Simon Chester, Fellow Nominations

If you're interested in getting involved with College activities, just contact the appropriate leader listed above.



May you enjoy a peaceful and joyous holiday season!

Fellow's Update

David Hambourger has accepted the newly created chief information officer position at Seyfarth Shaw (www.seyfarth.com) in Chicago.



Mary Beth Pratt has become Adjunct Faculty with Temple University's college of law and will teach their first law practice management course for 3rd year students.



Sylvia Coulter has announced the merger of her consulting firm with Jim Cranston's to create Coulter-Cranston Inc. (www.coultercranston.com) The company specializes in business development training and coaching.

Cranston is based in Irvine, CA; Coulter in Manchester-by-the-Sea, MA.



Charles E. McCallum, a partner with Warner Norcross & Judd LLP, has been named chair-elect of the American Bar Association's Section of Business Law.

David Bilinsky has succeeded **Merrilyn Astin Tarlton** as Editor-in-chief of the American Bar Association's **Law Practice** magazine. Merrilyn led the editorial group of this publication for 9 years.



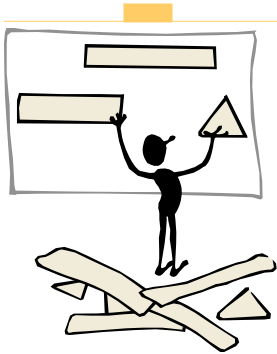
Jordan Furlong was inducted as an Honorary Fellow in the College for his vision, direction and leadership in creating the InnovAction e-magazine Jordan is Editor-in-Chief of The Canadian Bar Association's **National** Magazine. You can find the InnovAction e-



zine at http://www.colpm.org/pdf/innovaction_emagazine.pdf.



Lowell Rothschild recently received the Alumni Professional Achievement Award from the University of Arizona Alumni Association and the James E. Rogers College of Law.



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

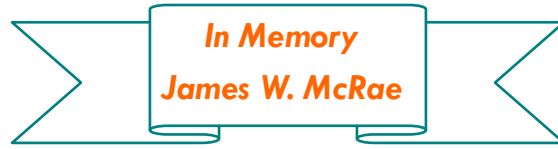


Special Thanks to our 2006 Meeting Sponsors



ASSOCIATION OF LEGAL ADMINISTRATORS
THE Source of Legal Management Information and Knowledge





We lost Jim to cancer. He wasn't old. He was as bright, as vibrant, as full of life, happiness, play and joy as when the diagnosis was made. He never lost his warmth and goodness. He was so looking forward to many years together with LeeAnn, the kids, the grandkids and his many friends and colleagues throughout the country. He and they were deprived of that. It hurts.

I remember him all those many years ago when we attended quarterly meetings of the ABA Law Practice Management Section. Jim and I met soon after Herb Goodfriend and Dick Reed invited me to join the Section while in Chicago in the fall of 1975. Jim and I were on several of the same committees and he found a home along with Howard Hatoff and me on the magazine's Editorial Board soon thereafter. The rest is pretty well known to most of the College members familiar with the ABA LPM Section.

Jim and Dottie, Jim's first wife, (who also struggled valiantly but succumbed to cancer several years ago) used to meet with Susan and me at Section meetings and, together, we spent happy hours exploring so many common areas of interest. You may not know that Jim and Dottie met while both were performing musicians in the Atlanta Symphony orchestra, and that both remained active in the arts throughout their time together. Their charitable artistic work for the University of Georgia stands as a model for all of us.

Whether toiling lovingly on his remarkable woodworking hobby out in his shed, practicing law with Troutman Sanders, then later in his own start-up firms, (each of which became remarkably successful), working on his new house up in the hills, or just sitting back, lighting up his ubiquitous pipe and sipping a single malt, he was always as open, kind, incisively intelligent, wonderfully humorous and personally engaging as anyone I've had the pleasure of knowing.

I'll never forgive him for his gleeful good cheer when he beat me at tennis all those many times over the years, or for pointing out to me each time the orchestra or conductor goofed while we were seated at the symphony during open Section evenings. We were at concerts in Dallas (with Harris Morgan, a member of that orchestra's Board), Baltimore, San Diego, Chicago, Detroit and so many more. We actually never missed the opportunity to attend the local musical performances. It was in his blood.

We rode bicycles in San Diego (you should have seen him cross that bridge!), went to the Bandolier Indian ruins outside Santa Fe while Dottie and Susan went to the Opera House ... I could go on and on.

Jim loved sitting with friends in Section Council meetings, working together with Howard, Bob Green, John Tredennick, Burgess Allison, Marilyn Tarlton and so many other outstanding volunteers and professionals on *Law Practice Management Magazine*, and laughing with others during scores of Section events. Need I mention the bus ride to Puerto Nuevo in Mexico? (sigh!) Those times with Jim will never be forgotten.

I'm sure LeeAnn and the family know that Jim's colleagues and friends will miss him greatly. I ask that we each take a moment to remember; to pray for Jim, and to pray for the health and happiness of his family on this occasion of their irreplaceable loss.

Robert M. Schack

InnovAction

Beginning December 1st, the College will launch our 2007 InnovAction Awards.

We're looking for law firms and lawyers who are developing new ways to succeed at the business of practicing law. That may sound simple, but experience says that changing the way business is done in a law firm is no small task.

According to a recent Financial Times article, *"Lawyers and innovation are not words that people automatically put together. Being a good lawyer is traditionally about caution, prudence and risk analysis. Businesses innovate and lawyers protect."* Financial Times, April 5, 2006.

Yet, times are changing and technological advancements, savvy clients and a shrinking globe are pushing law practice management professionals to take risks and think differently.

Call for Entries!

The InnovAction Awards are a worldwide search for lawyers, law firms and other deliverers of legal services that have invented and successfully applied totally new business practices to the delivery of legal services.

With an easy-to-meet deadline of June 1, 2007, you can nominate yourself, your firm or someone else you deem worthy. Entries will be judged on the basis of four primary criteria:

- Absence of precedent. It's 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 no more than three years prior to this entry.

Continued on page 5

InnovAction

Check out the new InnovAction website—
www.innovactionaward.com

InnovAction

InnovAction Award Sponsors

The 2007 InnovAction Awards are proud to have the support of the following organizations and companies who have a passion for innovation.

Platinum Sponsors:



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Annual Meeting

Photos courtesy of Andrew Adkins. Thank you!



Inductee Ann Lee Gibson, Fellows Mark Greene and Burgess Allison.



Fellows Erica Tamblyn, Jim Lantonio and Robert Yegge.



Fellow Marty Africa, Stuart Levine, Anna Tharyan and Fellow Simon Chester.



Friday night surprise entertainment—Lion dancers



Trustees Maggie Callicrate and Mary Beth Pratt

InnovAction Award—Call for Entries (con't)

What will you win? You win the recognition of your peers and the opportunity to identify yourself or your firm as an InnovAction Award winning firm. You will be promoted in a full international media relations initiative. You will receive your award and present the basics of your innovative program at the Induction and Annual Meeting of the College next September in Philadelphia. Your reputation, for creative business thinking will be enhanced worldwide.

Take a look around and see if your firm's work might qualify you for this designation? Or, is there someone with whom you have recently worked that has done something extraordinary?

Additional information can be found at www.innovactionaward.com. If answers to your questions aren't provided there, contact either:

Charles Coulter, InnovAction Chair
563-264-5000
chuckcoulter@slhlaw.com

Karen Rosen
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colpm@comcast.net

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Sally J. Schmidt

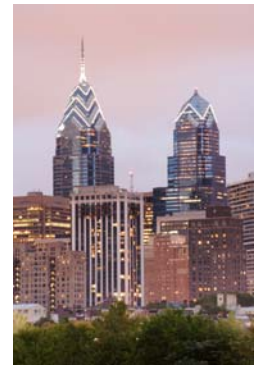


Mark your calendars!

College Annual Meeting

September 7 & 8, 2007

Philadelphia, PA



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

James 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