

THE LEGAL BRIEF

A Publication of the Thurston County Bar Association

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Inside this issue:

President's Message/Board Members	1,10
View From the Bench	2
Classifieds/Ads/Misc Updates	3,5,7,10,11 13,16,20
Young Lawyer's Spotlight	4
Thurston County Clerk's Office	6
Washington State Law Library Article Article by Chris Meserve	8, 10 9
Member's Corner	10
TCVLS Update	12
In Re: Jennifer Lord	14
Marketing Article by Deanna Power	11,15
2017 Law Day Speech Contest	17
Annual Meeting & Dinner & Financial Review	18,19

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2017-2018

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President's Message By: Trevor Zandell

On behalf of the entire TCBA Board, I thank Megan Card for her distinguished service as TCBA Board President. Megan has truly dedicated herself to the interests of the local bar. She served as chair of the young lawyers group for years until she was elected to the TCBA Board. Megan lead our board with enthusiasm, dedication and commitment. That should not surprise anyone; after all, she is a Gonzaga alum! Now that she has completed her term as President, we are grateful that she will continue to be an integral member of our board.

Also on behalf of the TCBA Board, I thank Janet McClanahan Moody for her many years of admirable service as a board member. Janet was first elected to the board in 2004. She was reelected for several additional terms until she resigned earlier this month. Janet served as Board Treasurer for several years, doing the important job that many of us wish to avoid. I did not have the pleasure of working with Janet during her entire tenure on the board, but in the several years I served alongside Janet, I found her to be a knowledgeable and passionate advocate for her clients and the interests of local lawyers. She was also very reliable, which is a great trait for anyone to have, but especially an attorney.

The TCBA Board congratulates Nathan Kortokrax on being hired as a court commissioner with Thurston County Superior Court. Nathan served on the TCBA Board from November of last year, until he was compelled to resign upon the acceptance of his new position. We regret that we were not able to have Nathan on the board for longer, but we know he will do an excellent job as court commissioner and we wish him success in his new role.

Heidi Magaro and Jackson Maynard were elected to replace Janet and Nathan on the TCBA Board. Heidi practices elder law at Bauer Pitman Snyder Huff Lifetime Legal, PLLC, in Olympia. Jackson is senior counsel to the Washington State Senate. All of our board members are excited for the opportunity to work closely with Heidi and Jackson and we look forward to their contributions.

We were pleased to award the Bigelow Award to Edward Younglove at the annual meeting on May 12, and the Board offers its sincere congratulations to him. Ed and I have something in common in that we are both passionate about SafePlace. For any who are not aware, SafePlace is a non-profit that works to eradicate sexual and domestic violence, and supports survivors through an emergency shelter, legal clinics and several other programs. Ed has been a champion of SafePlace for over two decades. He has provided countless hours of pro bono legal services and has been a major contributor to that organization. Ed was instrumental in SafePlace's recent acquisition of their new Community Service Center in downtown Olympia. In addition to being a great lawyer, Ed has a big heart and he is very deserving of the honor bestowed upon him.

I personally thank you, the members of the Thurston County Bar Association, for allowing me to serve as your new Board President. Like several of my predecessors, I came from humble roots. As a child, I could not have imagined I would even *be* a lawyer, much less lead such a fantastic *group* of lawyers. I grew up in Tacoma and Federal Way, the son of a nurse and a newspaper delivery manager. No one in my family had ever received a degree from a university. To my knowledge, I never even had as much as a conversation with an attorney before I went to law school.

But thanks to support from my family, hard work, and government subsidized student loans, I was able to obtain a law degree and start building my practice. There is no place other than Thurston County that I would want to practice law. The attorneys in our county treat one another with civility and respect. We support each other. I have heard countless stories of Thurston County attorneys providing sample forms and helpful tips to one of their colleagues who was in need.

Thurston County is also just a nice place to live. We have the sound, forests, prairies and mountains. We are in close proximity to Seattle and Portland, allowing us to

(continued on page 10)

A View From the Bench

**By Judge Buckley
Thurston County District Court**



Court cares. Believe it or not, we really do. Court Cares is also the name of a drop in child care program at the Multnomah County Courthouse in Portland, Oregon. District Court Administrator Jennifer Creighton and I learned about this program recently when we attended a conference in Portland. Essentially, the program provides short term, subsidized, drop in child care for members of the public who must appear at a court hearing. Lack of child care is a frequently used reason for non-appearance at a hearing. If the parent feels a strong motivation to appear at the hearing, their only option might be to bring their child (children) with them. The result is a person not able to fully participate in their hearing or a whole courtroom distracted by the supernatural energy levels of a child. What this really boils down to is an access to justice issue.

Never being shy about borrowing from someone else's brilliant idea, we have embarked on an effort to bring this concept to Thurston County. We have initiated talks with county staff about our desire to provide a similar service. The Portland model has the child care provided by Volunteers for America in space provided by the court. Our proposal is in its infancy so the form is still somewhat uncertain. Jennifer is being assisted by a small group of interested folks (Jenna Norden of Thurston County Public Defense and Anne Larsen and Rosemary Hewitson of the Thurston County Prosecutor's Office) to assist in fleshing out the details. Those interested in helping out with the creation of this program should contact Jennifer at 786-5225 or creighj@co.thurston.wa.us. Our biggest challenge is finding the space to house the program.

Speaking of space, Judge Carol Murphy and I have been on a quixotic journey the past three years trying to convince the county commissioners of the dire need for a new courthouse. The existing buildings are over forty years old and well past their useful life. Parking is almost nonexistent, access otherwise is difficult, the buildings don't support appropriate security measures, neither court has adequate space,.....I shouldn't have gotten myself started. If you have been to the courthouse, you know the issues. Some progress has been made. A space needs study has been done. A finance committee of outside experts met last year and endorsed the need and recommended a financing option. The preferred (and only logical) option would be a property tax levy lid lift which would require passage by a majority of voters when placed on the ballot. The county hired a project manager who was the GSA manager for the construction of the Seattle and Portland federal courthouses. Beautiful buildings.

We are currently jousting over the issue of site selection. The Washington Constitution mandates the location of Superior Court in the county seat, Olympia. The choice of a site will, in my opinion, be determinative of the success or failure of any ballot measure. Voters roundly defeated a new courthouse bond in 2004. Voters want more for their investment than just a new courthouse. There has to be some other public benefit. For example, locating a new courthouse close to downtown Olympia. What a boost that would be to the City's downtown revitalization efforts. A new courthouse for the county and a \$175 million investment in downtown Olympia is a project that would be much more enticing to voters. The county commissioners have been reluctant to engage the City of Olympia in discussions regarding potential sites. I fear that politics may be influencing this reluctance. I urge the Bar and its members to become active participants in the community conversation regarding a new courthouse. The interest and energy of the Bar could be very helpful in moving this project forward.

Neutrals Like No Others



JAMS welcomes **Hon. Kim Prochnau (Ret.)**

Served from 2007-2017 as a King County Superior Court judge and pro-tem judge, presiding over employment, complex commercial disputes and family law, probate and TEDRA matters; served as a court commissioner from 1994-2007, handling ex parte, probate, family, juvenile and civil calendars; had a diverse law practice prior to becoming a judge

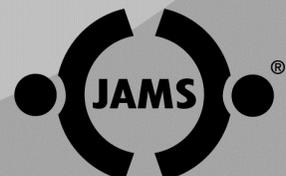
Conducted settlement conferences throughout her career and served as a mediator in family law cases; lauded for her patience, intellect, hard work, thoughtfulness and for actively listening to all parties

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YOUNG LAWYER SPOTLIGHT

This month's Young Lawyer spotlight features our new Young Lawyer Section Chair, Jennifer Doehne!

If you are interested in being portrayed in the next YL Spotlight, please contact Jennifer.

A big thank you to Megan Rue for serving as our Young Lawyer Chair for the past few years.

The TCBA appreciates your commitment.

- Megan Card, Immediate Past President

Jennifer Doehne, WSBA No. 46594

jdoehne@bgwp.net

360-357-2852



Jennifer enjoys being out and about usually playing volleyball or football, hiking, backpacking, snowshoeing, exploring Olympia or at the dog park.

Areas of practice: Tax Law, Estate Planning, Probate, Business Law

I became a lawyer because: I wanted to help people avoid conflict through thoughtful consideration and planning.

One of the greatest challenges in law today is: Getting that first job!

If I were not practicing law, pretty sure I would be a park ranger.

The hardest part of being a young lawyer is realizing that you can't/won't/don't know everything about your practice and no amount of books can replace experience.

Trait I admire in other attorneys: The desire to do the best they can for their clients.

I would give this advice to a first-year law student: Intern where you want to practice. Connections matter! Also, sleep. Sleep matters!

I am most happy when I am hiking a trail with my dogs!

My favorite vacation place: The Big Island, Hawaii.

Currently playing on my iPod/CD player/record player: Anything I can sing to! (Seriously! This is why I close my office door. Can't stop the music!)

A book I would recommend reading: 1421: The Year China Discovered America by Gavin Menzies

What keeps me awake at night: Dwelling on finding a workable solution for a client's problem (and my dog's snoring).

If I could live anywhere, it would be right here in Washington! We have it all: not too hot or cold, mountains, beaches, trails, cities, technology, education, sports, music and my family.

The best part of my job is: The people!

I am most proud of my position at Bean, Gentry, Wheeler, and Peternell, PLLC. Honestly! The job market makes it tough to find any job but BGWP is such a good fit for me, I am lucky to have found it. I love it here!

If you would like to be featured in the Young Lawyer Spotlight or know someone you would like your fellow lawyers to get to know, email Jennifer at jdoehne@bgwp.net

Rick Hughes, Attorney at Law
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eFile or Not eFile – It's Up to You

Submitted by Thurston County Clerk, Linda Myhre Enlow -

eFiling is available to you and also to members of the general public. If you haven't had time to register, you can find detailed instructions at <https://clerkfile.co.thurston.wa.us>. eFiling will save you travel time and finding a courthouse parking spot, too.

It is important to note that all eFiled documents must follow GR 14 format requirements; specifically, a 3" margin and case caption on the first page. The total registration process takes less than five minutes. You can create an account with basic information. When you have successfully created your account, you will get a confirmation page. The confirmation page will be sent to your email account you entered while registering. You will need to click on the noted link in your email account which will complete your eFile registration process. We also ask folks to check their junk folders if you don't see your confirmation come in through your regular email account. Registration is as easy as this!

File Upload. When you login, the File Upload page will be displayed on your screen. If your transaction requires a filing fee, you will pay here before uploading any file. If it's a new case that has not been issued a number yet, use the Case Type Number (example: new Case Type 2 (civil) would be 22-22222-22, new Case Type 3 (family law) would be 33-33333-33, etc.). You will enter the relevant information about this case here: case title, type, choose the document you want to file. Click the Upload button to eFile your document and its associated information. File each document separately and make sure that any attachments to a document are eFiled as one document.

New Case Number: We will enter your case information and email your case number to you to proceed to eFile any remaining documents for this case.

With eFile, you can check your case status, change your password, update your profile. And more importantly, you can now file your court documents from the convenience of your own office.

If you have questions or problems after registering for eFile at the link above, please email us at county_clerk@co.thurston.wa.us. We are here to help if you need it!

**The 6th Annual TCBA Member
Appreciation Barbecue will be on
August 19, 2017 at 12:00 p.m.
at Burfoot Park!**



Please bring your family and come join the fun!

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CONGRATULATIONS

Edward Earl Younglove III

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Swearing-in Ceremony

On Thursday, April 19, 2017 at 4:00 p.m., the Honorable Judge Mary Sue Wilson swore in six new members of the Washington State Bar. The new admittees are Allyson Felt, Jestin Tredway, Matthew Beverlin, Carrie Graf, Jocelyn Brown, and James O'Brien. The Thurston County Bar Association welcomes these new admittees to the practice of law in Washington State! CONGRATULATIONS!




News from the Washington State Law Library

Libraries Transform

In April, the Washington State Law Library (WSLL), along with academic, public, and other law libraries nationwide, celebrated National Library Week. Now in its 59th year, National Library Week was started by the American Library Association as a way to highlight the transformative impact that libraries have on communities across the country. WSLL hosted two National Library Week events, including a law book history lecture given by State Law Librarian, Rob Mead, and our annual open house.

Rob's talk titled, "The Codifiers of the Common Law: Bracton, Coke, and Blackstone," highlighted WSLL's second editions of Henry de Bracton, Edward Coke, and William Blackstone's masterpieces on English common law. We were delighted to see a packed room for this presentation – including many Thurston County Bar Association members! – which also gave attendees an opportunity to peruse Bracton, Coke, and Blackstone's books, *De legibus et consuetudinibus Angliae (The Laws and Customs of England)*, *Institutes of the Lawes of England*, and *Commentaries of the Laws of England*.

Later in the week, the law library's National Library Week open house gave us an opportunity to thank library users in person and share more about what we do. WSLL staff were also happy to welcome many TCBA members at the event, where we served refreshments and revealed a couple of surprises.

Notably, WSLL unveiled the 2017 "READ" campaign poster featuring Chief Justice Mary Fairhurst reading to a group of schoolchildren, as well as several new "READ" bookmarks featuring Washington State Supreme Court Justices. Stop by the library to pick up a new "READ" bookmark for yourself!

Also featured at the open house was an interactive display that gave court staff and other WSLL visitors the opportunity to tell us what they love about libraries. Finally, we showed off designs for the refreshed look of our website, which will be undergoing construction over the next few months.

Expanded Access to Legal Treatises on Lexis Advance

The law library has eight public access computers with in-library access to databases (Casemaker, CCH Intelliconnect, Gale Legal Forms, HeinOnline, and Westlaw Next). Did you know our staff can also access Lexis Advance on your behalf?

WSLL recently expanded our access to Lexis Advance, so that many more Washington-specific treatises, Matthew Bender treatises, and general and legal news sources (ABA Journal, InsideCounsel, Lawyers Weekly, etc.), are available to you. Washington-specific treatises now available to us on Lexis include:

- Defending DUIs in Washington
- Employment in Washington: A Guide to Employment Laws, Regulations and Practices
- LexisNexis Practice Guides including: Washington Civil Discovery, Washington Contract Litigation, Washington Family Law, Washington Insurance Litigation, Washington Pretrial Civil Procedure, Washington Real Estate Litigation, Washington Torts and Personal Injury, and Washington Trial and Post-Trial Civil Procedure
- The Law of Evidence in Washington
- Washington Administrative Law Practice Manual
- Washington Business Entities: Law and Forms
- Washington Criminal Practice in Courts of Limited Jurisdiction
- Washington Guardianship Law
- Washington Insurance Law
- Washington State Environmental Policy Act: A Legal and Policy Analysis

We offer electronic document delivery service, and can send you up to **10 citations per day**, including attachments from Lexis. For questions about what is available on Lexis Advance, or to request documents, please contact the law library at library.requests@courts.wa.gov or 360-357-2136.

Immigration Law Resources

WSLL's guide to immigration law resources is available on our [website](#). This document was prepared as a handout for TCBA's March CLE on immigration law, and outlines the immigration law materials available in our collection as well as suggested online resources.

(continued on page 10)

What's Happening with the WSBA on....

Discipline

The WSBA has issued its 2016 Discipline Report, and there is good news in it for lawyers and for the clients they serve.

- There are approximately 31,500 "active" lawyers in Washington, a number which has been steadily increasing, although certainly at a very modest rate.
- A total of 1,830 grievances were received. This number is lower than at any time in the last five years, and continues the downward trend that the Bar has been seeing since 2012.
- Of the 1,830 grievances received, the vast majority are dismissed, mediated or diverted. Only 70 lawyers were disciplined in 2016. This also is a number that has been declining over the years. Of the 70 sanctions, there were 31 suspensions, 15 reprimands, 14 disbarments, 7 resignations in lieu of discipline, and 3 admonitions.
- Who files grievances? Almost half (45%) are from clients and former clients and 22% are from opposing clients. The next largest category, 17%, are from "others", a description that includes family members and neighbors. Just 2% come from opposing counsel and just 1% from the judiciary.
- What practice areas generate the most grievances? No surprises here. Criminal Law was represented 31% of the time, Family Law 19%, and Torts 9% of the time. The fourth most popular category was "Unknown", which means there was too little information to determine a practice area.

The discipline system also handles lawyer disability matters, and sometimes what starts as a grievance turns into a transfer to disability status.

The Office of General Counsel administers the Lawyer Fund for Client Protection. The fund, financed by a \$30-per-lawyer assessment imposed by the Supreme Court, makes gifts to clients whose (former) attorneys have absconded with their money. In 2016, the fund made 44 gifts involving 16 lawyers and total payments of over \$253,000. This, too, is a number that is significantly lower than recorded in the last three years.

The entire discipline report is available on the Bar's website at www.wsba.org.

Chris Meserve

Member, WSBA Board of Governors

10th Congressional District

Advertising on the TCBA website

There is a dedicated Advertising page on the TCBA website, www.thurstoncountbar.com!

Legal job opportunities & volunteer announcements are **FREE!!**

Any other advertising will be posted at a cost of \$25 for 1 month & up to 175 words

If you are interested or have questions, please contact Heather at tcba.info@gmail.com

(continued from page 1)

President's Message By: Trevor Zandell

visit the big city while not being captured by it. Having spent my formative years in the suburb of Federal Way, it is nice to have a downtown like Olympia's where storefronts abut the street rather than being separated by acres of parking spaces.

As your President, my primary objective will be to make sure TCBA focuses on providing programs and services that benefit its members. We will continue to organize opportunities for members to network, socialize and learn from one another, such as our monthly luncheons, practice group sections, summer barbecue and holiday gathering. A pillar of TCBA's mission has been to support non-profit organizations that provide legal services to the public at little or no cost, such as TCVLS and SafePlace. We shall perpetuate our support of such organizations, both financially and through the provision of pro bono legal services. We will redouble our efforts to produce topical and local CLE's taught by expert faculty. The organization has been operated within budget over the last several years, and I will work hard to see that it stays that way. That sound financial management has allowed TCBA to keep dues at a miniscule \$50 per year, and \$25 per year for young lawyers. While I am not quite prepared to say 'Read my lips: no new dues', I can tell you we are not anticipating the need to increase dues anytime soon.

As I lead this organization, I want to hear from you regarding any concerns and any ideas for new programs or services that you may have. Please feel free to contact me by phone at (360) 742-3500 or by e-mail to tzandell@phillipsburgesslaw.com anytime, or catch me at one of the dozens of great TCBA events.

(continued from page 8)

News from the Washington State Law Library

Update on Temple of Justice Renovations

Repairs to the Temple of Justice exterior continue, with the east entrance to the building currently closed; parking is not impacted. The Supreme Court Clerk's Office is also getting a face lift. Upgrades to the space began in mid-April, and are expected to continue through June. All Temple of Justice offices, including the law library, remain open for business as usual.

Upcoming Holiday Closures

WSLL will be closed on May 29 (Memorial Day) and July 4 (Independence Day).

Contributed by Washington State Law Library reference staff.

MEMBER'S CORNER

This is the "Member's Corner" section.

You can make announcements regarding retirement, new hires, births, marriage, in memoriam notices, etc.

This section will be free to members of the TCBA, and is different than our current ad section.

If you have any announcements, please send them to Heather at tcba.info@gmail.com.

**Trevor Zandell
of
Phillips Burgess PLLC
is the new
TCBA President
from
June 2017 – May 2018!!**

THANK YOU
Janet McClanahan-Moody
**for 13 years of service on the
Thurston County Bar Association
Board of Directors!**
**We greatly appreciate your
valuable contributions and
dedication!!**

TCBA & Other Upcoming Events

Bench/Bar Meeting: There is a Bench/Bar brown bag lunch meeting on June 8, 2017 at 12:00 p.m. at Thurston County Superior Court. Please email tcba.info@gmail.com with agenda items by May 31, 2017.

Half Day CLE: There will be a half day Landlord-Tenant CLE on June 22, 2017 at Indian Summer Golf & Country Club from 1:30 p.m. to 4:30 p.m. The cost is \$50 for members and \$100 for non-members.

TCBA 6th Annual Member Appreciation Barbecue: August 19, 2017 at 12:00 p.m. at Burfoot Park in Olympia.

September 2017 Issue of the Legal Brief: There is a deadline of August 29, 2017 for submission of articles and advertisements to Heather Ligtenberg at tcba.info@gmail.com.

Save the Date: The United Way Day of Caring will be on Friday, September 22. Details will be emailed to you in August.

TCBA Member Luncheon and CLE: The next TCBA Member Luncheon and CLE is on Friday, September 29, 2017 at 11:30 a.m. at Hotel RL. The topic is TBA.

Save the Date: The Holiday Lunch will be on December 15, 2017 at 12:00 p.m. at the Olympia Golf & Country Club.

Please refer to the “News & Events” section of our website for a full list of upcoming events:
www.thurstoncountybar.com

Cost Per Case: Your Formula for Smart Marketing Decisions

As a lawyer, you are constantly on the lookout for marketing opportunities that work. New clients are the lifeblood of any law practice, and there is a plethora of outlets for reaching them: Digital ads, SEO campaigns, radio and TV commercials, print ads, and even outdoor signs. But unless your advertising budget is limitless, the firm’s marketing dollars must be spent wisely. That means concentrating on platforms that actually bring in enough clients to justify the expense.

So how do you determine the success rate of any given advertising medium? One popular marketing formula that delivers a reasonably accurate answer is referred to as cost per case, or CPC.

How Does Cost Per Case Work?

CPC allows you to gauge the profitability of a marketing medium by determining exactly how much you had to spend to sign one new client to your firm. After the campaign has run its course, you can calculate your CPC by dividing the amount spent on it the campaign by the number of new claimants your firm signed.

$$\text{Dollar Amount} / \text{New Client Total} = \text{CPC}$$

CPC delivers insights into marketing platforms that lack built-in analytics, such as radio commercials, magazine ads, and billboards. By knowing how much you spent to gain one new client, you can quickly pinpoint marketing ventures that aren’t profitable for your firm. Many law firms have a budget for all marketing channels, but have no idea how much they’re actually spending to acquire a new case. Some traditional types of marketing like TV and billboards are favorable to law firms because they generate a lot of interest among viewers. But are these advertisements actually profitable? CPC can help you find out.

Billboards: A Tried & True Method for Attorneys

Billboards can reach a wide audience, especially in large cities like Olympia, Tacoma, and Seattle. They’re also viewable 24 hours a day, making it possible to attract new cases to your firm even outside of office hours.

(continued on page 15)

Thurston County Volunteer Legal Services

P.O. Box 405, Olympia, WA 98507-0405

www.tcvls.org



Thurston County Volunteer Legal Services

TCVLS Fundraising Breakfast

On Tuesday, May 2 TCVLS hosted its annual Fundraising Breakfast. The attendance and support was abundant! Board of Directors and Staff are grateful to live in a community that is so committed to legal justice for low income families and individuals. As of press time, we hadn't completed processing donations but believe gross revenues likely approach \$40,000.

We want to thank our Breakfast sponsors:

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Larry Hoffman at Hoffman Law Firm
Law Office of Allen Miller
Strickler Law Office, LLC

We also want to thank Graphic Communications!



Special thanks to former Attorney General Rob McKenna and Retired Superior Court Judge Tom McPhee!

SAVE THE DATE: July 11, 8:30 a.m. to 12:30 pm. at Lacey Community Center. TCVLS will sponsor an affordable CLE about marijuana law and policies. Stay tuned for more information!



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“IN RE: JENNIFER LORD”

BY CHRISTOPHER COKER

1. **Name and year admitted to Bar.** My name is Jennifer Lord. I graduated from S.U. Law in 2004.
2. **Areas you practice in.** I am a deputy prosecuting attorney and work in criminal law. To date I have worked in misdemeanor, general felony, domestic violence, and juvenile.
3. **I became a lawyer because . . .** I wanted the opportunity to help create positive change.
4. **The hardest part of being a lawyer is . . .** Time management under the pressure of ever shifting priorities.
5. **I would give this advice to a first-year law student:** Work towards getting internships in the areas of law that you are interested in. It is a great way to find out whether or not that area of focus is a good fit. Also, an internship is often a step towards employment and it is an opportunity to network.
6. **Traits I admire in other attorneys.** I admire attorneys who recognize that although this is an adversarial system that doesn't mean that the parties must be unpleasant and unprofessional to get the job done.
7. **If I were not practicing law, I would be . . .** bored.
8. **What automobile best represents you and why?** A Toyota truck. It is fun, useful, reliable, and runs forever.
9. **What is the first thing you will do when you retire?** Sleep, vacation, and then do volunteer work in the community.
10. **If you could time travel, would you go to the past or the future? Why?** I would go to the past so I could spend time with my father.
11. **What words of wisdom would you pass on to your childhood self?** Be kind to yourself.
12. **What words of wisdom would you give to a young lawyer new to the profession?** Look toward mentors who can provide support and guidance. Also, always make a little time to take care of yourself.

Brief synopsis of you, your personal life, your work life, and any special awards or activities.

I love the work I do and enjoy the people I work with. I am married to my best friend and we have 3 adult sons. I enjoy a good book, a good movie, good friends, travel, and time with my family,

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(continued from page 11)

Cost Per Case: Your Formula for Smart Marketing Decisions

The Arbitron National In-Car Study estimated that Americans travel in their car for 15 hours on average each week as they commute to work, visit friends and family, and indulge in leisure activities.

The Cost of Outdoor Advertising

The price of renting a billboard will vary according to size, location, and style of the sign itself. If your firm is in Olympia WA and you arrange to rent one of the billboards along 4th Avenue, you're looking at an investment of around \$4,000 for four weeks.

*Source: Lamar.com

Billboards have a conversion rate estimated at 0.002% (although your ad may be much more, or much less successful). This would mean that 0.002% of people who saw an ad would be interested in working with your firm. The low percentage makes sense—Billboards are available for *everyone* to see, not just people who are looking to speak with an attorney.

This billboard gets approximately 100,000 views a week, which could translate to about 20 potential new claimants calling your firm. Not every claimant has a viable case, so this wouldn't mean you have 20 new clients in a month! But if only two inquiries develop into a new case, that's eight new acquisitions over four weeks. Your cost per case would be approximately \$500.

*Billboard profitability is exceptionally volatile, so keep in mind that this is just a hypothetical example!

Is \$500 to acquire a new case too much? Or is this a good CPC? It all depends on your area of law! A good rule of thumb is to not let a CPC exceed 15% of the total amount you end up billing your client/winning in court, depending on your billing method. If you're averaging \$3500 per client, like many Social Security disability attorneys do, your CPC is a little high. Family law attorneys receiving \$8,000-\$10,000 per client, on the other hand, would have an excellent CPC.

How Do You Tell If It Works?

Unlike Google Adwords, customized landing pages, and other online advertising mediums, TV commercials, radio jingles, and outdoor signs like billboards have no built-in conversion system that lets you immediately estimate the firm's return on investment. That is why it is important to ask each new client:

“How did you learn about our firm?”

If you don't know how a client found you, you'll have no idea if your marketing dollars are going to good use. It's possible that many clients will mention your billboard, but directly asking a claimant how they found you can give you insight into other un-attributable campaigns are performing as well. Once you get your precise CPC, you can adjust your marketing budget accordingly.

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2017 TCBA LAW DAY SPEECH CONTEST

On May 2, the Thurston County Bar Association and the West Olympia Rotary Club held the Finals for the 2017 Law Day speech contest at the Viewpoint Room at the West Bay Marina. As always, the Rotary Club provided an enthusiastic and supportive audience for our student presenters. This year's topic involved the delicate balance of protecting our law enforcement officers and, at the same time, the rights of our citizens, during police/citizen interactions and confrontations. Student presenters were asked to discuss the "without malice" standard for determining whether an officer shall be held criminally liable for using deadly force, and whether the standard provides sufficient safeguards to all members of our community, while balancing the need to protect members of law enforcement. Presenters were asked whether they believed a different standard would be more appropriate. We encouraged presenters to express their own thoughts and ideas on the topic, as well as using past, present or proposed laws to address issues they identified.

We had a preliminary round on April 12. Our entrants included a homeschooled student and students from Olympia High School, River Ridge High School, and Northwest Christian High School. The preliminary round was attended and scored by TCBA Board Members Terry Church, Patrick O'Connor, and Laura Murphy. We were honored to have Judge James Dixon and Judge John Skinder attend and also score the preliminary round. Selecting the top three finalists was a challenge because the students presented compelling speeches with passion and poise. Rachel Hodes, Kameko Lashlee-Gaul, and Benjamin Vincent advanced to the Finals.



The three finalists further improved their speeches and presentations for the Finals. The audience cheered and applauded after each student finished. After the speeches concluded, three speech judges were selected representing the Rotary and the TCBA. After intense deliberation, Third Place was awarded to Kameko Lashlee-Gaul, a Sophomore at Olympia High School. Second Place was awarded to Rachel Hodes, a Senior at Olympia High School. The winner (drum roll please!) of the 2017 Law Day Speech Contest was Benjamin Vincent, a Homeschooled Senior. The TCBA presented scholarship money to each Finalist (\$800 for first place, \$600 for second place and \$400 for third place) and the Rotary provided each of the Finalists with a nice commemorative plaque. It was an awesome event!

Pictured from left to right: TCBA Member & West Olympia Rotary Member Stephen Henderson, West Olympia Rotary President Rob Bradley, Law Day participants Rachel Hodes, Kameko Lashlee-Gaul, Benjamin Vincent, and TCBA Immediate Past President & Law Day Chair, Terry Church.

If any members would like to participate in this awesome event next year, please let Terry Church know of your interest. He can be reached at terry@olyinjurylaw.com or feel free to e-mail Heather at TCBA.info@gmail.com.

Interested in getting more involved in the TCBA?

A great way get involved is to join the TCBA CLE or Bench/Bar Committees!

Please contact Heather at tcba.info@gmail.com for more information

2017 Annual Meeting & Dinner

Friday, May 12, 2017 was an eventful evening for the TCBA at the Indian Summer Golf & Country Club! During the Business meeting there was a new Executive team accepted for the Board of Directors and a Financial Review was provided.

If you missed the meeting/dinner here are a few pictures (for better quality see the online version).

The evening started with delicious appetizers and music by The Oly Mountain Boys who play bluegrass with high-energy drive and a Pacific Northwest bent, mixing traditional tunes with revolutionary original bluegrass compositions. TCBA Member, Tye Menser, (pictured on the far right of the band) is the lead vocals and plays the Banjo. Thank You Oly Mountain Boys for entertaining us again this year!



After a delicious dinner, it was time to announce the 2017 Bigelow Award Recipient.... Congratulations to *Edward Earl Younglove III* for being named this year's Lawyer of the Year with the Bigelow Award. Christopher John Coker gave a warm introduction for Edward. Edward then took the podium and delivered a heartfelt story about his journey to becoming an Attorney and his appreciation for winning this award. Congratulations, again, Edward... well deserved!



Next it was time to say THANK YOU to Megan Card for her term as TCBA President. Megan led the TCBA over the last year and will now step into the role as Immediate Past President. She received a plaque for her service and gave a speech about the past year as President. She recognized the Honored Members who are TCBA Members and with the WSBA for 50+ years, recognized the Judiciary in attendance, and recognized the past TCBA Board Members.



After that it was time to say WELCOME to the new TCBA President, Trevor Zandell. Trevor gave a great speech about his background, his journey to becoming an Attorney, and the upcoming year as TCBA President. Trevor has been President-Elect over the last year and was in charge of the lunch time CLE's. As President this year he will lead the membership well.



-By Heather Ligtenberg

TCBA Treasurer's Report for 2016

Our Bar Association continues to be in really excellent financial shape. Our income exceeded our budget projections in each category of the budget; and income exceeded expenses, leaving us with a financially solid 2016. We are happy with our surplus/safety net, which continues to be retained in CDs for the most flexibility.

What keeps us going are:

- 1) Our dues paying members – all of YOU; and
- 2) The CLEs presented by our Bar Assoc. that happen because of our Board's hardworking CLE committee.

We encourage all of our members to attend our local CLEs. They are cheap, easy to get to, usually just on e-half day, and a great way to connect with other local practitioners.

Rest assured that your Bar Association's finances are in good hands with this Board of Directors – they are a fiscally careful bunch!

ADVERTISING IN THE LEGAL BRIEF

If you would like to advertise in the LEGAL BRIEF, please contact Heather Ligtenberg at tcba.info@gmail.com

- The cost for advertising is \$200 for a full page, \$100 for 1/2 page, \$50 for 1/4 page and \$25 for 1/8 page.
 - All advertisements are subject to approval of the Legal Brief's Editorial Board.
- The LEGAL BRIEF is published bi-monthly. (January, March, May, September and November)
- Visit thurstoncountybar.com for more information on specs and to view past editions of the Legal Brief

Section/Committee Announcements...

Family Law Section

The Family Law Section meets at 12:10 p.m. on the 2nd Tuesday of each month at the Family and Juvenile Justice Center.

Mike DeWitt is the Chair of this section.

If you have any questions please contact Mike at (360) 705-9000 or Mike.taylorlawgroup@gmail.com

Young Lawyer Section

The Young Lawyer Section holds regular Monthly Meetings the first Tuesday of every month.

Jennifer Doehne is the Chair of this section. Her email address is jdoehne@bgwp.net

Please visit the YL webpage at <http://thurstoncountybar.com/sections/young-lawyer-section/>



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