Message from the Chair

Steve Mayer
Mayer & Glassman Law Corp.
Los Angeles

History will be made next month in San Francisco. Whether it is Barry Bonds breaking Hank Aaron’s home run record or the continuation of the Section’s unbroken streak of informative, productive, and energetic annual meetings remains to be seen. I plan to witness both. Before then, there is still much YLF business to complete.

I am pleased to report that we successfully accomplished our goals set last year in Honolulu for the 2006-2007 bar year: (i) we created new ways to provide membership value to young lawyers unable to attend Section meetings; (ii) we formed new subcommittees and restructured others to meet the needs and requests of our members; (iii) we continued to promote diversity in our membership and throughout our leadership structure; (iv) we set the attendance records for our annual Institute for the New Business Lawyer, which was attended by young lawyers from around the world; and (v) we continued the YLF mission of providing a soft landing for younger and newer lawyers in the Section’s committees and assisting them in finding a home in active Section work.

To quote bar leader, past YLF chair, and my Section mentor, Tim Lupinacci, “This affirms the hard work of the many volunteers who have made the YLF a reality.”

Undoubtedly, YLF history will repeat itself in the 2007-2008 bar year. The YLF remains committed to serving as a center of gravity for business lawyers under the age of 40 or in practice for less than 10 years. The YLF will continue to provide its members with numerous opportunities for education, training, public service, networking, socializing, and leadership and business development.

As a result of what we accomplished and what we look forward to, the YLF begins the new year with the following leadership structure:

**Committee Chairs:**
- Co-chairs: Kendall Butterworth, kendall.butterworth@bellsouth.com
  Steven Mayer, smayer@mglawcorp.com
- Vice-chair: Sunil Harjani, HarjaniS@seco.gov

**Subcommittees:**
- Membership: David Kinman, drk2@johnstonbarton.com
  Adam Segal, asegal@blgcanada.com
- Newsletter: Tracy A Cinocca, tracycinocca@aim.com
- Pro Bono/Public Service: Mac McCoy, tracycinocca@aim.com
- Programming: Sherwin Simons,
Kendall Butterworth and I encourage you to contact us, or any of the subcommittee chairs, with any questions, comments, suggestions, or if you want to become more actively involved.

Steven M. Mayer  
Mayer & Glassman Law Corp., Los Angeles  
smayer@mglawcorp.com

Articles Needed!

Over 5,000 Young Lawyers Worldwide Want to Hear From YOU! Get Published Now: The Young Lawyer Forum is collecting articles for future newsletters which are circulated to our members worldwide. Please send your submissions to Tracy A. Cinocca at TracyCinocca@aim.com. Articles should be 1500 words or less, and on any topic of interest to young lawyers. From short scholarly articles, to practice tips, reviews/summaries of a Section program, life in the trenches, interesting pro bono projects, humorous looks at life and the law, or even how you balance work and personal life. We appreciate your help in making this newsletter a success.

Subcommittee Reports

**Subcommittee on Membership**  
*David Kinman (pictured left) and Adam Segal, Co-Chairs*

Some might ask why the Young Lawyer Forum (YLF) needs a Membership Subcommittee if every member of the Business Law Section who is under the age of 40, or has been in practice less than 10 years, is automatically a member of the YLF. With over 5,000 Section members who fit this description, doesn’t the YLF already have enough members? How many more people does this Subcommittee want to recruit? Will they stop at nothing less than Section domination?

As co-chairs of the Membership Subcommittee, let us assure you that we are not lobbying to have the age limit raised to 50. We aren’t looking so sign up more members but we do want more active ones. The Subcommittee was established to further the YLF’s goals of engaging young lawyers in the substantive work of the Section and its Committees. The Subcommittee provides insight into the effectiveness of products and services offered by the YLF to its members and liaises with the Section’s...
Membership Committee to focus on the engagement and retention of young lawyers in the Section.

More...

Subcommittee on Newsletter
Tracy A. Cinocca, Chair

Welcome to the second newsletter of the year. As you may know, the Annual Meeting is in San Francisco, August 8-14, 2007. I, as well as many of the leadership in the Young Business Lawyers, will attend this meeting. After a year of conferencing by telephone and emailing, we had a great time getting to know each other in person at the Washington, D.C. ABA Business Law section meeting last Spring, when the Young Business Lawyer Institute was held. There are so many opportunities at the ABA for education, public service, legislative involvement, and social and business networking, if you just take advantage of it!

Our first newsletter was a success because so many people we met at the Spring Business Law Section Meeting became active and submitted articles. I would like to thank them all! Our goal is to be able to continue to publish two newsletters a year with substantive articles, as well as a few newsletters per year prior to the Young Business Lawyer Institute and other Business law section meetings, or the Annual Meeting.

More...

Subcommittee on Pro Bono and Public Service
Mac McCoy, Chair (pictured left) and written by Nhu Ly, ABA Staff, Marni Wright, Rutledge Simmons, and Tracy Cinocca

The Public Service is pleased to announce its public service project in San Francisco on August 10, 2007 at the YMCA! This year, the Section of Business Law is partnering with the University of Alabama School of Law, the Section of Litigation, and the Young Lawyers Division to honor incoming ABA president Tommy Wells with its most ambitious public service project ever! The Section, along the other public service project sponsors, will be helping to replace the computer lab at the Embarcadero YMCA. The lab is used by Youth Chance High, San Francisco’s alternative high school. On Friday, August 10, make your way down to the Y at 169 Stuart Street, grab a paint brush and start painting. Painting will take place in the morning, and paint and supplies will be provided. If you miss the painting, be sure to come to the ribbon-cutting ceremony on Saturday, August 11 at 3:30 p.m. The Section’s participation in the project is co-sponsored by the Committee on Pro Bono, the Young Lawyer Forum and the Pro Bono Subcommittee of the Business and Corporate Litigation Committee.

More...
Subcommittee on Solo and Small Firm
Aaron D. Lovaas, Chair

The Solo and Small Firm Subcommittee of the YLF is excited and very proud to organize the YLF's first substantive Annual Meeting program at the upcoming ABA Annual Meeting in San Francisco this August. The Subcommittee's two-hour program, entitled "Rainmaking, Retention and Referrals: The Three R's of Solo and Small Firm Client Development," will be presented on Saturday, August 11, at 2:30 p.m. The program will examine client development from a solo and small firm perspective, focusing not only upon landing new clients through rainmaking and referrals, but also generating additional work from an existing client base through effective client retention systems.

More...

Subcommittee on Technology
Sajai Singh, Chair, and Tracy A. Cinocca

The Technology Subcommittee of the Young Lawyers Forum has introduced a new pilot program called "Visible Path." The new chair Sajai Singh says it is too early to report on the results. But, we still need you to take part in this new program! It is not too late to sign-up for our free e-networking project! The prior chair Warren E. Agin prepared the following report on the program, that we include for your information.

Get Connected! Register with Visible Path
Warren E. Agin, Chair, Former Section of Business Law Committee on Technology

The Young Lawyers Forum is running a pilot test of the ABA Business Law Section network, powered by Visible Path. Visible Path is software used to manage professional social networks and build relationships among participants. It works very much like LinkedIn. I am asking you to please participate in this pilot by going to http://aba.visiblepath.com and registering. Once you have registered, feel free to complete a biography, search for other people you know in the VisiblePath network, invite friends who are lawyers, and create some connections. Try out the site and see what you think. The site is easy to use and registering and adding a bio only takes a few minutes.

This is a limited and unofficial test. The website is not yet an official ABA site. Please keep that in mind as you use it and invite others.

Finally, because this is a limited test, finding contacts will be hard until other Young Lawyers Forum members have joined. Please do your best to register in the next day or two, rather than letting this sit in your e-mail box. After registering, wait a few days for others to register also before looking for contacts. Try to link up with friends you have met through the Young Lawyers Forum. If they haven't bothered to join the pilot yet, send
them an invite using the site.

It only takes 2 minutes to register and download.

2007 Annual Meeting Events

"Rainmaking, Retention and Referrals: The Three R’s of Solo and Small Firm Client Development."
Saturday, August 11, 2007, at 2:30 p.m. - 4:30 p.m.
Fairmont San Francisco Venetian Room, Lobby Level

The Welcome and Outreach Reception
Thursday, August 9, 2007 at 6:30 p.m. – 8:00 p.m.
St. Regis, Yerba Buena Terrace

Public Service Project
Friday, August 10, 2007 Painting and Saturday, August 11, 2007 at 3:30 p.m. Ribbon Cutting Ceremony
YMCA, at 169 Steuart Street, San Francisco

The Annual Fellows of the Young Lawyers Division Dinner Dance and Award Presentation
Friday, August 10, 2007 at 6:00 p.m.
One Market Pavilion (1 Market Street)

Pro Bono Breakfast and Committee Meeting
Monday, August 13, 2007 at 7:30 a.m.
InterContinental Mark Hopkins, Room of the Dons Lobby Level

The Committee on Community Economic Development Meeting
Monday, August 13, 2007, 10:30 a.m.
Fairmont San Francisco, French Room, Lobby Level

The YLF General Meeting
Saturday, August 11, 2007 at 4:30 p.m.
Fairmont San Francisco Venetian Room, Lobby Level

The President’s Reception
Saturday, August 11, 2007 at 7:00 p.m.
Moscone West Convention Center
Some might ask why the Young Lawyer Forum (YLF) needs a Membership Subcommittee if every member of the Business Law Section who is under the age of 40, or has been in practice less than 10 years, is automatically a member of the YLF. With over 5,000 Section members who fit this description, doesn’t the YLF already have enough members? How many more people does this Subcommittee want to recruit? Will they stop at nothing less than Section domination?

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Whether you attend Section meetings or simply read the occasional newsletter, if you are looking to get involved in the work of the Section and haven’t been able to do so, the Membership Subcommittee wants to help. The Subcommittee aims to design, lead and support initiatives that will involve young lawyers in the activities of the Section an ongoing basis. Our most recent initiative has been to partner with the Diversity Committee in support of a mentoring program for students and young lawyers. If you have been out of law school for a few years, are available 1-2 hours per month and are willing to offer advice to or share your career experiences with a student or young lawyer in the Section, this is a great way to get involved, meet other members of the Section and give a little something back. If you would like to sign up for the mentoring program or want more information please visit [www.abanet.org/buslaw/mentor](http://www.abanet.org/buslaw/mentor).

As a young lawyer, joining the Section or one of its committees is often the easy part, but figuring out how to become actively involved in the activities of a particular Committee can sometimes be challenging. The Subcommittee wants to assist you in dealing with these challenges. If you would like to get involved or have suggestions on how to get other young lawyers involved in the work of our Subcommittee, the YLF or the Section as a whole, you can contact us at [asegal@blcanada.com](mailto:asegal@blcanada.com) and [drk2@johnstonbarton.com](mailto:drk2@johnstonbarton.com).
Welcome to the second newsletter of the year. As you may know, the Annual Meeting is in San Francisco, August 8-14, 2007. I, as well as many of the leadership in the Young Business Lawyers, will attend this meeting. After a year of conferencing by telephone and emailing, we had a great time getting to know each other in person at the Washington, D.C. ABA Business Law section meeting last Spring, when the Young Business Lawyer Institute was held. There are so many opportunities at the ABA for education, public service, legislative involvement, and social and business networking, if you just take advantage of it!

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In addition to editing, compiling, and organizing all submissions for the newsletter, I also solicit articles from YOU!! Please get involved and provide us with articles that will benefit any lawyer new to an area of law you might know well. You do not have to attend meetings or even be a Young Lawyer to submit an article, so do not let that stop you!

If you are at a CLE, meeting, or social event and we meet, you are likely to hear me ask, if you would submit an article or review of some sort for our newsletter. Let’s face it! It is a great way to get published, give back to your community and maybe impress somebody. I also really like this position because when I do that it gives me an opportunity to learn about YOU and so many diverse practice areas!

Because the Annual Meeting can be confusing in that there are so many CLE’s and events to choose from, I have taken the liberty of reviewing all the materials and giving you my top picks. You might be able to find me at any of these events to talk about articles, too! My pick of social events this year where you may find me are as follows:

August 9, 2007 at 6:30 pm. – 8:00 p.m. The Welcome and Outreach Reception. FREE!!! (Location: St. Regis, Yerba Buena Terrace)

August 10, 2007 at 6:00 p.m. The Annual Fellows of the Young Lawyers Division Dinner Dance and Award Presentation. The Big Event for us Young Lawyers throughout the ABA!! Well Worth It!!!

August 11, 2007 at 7:00 p.m. The President’s Reception. Though these can be a bit pricey if you are on a budget, the cost is well worth it. I am always amazed to see what they come up with every year. Fabulous food, drinks, music, and setting. Come see what the Annual Meeting planners
have done for us this time! It is always a treat! (Moscone West Convention Center)

Please also see all the events listed on the newsletter sidebar. My CLE picks for the San Francisco Meeting are as follows:

August 9, 2007, Thursday, 1030-1200.
The Whole World is Watching! Privacy, Copyright and Parental Control in the Age of YouTube, MySpace and Beyond (Moscone Center West 2014 second floor)

August 10, 2007, Friday, 10:30-12:00.
Invasion of the Personal Information Snatchers: Pretexting, Caller ID Spoofing and Beyond (Moscone Center West, 2nd Floor, 2014)

August 10, 2007, Friday, 2:00-3:30 p.m.
Trademarks and the Good Deed- From Celebrity Branding for Profit to Public Good. Moscone Center West, Room 2020, 2nd floor

August 10, 2007, Friday, 3:45 – 5:15 p.m.
The Role of the Legal Profession in the Responsible Developments of Nanotechnology (Moscone Center West, Room 2002, 2nd floor)

**August 11, 2007, Saturday, 2:30 – 4:30 p.m. “Rainmaking, Retention and Referrals: The Three R’s of Solo and Small Firm Client Development.”** (Fairmont San Francisco Venetian Room, Lobby Level)

August 11, 2007, Saturday, 8:30 a.m.-10:00 a.m.
Managing Business Evaluation Agreements
(San Francisco Marriott, Golden Gate Hall, A3 & B2 Level)

August 12, 2007, Sunday, 8:00-9:30 a.m.
Nanotechnology: Will Big Legal Problems Come in Very Small Packages? (Moscone Center West, Room 3014, Third Floor)

August 12, 2007, Sunday, 2:00-5:00 p.m. Preparing Retirees for Retirement (Fairmont)

You may find any of us at these events and CLE’s as well as others. Of course, there are many events and classes to choose from at the ABA Annual Convention from all sections. Choose ones that are best for you. We hope you will come to business law and young lawyer sections events and activities or email us to get involved (no attendance necessary!). Feel free to email me with any ideas for articles to submit or any general questions at TracyCinocca@aim.com. We look forward to meeting you!
Public Service/Pro Bono SubCommittee Report

Mac McCoy, Chair and written by Nhu Ly, ABA Staff, Marni Wright, Rutledge Simmons, and Tracy Cinocca.

The Public Service is pleased to announce its public service project in San Francisco on August 10, 2007 at the YMCA! This year, the Section of Business Law is partnering with the University of Alabama School of Law, the Section of Litigation, and the Young Lawyers Division to honor incoming ABA president Tommy Wells with its most ambitious public service project ever! The Section, along with the other public service project sponsors, will be helping to replace the computer lab at the Embarcadero YMCA. The lab is used by Youth Chance High, San Francisco’s alternative high school. On Friday, August 10, make your way down to the Y at 169 Stuart Street, grab a paint brush and start painting. Painting will take place in the morning, and paint and supplies will be provided. If you miss the painting, be sure to come to the ribbon-cutting ceremony on Saturday, August 11 at 3:30 p.m. The Section’s participation in the project is co-sponsored by the Committee on Pro Bono, the Young Lawyer Forum and the Pro Bono Subcommittee of the Business and Corporate Litigation Committee.

Further, in cooperation with The Committee on Community Economic Development (CED) announces a meeting titled “Supporting Minority Business Enterprises (MBEs): Understanding the Legal Challenges and Policy Framework for MBE Development” will be held Monday, August 13, at 10:30 a.m. at the Annual Meeting in San Francisco in the French Room at the Fairmont. The CED committee will be joined by the President, Legal Manager and Program Manager of the National Economic Development and Law Center (NEDLC). Roger Clay, the President of the NEDLC, is also the chair of the ABA’s Forum on Affordable Housing and Community Development Law.

The NEDLC is a non-profit organization located in Oakland, California, that focuses on improving our communities through early care and education, community infrastructure, building assets, and creating jobs. The NEDLC was the recent recipient of a $250,000,000 grant from the Ford Foundation to study the legal and policy framework for MBEs in individual states across the county. The discussion will summarize the results of the study, including the implications of affirmative action trends for minority-owned businesses, the effect of minority owned businesses on a region's economy and the challenges unique to minority-owned businesses.

For more information contact Marni Wright, Chair, Community Economic Development Committee at mwright@buckgordon.com or Rutledge Simmons, Vice Chair, at rsimmons@nw.org.
The Solo and Small Firm Subcommittee of the YLF is excited and very proud to organize the YLF’s first substantive Annual Meeting program at the upcoming ABA Annual Meeting in San Francisco this August. The Subcommittee’s two-hour program, entitled “Rainmaking, Retention and Referrals: The Three R’s of Solo and Small Firm Client Development,” will be presented on Saturday, August 11, at 2:30 p.m. The program will examine client development from a solo and small firm perspective, focusing not only upon landing new clients through rainmaking and referrals, but also generating additional work from an existing client base through effective client retention systems.

The Subcommittee is proud to have assembled a first-rate panel for this program. Sarina Butler is the Associate Executive Director of the American Bar Association with responsibility for public relations, publishing, work with state and local bar associations, and public education programs and will examine rainmaking from a solo and small firm perspective. Given Ms. Butler’s strong marketing background, this is sure to be an informative component of the program from a true marketing, rather than “lawyer as marketer” standpoint. Additionally, the Subcommittee welcomes Jim Calloway to the program panel to address the topic of client retention and its ability to serve client development. Mr. Calloway is the Director of the Oklahoma Bar Association Management Assistance Program, former Chair of the ABA TECHSHOW Board, an active member of the Law Practice Management Section and General Practice, Solo and Small Firm Division, and has made hundreds of presentations on all manner of marketing and management issues facing solo practitioners and small law firms. Finally, Carolyn Dillinger, the Chair of the Subcommittee, joins the panel from the trenches of solo and small firm practice. Ms. Dillinger is the Managing Partner of the highly regarded Dillinger Law Firm in Irvine, California, where her practice focuses on business law. Ms. Dillinger is active within her state and local bar associations, as well as the YLF, and will address the real-life challenges and rewards of building a strong referral network to aid client development for the solo practitioner and within the small law firm. The Subcommittee expects a great turn-out for this program and is proud to be such a significant part of the 2007 Annual Meeting.

The Subcommittee’s primary goals are to address, through programming and peer support, the needs of the solo practitioner and small law firm, from a young lawyer’s perspective, within the business law community and Business Law Section of the ABA. Membership on the Subcommittee is open to any member of the YLF with an interest in the Subcommittee’s work. The YLF will conduct its general meeting at 4:30 p.m. on Saturday, August 11. Any YLF member is welcome to connect with the Solo and Small Firm Subcommittee for more information and participation. The Subcommittee Chair is Carolyn Dillinger, who Co-Chairs the Subcommittee’s Annual Meeting program with Aaron D. Lovaas, of Shimon & Lovaas, PC, in Las Vegas, Nevada.