

Say Goodbye to TBN . . . and Hello

by L. Tracee Lorens

Tracee Lorens is CASD's President for 2003. Ms. Lorens attended San Diego State University and Western State College of Law (now Thomas Jefferson) obtaining her J.D., B.S.L. in 1990 and was admitted to the California State Bar that same year. She has been a member of Consumer Attorneys of San Diego for nine years and was either a Director or Officer of CASD for the past seven years. She practices primarily in the area of employment law, focusing currently on wage and hour class actions, as well as complex personal injury and insurance bad faith claims. Ms. Lorens is the mother of a beautiful 12-year-old daughter, Alexandra Rose Lorens, and the "significant other" and partner of Wayne A. Hughes. She may be reached by e-mail at CASDPres@aol.com or by calling 619-239-1233.

This issue of the ***Trial Bar News*** is the last of its kind. Say goodbye to a format and publication that has served CASD well for many years. We are all proud of what it has accomplished for us and how it has enhanced our image in the legal community.

Each issue is sent to more than 1200 people. ***Trial Bar News*** is not just a way to communicate to the membership. It is CASD's main tool for communicating to the legal community. In addition to the copies sent to our members, an additional 500 copies are distributed to all judges in the county and many libraries. It is also sent to individual subscribers who don't qualify for membership in our organization.

As of the next issue, ***Trial Bar News*** will emerge from a creative cocoon in a totally new format. The Communications Committee has been working for a year and a half to develop more effective communication with both our membership and community. You saw the first stage with the development of our new logo and slogan. When you get the next issue of ***Trial Bar News***, it will be substantially changed. Before discussing the new ***TBN***, let me talk about the who before the what and why.

The Communications Committee

The Communication Committee has been very productive and effective under the joint chairmanship of Andy Albert and Kerry Hoxie. Together, Andy and Kerry make an interesting and dynamic team of yin and yang. Andy is a quiet, serious, listen-carefully-or-you-might-miss-the-humor person of creativity. Kerry is his counter-balance. She is very focused and dedicated. The more you get to know her, the more you will appreciate her. I love her approach probably because it reminds me of my own “AND NOW FOR MY OPINION” style. Kerry is what she loves to wear: a jewel.

Working hard enough to be a de facto chair is Jon Williams. Jon has been our website guru. He is one of those wonderful CASD volunteers who works long and hard, seeking little in the way of appreciation or credit, yet he gets the job done. Jon’s major project has been the development of the website and the current and extensive redesign and expansion of that website. Eventually – sometime this year – you will see the culmination of two years of work with the integration of our new logo, the re-design of the *TBN*, and our new and much better CASD website, which will provide you free of charge services such as an on-line brief bank, an experts bank of information for use with many of our frequently-encountered experts – like Workman, Schwab and Vanderpool, etc., a link to DepoConnect for depositions of many experts and witnesses, as well as access to our event information and all other member benefits.

Wayne and I have filled in on the Communications Committee but the work has been done mostly by Kerry, Andy and Jon.

The Branding of CASD

Ben Bunn, during his presidency, started the push toward a concept of how to improve the ability of CASD to communicate more effectively with membership, the rest of the legal community and the public in a more focused fashion. We have continued with that goal during

my tenure. We have expanded on the dream by including the expansion of the website to include all those new member benefits I promised you we would implement in this “The Year of the Member”.

A first and big step was to come up with a new logo and slogan. We sought something that would be meaningful yet a signature for CASD. Gradually this logo and slogan will be a common brand which easily identifies us and our work product.

Under a stylized umbrella (or some see a bridge) representing both how plaintiffs’ attorneys protect their clients from the storm or transport them from problem to solution, appears our trademark:



“*Never stand alone*” has a dual meaning. First, we want our members to know that they need never stand alone against a better financed and more massive corporate defense world. Our members stand together and help each other through List Serve where you can get quick answers by e-mail, mixers, “Tuesday Nights at the Lab”, seminars, ***Trial Bar News*** and the new website, CASD will provide you with quick and easy access to on-line briefs, expert banks full of information to use to impeach or “Take Down that hired gun”, press releases, and links to other sites like DepoConnect with deposition banks and its other resources. We are including our members in a fellowship of other attorneys who can, will, and do help each other. It is all part of what I committed to accomplish this year, “**The Year of the Member**”.

Second, because of our lawyer warriors, **our clients do not stand alone**. We have the privilege of being in a caring profession which frequently gets the opportunity to make a real

difference in the lives of others. In my opinion, that's what sets us apart. It's about the person or the cause much more than the billable hour. How many of us even know what it is to be paid by the hour?

October 2003: The New *Trial Bar News*

The new format will debut with a very special October issue. *TBN* will be the same size, but that will be one of the few similarities. The new design will reflect *TBN's* educational style with a cleaner more journalistic look. I think it will be much more attractive with multi-colored pages in the front, back and in the "centerfold" section. We will be making some technical changes which I was lucky enough to be able to "weigh in on", even though most I cannot properly describe to you, such as the quality of the paper, type of finish and type of print.

The cover will highlight the new appearance. We have strengthened the professional image of the *TBN* with our new format, logo, and the use of color. Column headings will be highlighted with reverse printing in a dark banner so that topics are easily located.

I suggest that you immediately turn to the centerfold which will become the home pages for members. This section will use a light blue screening so as to easily distinguish it from the rest of the journal. It will be a place where we will highlight our activities, accomplishments, notices of import to our members and photos.

Speaking of accomplishments, Kerry would appreciate it if you would take the time to write her regarding accomplishments of note for *Trial Bar News*. She tells me she is also open to new articles. Discuss your ideas with her by e-mail to "**khoxie@aol.com**" or suggestions to me by e-mail to "**CASDPres@aol.com**".

CASD Website

Shortly after introducing the new look of *TBN*, we will be rolling out the redesigned and expanded CASD website. By year's end, we will have our new Website up and running. Any of you who are willing to put in some real time assisting with the development of content should let me know right away. We are to that crucial stage and need your help now, if you are interested. The Website will be redesigned with both "public" and "members only" sections. In a section restricted to "members only", we will have a "brief bank" so that members will be able to conveniently locate briefs, motions and other time-saving aids. If you have motions which you would like to contribute, please send them now to: Wayne Hughes, 1202 Kettner Blvd., Suite 4100, San Diego, California 92101; fax (619) 239-1178 or as a file attachment to e-mail to **waynecloud@aol.com**. When possible we would appreciate having both electronic and hard copies. Use of the brief bank will have typical disclaimers. It remains the user's responsibility to make sure citations, etc., are proper and up to date. We will have a committee to screen materials prior to posting. We would like to complete this portion of the process in the next few weeks, as the documents must still be reviewed and input this year.

We will also seek the help of those of our members who have gathered the deadly statistics and financial proof and transcripts against some of the defense professional expert witnesses and the motions and other information for our expert information bank (available to our members only).

Rapid Response Team

The Communications Committee's next area of focus is putting together the Rapid Response Team -- a group of members who develop relationships with the media, submit Op Ed pieces, Letters to the Editor, and respond immediately to the media on matters of current news or

interest. We would like to see a team of volunteers put together a binder of material on common topics of interest or concern such as the McDonald's case. The team will act as a sub-committee to the Communications Committee and help us maintain current information on the "public side" of our website which can be used to educate the public and to provide press releases to our Media Community.

Interested in making this idea work? Contact Wayne at waynecloud@aol.com. Once we are out of trial in July, we'd like to get this project moving ahead. It is also a priority for our current president-elect, Chris Hulburt, for his 2004 term.

To preview all of these changes, don't miss the upcoming Annual Dinner with our Trial Stars which is scheduled for September 18, 2003. Our program that night will highlight the new **TBN** format and we expect to be showing you on the big screen the features of our AWESOME new website and many of its new member features like the on-line brief bank! Besides showcasing these new member benefits, you will hear from the best trial lawyers in town and be inspired by their victories for our civil rights and their clients.

I hope you're enjoying your summer and your time with family and friends. I will see you at the Trial Stars Dinner on September 18.