Addendum

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Crosby Receives Albritton Award as Tireless Advocate for Providing Free Legal Services to the Poor

Samuel N. Crosby, with Stone Granade & Crosby of Daphne, received the state bar's 2012 Harold Albritton Pro Bono Leadership Award. The award recognizes an individual for leadership in making free civil legal services available to the poor and disadvantaged.

State Bar President Phillip McCallum said, "Lawyers are making a positive difference every day all across our state. The difference between good and great lawyers is that great ones make a difference in society and that's why we are recognizing Sam. He exemplifies excellence and dedication to providing legal services to the many people who are in need but are lacking access. His creativity, energy and innovative approaches set an example for



Sam Crosby (left) is presented with the Harold Albritton Pro Bono Leadership Award by ASB President Phillip McCallum.

Alabama's legal profession."

Crosby is a past president of the state bar whose term was noted for its theme: "Do justice, love kindness and walk humbly with God." He implemented the "Wills for Heroes" program in Alabama, which provides free wills to first-responders, and was instrumental in raising hundreds of thousands of dollars by petitioning the Alabama Supreme Court to amend a rule to mandate that all lawyers must pool eligible client funds in an interestbearing account with the interest used to provide pro bono representation.

Crosby received his undergraduate degree with academic distinction from the University of Virginia (1973) and his law degree from the University of Alabama (1978), where he was a member of the Bench and Bar Honor Society, the Honor Court and the Moot Court Board. He serves as a trustee of the University of Alabama Law School Foundation and on the Law School Executive Committee. (continued on page 2)

Client Security Fund Notice

Notice is given to all regular and special members of the Alabama State Bar that the \$25 Annual Client Security Fund Assessment will be due on January 1, 2013.

Crosby Receives Albritton Award as Tireless Advocate for Providing Free Legal Services to the Poor (continued from page 1)

An active member of Alabama's legal profession, he has served on the state bar's executive council, Long-range Planning Task Force and as a member of the editorial board of *The Alabama Lawyer* magazine.

He is a past president of the Baldwin County Bar Association. In 2005, he was one of five practicing attorneys in the state appointed to serve as a member-at-large of the Chief Justice's Commission on Professionalism. In 2008 he became the first recipient of the Chief Justice's Outstanding Leadership Award. He is a Life Fellow of the Alabama Law Foundation, a charitable, tax-exempt organization affiliated with the state bar that provides ways for lawyers to better the world around them. Membership in the fellows is limited to one percent of all state bar members.

Crosby has served as a local municipal judge and has taught business law as an adjunct professor at the University of South Alabama. He has been active in various civic organizations including Ecumenical Ministries, Inc., an organization that aids the poor in Baldwin County, Boy Scouts of America, Waterfront Rescue Ministry and the American Red Cross. He has served as an arbitrator and mediator and maintains membership in the Alabama Academy of Attorney Mediators. He is one of 20 Alabama mediators selected as a charter member of the Alabama chapter of the National Association of Distinguished Neutrals.

Award nominations are reviewed by the Pro Bono and Public Service Committee which recommends a recipient to the bar's governing and decision-making body, the Board of Bar Commissioners. Although nominations are accepted annually, it is not expected the award will be presented each year. The first recipient of the award was its namesake, **Judge W. Harold Albritton, III.**

Dothan/Ozark Man Wins World Championship Domino Doubles



Judge Will Matthews of Ozark (left) and Billy Welch of Tallassee recently took the title in the doubles division of the Andalusia Rotary Club's 2012 World Championship Domino Tournament.

Lawyers Hop on the "Justice Bus"







As the song says, "The wheels on the bus go 'round and 'round," and the sound of those wheels were heard across rural Alabama last week as the JUSTICE Bus rolled into town.

The JUSTICE Bus was the state bar's travelling pro bono legal services vehicle that made stops in Huntsville, Summerdale, Hayneville and Pleasant Grove, enabling lawyers and law students to assist poor and disadvantaged citizens in those communities needing free civil legal advice.

ASB President Phillip McCallum said, "The number of people living below the poverty level is large and continuing to grow-more than 800,000 persons in Alabama. These include military veterans and their families, those with a disability, the unemployed, children, senior citizens, and survivors of natural disasters. Their legal needs require assistance in areas relating to family law, domestic violence, child abuse, employment issues, government benefits, foreclosure, and healthcare. For the promise of the rule of law to be real to our most vulnerable citizens, lawyers render service through pro bono."

Lawyers in each of the state's 42 judicial circuits participated in conducting free legal clinics offering advice and counsel in such areas as elder and family law; discussing with community and civic groups the critical need for the legislature to provide a continuous stream of funding for legal services and recruiting additional lawyers to volunteer to provide pro bono service.

More than 4,500 lawyers are enrolled in the Volunteer Lawyers programs operated by the Birmingham Bar Association, Madison County Bar Association, South Alabama Bar Association and the state bar.

Accolades Baker Donelson Announces 2012 Diversity Scholarship Program Recipients; Chair and CEO Named One of America's Most Innovative Managing Partners



Baker, Donelson, Bearman, Caldwell & Berkowitz PC recently announced the 2012 recipients of the Baker Donelson Diversity Scholarship: **Stephanie**

deJesus, Willie Santana and LaToyia Slay.

deJesus, a graduate of Vanderbilt University and is in her second year at the South Texas College of Law. She will clerk in the firm's Houston office next summer.

Santana is in his second year at the University of Tennessee College of Law and will be a summer associate in the Knoxville office. He is a graduate of the University of Florida.

Slay, who graduated *magna cum laude* from The University of the South, is in her second year at Mississippi College School of Law and will be a summer associate in the Jackson office.

The three recipients were selected from 185 applicants attending 87 law schools across the country, including Duke University School of Law, Emory University School of Law, Georgetown University Law Center, University of Virginia School of Law, and Wake Forest University School of Law.

Established in 2008, the Baker Donelson Diversity Scholarship Program awards scholarships annually to diverse law school students who have completed their first year of law school. Each recipient receives a salaried second-year summer associate position in one of the firm's 18 offices. Upon completion of the summer associate position, the firm also awards each recipient a \$10,000 scholarship during the student's third year of law school.



Ben C. Adams, chair and chief executive officer of Baker Donelson, was named one of the ten Most Innovative Managing Partners in the country by Law360, a national newswire

for business lawyers.

Law360 recognized Adams for his frequent

and varied methods of communication with Baker Donelson employees to ensure a culture of transparency, noting that his approach to managing "all starts with listening, giving straight answers and simply treating employees with respect."

In an article profiling Adams, Law360 highlighted the "Ask Ben" video series, in which he responds to questions from Baker Donelson employees about topics such as the firm's financial standing and plans for growth, and the "Daily Docket," during which attorneys and staff meet in small groups each day for a brief discussion that focuses on one of the firm's 12 client service standards. Other examples include an internal blog through which Adams regularly shares firm news, frequent visits to the 18 firm locations during which he meets informally with attorneys and staff, and personal phone calls to congratulate employees who have reached milestone anniversaries with the firm. Adams has served as chair and CEO of Baker Donelson since 2003.

Burr & Forman Partner Inducted into American College of Trial Lawyers



Burr & Forman LLP Birmingham partner **Greg Burge** was recently inducted into the American College of Trial Lawyers. Membership is by invitation only to attorneys who have

distinguished themselves in trial practice and who are recognized leaders in their local communities. Burge joins Burr & Forman's W. Michael Atchison as a Fellow of the College.

Burge is an experienced civil trial lawyer who has tried over 75 jury trials to verdict, and has prosecuted and defended multi-million dollar claims on behalf of clients. He is a member of Burr & Forman's Litigation and TIPS (Torts, Insurance and Products Liability) sections, focusing on bad faith, product liability, medical malpractice and personal injury law. He serves as an adjunct professor of law at Samford University.

Burge earned his undergraduate degree from Florida State University and his law degree from Samford University's Cumberland School of Law.

The American College of Trial Lawyers was founded in 1950 and its three-fold mission is to maintain and improve the standards of trial practice; the administration of justice; and the ethics of the profession. For more information, visit *www.actl.com*.



Civil Rights Icon Dees Receives ABA Medal for Advancing Civil Rights and Access to Justice Morris S. Dees Jr.,

co-founder of the Southern Poverty Law Center,

recently received the highest award from the American Bar Association, the ABA Medal.

The ABA Medal recognizes exceptionally distinguished service by a lawyer or lawyers to the cause of American jurisprudence. The ABA's Board of Governors chooses the medal's recipient.

Early in life, Dees aspired to become a farmer or a Southern Baptist preacher but ultimately earned a law degree from the University of Alabama School of Law. He founded the Southern Poverty Law Center in 1971 along with his law partner, **Joseph J. Levin, Jr.** Dees won a number of civil rights cases that helped integrate government and public institutions and is also known for his work combating white supremacist hate groups.

"The Board of Governors is honored to present the ABA Medal to Morris Dees because he has worked tirelessly to ensure that all individuals, and especially the most vulnerable in our society, receive the access to justice they deserve," said ABA President William T. Robinson, III.

Named one of 100 most influential lawyers in America by the *National Law Journal* in 2006, Dees has also been awarded the Trial Lawyer of the Year from the Trial Lawyers for Public Justice, the Martin Luther King Jr. Memorial Award from the National Education Association and the Salem Award for Human Rights and Social Justice.

Accolades (continued from page 3)

The ABA Medal is given only in years when the ABA Board of Governors determines that a nominee has provided exceptional and distinguished service to the law and the legal profession. Previous recipients include legendary justices of the Supreme Court of the United States, including Oliver Wendell Holmes, Felix Frankfurter, Thurgood Marshall, William J. Brennan, Jr. and Sandra Day O'Connor. Other recipients include Watergate Special Prosecutor Leon Jaworski; human rights activist Rev. Robert Drinan; co-chair of the Bill & Melinda Gates Foundation, William H. Gates, Sr.; and Judge Patricia Wald, a member of the International Criminal Tribunal for the former Yugoslavia.

Maynard Cooper Renews Partnership with Holy Family Cristo Rey

Maynard, Cooper & Gale PC recently renewed its partnership with Holy

Family Cristo Rey Catholic High School as a participant in its Corporate Work-Study Program. This marks the fifth consecutive year Maynard Cooper has partnered with Holy Family.

"The internship program is a win-win-winwin for all stakeholders. The students benefit from valuable 'real world' work experience. Holy Family Cristo Ray wins by having their



operating expenses offset by the money earned by its students. The parents win by having the amount of tuition they pay be reduced by the money earned by their children. And, Maynard Cooper wins by having courteous, diligent and competent students assist with a variety of tasks throughout the firm. We're extremely proud to be a part of this worthwhile program," said Ted Holt, firm shareholder.

As a corporate partner, Maynard Cooper provides work-study positions for two students, who work five full days each month, while attending rigorous college preparatory classes the remaining days. In exchange for working at the firm, the students earn the majority of their tuition. Students assist with administrative duties and various projects within the firm's accounting and information technology departments, as well as in the library.

Holy Family Catholic High School was founded in 1943, and is located in Ensley. It was selected in early 2006 to join the Cristo Rey Network, a network of Catholic high schools throughout the country that provide a quality college preparatory Catholic education to young people who live in urban communities with limited educational resources. Holy Family was the first school in the South to participate in this unique program. It is now one of 22 Cristo Rey member schools across the United States. For more information about Holy Family Cristo Rey, go to *www.hfcristorey.org.*

Senator Named Vice Chair of NCSL

Senator Cam Ward was recently appointed to a two-year term as vice chair of the National Council of State Legislatures Standing Committee on Energy,

Agriculture.



Senator Ward's work on the energy-related legislative proposals is

what first attracted him

Transportation and

to the committee. Ward also serves as chair of the Senate Energy Committee and Vice Chair of the Alabama Joint Legislative Committee on Energy Policy.

The National Conference of State Legislatures is a bipartisan organization that serves the legislators and staffs of the nation's 50 states, its commonwealths and territories. The NCSL provides research, technical assistance and opportunities for policymakers to exchange

New Agreement Gives Members Big Discount on Wordperfect Office X6



The Alabama State Bar has signed on to Corel Corporation's new bar association licensing

program, allowing ASB members to purchase licenses of the award-winning WordPerfect® Office X6 at substantially reduced prices.

This agreement provides WordPerfect Office X6 to eligible state bar member law offices at the special price of \$124.99–a savings of up to 50 percent less than the suggested retail price (SRP) of Microsoft® Office 2010 Standard Full Version. These price reductions, combined with Corel's training and support options, enables the small law firms making up the majority of the Alabama State Bar's membership to adopt WordPerfect Office X6 at costs formerly available only to large firms purchasing WordPerfect Office via volume licensing.

To learn more about WordPerfect Office X6 or to download a free, fully functional 30-day trial version of WordPerfect Office X6, go to *www*. corel.com/barassociation.

The ASB's Practice Management Assistance Program (PMAP) supports smaller firms with technology-related issues, recognizing that new legal technology offers both challenges and opportunities to solo practitioners and small firms. The PMAP suggested providing services from Corel for practitioners whose individual investment in technological solutions is not economically feasible.

Ideal for law offices seeking best-of-breed productivity tools and the ability to interact with clients, colleagues and the courts in various file formats, WordPerfect Office X6 includes easy-to-use and feature-rich word-processing, spreadsheet, presentation and address book applications.

New Agreement Gives Members Big Discount on Wordperfect Office X6 (continued from page 4)

WordPerfect Office X6 offers market-leading compatibility with popular file formats, including PDF, Microsoft Office, HTML and XML, and allows customers to share files created in WordPerfect Office with users of other office productivity tools. Its advanced legal-specific feature set, including its unique-to-WordPerfect Legal Mode, provides one-click access to features such as the Pleading Wizard, Document Review and Compare, Watermarks, Bates Numbering and Publish-to-EDGAR.

WordPerfect Office X6 also provides each licensed user with home and laptop privileges, giving employees licensed to use WordPerfect Office X6 at work the ability to use the same copy non-concurrently at home or on their laptop. Other options available include product maintenance, multilingual use and comprehensive support and training.

Why Lawyers Need a Business Coach By Dee A. Schiavelli



According to *Time Magazine*, "Coaching is an action-oriented partnership that concentrates on where you are today and how you can reach your goals."

Today's competition facing the business world–especially lawyers– demands that everyone who wants to succeed have a coach. Why is this different from the past?

Around the world the downturn in the economy has impacted everyone in every field of business. The changes affecting lawyers, though, have been huge and will not likely revert when the economy improves. This downturn has played a part in the demise of very large law firms, most recently Dewey & LeBoeuf, and it has been responsible for the downsizing of many other firms. It has caused very experienced lawyers to leave long established firms and either go solo or start a smaller firm. Although the need for lawyers continues, clients have cut back on hiring lawyers whenever possible as a cost saving *so now there is more competition among lawyers seeking the same business.*

In addition, *clients are demanding more for less*. Bloomberg Law Reports on pricing said in a recent *AmLaw* survey: "Eighty-one percent of law firm leaders say clients are requesting discounts and 55 percent of clients are requesting deeper discounts. Ninety percent of managing partners surveyed say increasing price competition is a permanent change in the legal marketplace."

In addition to reducing fees, clients also are having a significant impact on how law firms manage matters. For one thing, clients don't want to *pay* to train young associates–thus law graduates are finding it harder to find jobs in firms where they traditionally developed experience as clients were billed for their time. Rainmakers who customarily gave work to other partners and associates in their firm are doing more of it themselves. In addition to lower fees, clients want more *value* for their money–something which isn't always quantifiable and may differ for every client and every firm.

Technology is also having an impact on work that was traditionally done by lawyers. Richard Suskind, the author of *The End of Lawyers? Rethinking the Nature of Legal Services*, predicts "significant new pressures on the legal marketplace and, in turn, great change in the world of legal services." He argues that "the market is unlikely to tolerate expensive lawyers for tasks that can be better discharged with support of modern systems and techniques." In other words, new technology may enable a tech company to do work, previously done by law firms, faster, better and less expensively than if lawyers continue to do it themselves. Individuals, who might normally turn to a lawyer to solve their legal problem, may now go to the Internet or a software program to see if they can do it without a lawyer. The future of law firms in a tech world suggests *that lawyers need to rethink their current practice.*

What does all this have to do with coaching? Everything. Great athletes have always had coaches because they know that only through coaching can they improve performance. Coaching lawyers has to do with implementing marketing activities differently, not how well you know the law. And a coach who understands your goals, how you can more effectively communicate with your client and how a law firm functions can help a lawyer become more successful in today's economy.

Even corporations know their up-and-coming leaders need coaches. "Coaching now is part of the standard leadership development training for elite executives and talented up-and-comers at IBM, Motorola, J.P. Morgan, Chase, and Hewlett Packard. These companies are discreetly giving their best prospects what star athletes have long had: a trusted adviser to help reach their goals."–*CNN.com*

How does coaching work for lawyers? A coach is part advisor, part sounding board, part cheerleader, part manager, and part strategist. You set the pace and determine the outcome you want. You identify what you want to achieve. The coach provides guidance, support, focus and structure. Lawyers who benefit most are solo practitioners

Why Lawyers Need a Business Coach By Dee A. Schiavelli (continued from page 5)

or those in small law firms because they often have to do everything from running the firm to being the rainmaker–and practice law–and, also, senior associates who want to become partner, junior partners who want to be equity partners and senior partners who want to move into the higher-tech aspect of business development.

Consider some of these performance changes due to coaching:

• Make smarter business development decisions. Understand the difference between marketing activities vs. marketing strategies.

• Set measurable goals and implement specific strategies to achieve them. Goals need to be quantified in order to measure them. Goals alone cannot be achieved without appropriate strategies.

• Make commitments you can keep through planning and desire. Without commitment, you won't follow-up; don't over-commit or commit to things you won't do.

• Move your marketing activities to the next level. Often, lawyers believe they are marketing effectively because they are using marketing tools that they see others use. Learn to measure your results and use appropriate tools that positively affect the outcome.

• Identify new prospects and referral sources. Know where they are and how to reach them.

• Communicate your experience and build a stronger reputation. Reputation is your ability to be seen as a skilled and knowledgeable lawyer who can solve problems.

• Have an experienced sounding board for your business development ideas. A coach who has worked with lawyers understands the practice of law and how to market to client's needs and can help you reach your goals.

Your coach as a business partner focuses on high-value actions vs.

Administrative Order, Supreme Court of Alabama

Whereas, pursuant to Article VI, Section 149, of the Constitution of Alabama, the Chief Justice of the Supreme Court of Alabama is the administrative head of the judicial system; and

Whereas, Section 12-2-30(b)(7), *Code of Alabama* 1975, authorizes and empowers the Chief Justice, "[t]o take affirmative and appropriate action to correct or alleviate any condition or situation adversely affecting the administration of justice within the state;" and

Whereas, Section 12-2-30(b)(8), *Code of Alabama* 1975, authorizes and empowers the Chief Justice "[t]o take any such other, further or additional action as may be necessary for the orderly administration of justice within the state, whether or not enumerated [in the law],"

It is therefore ordered and directed that effective October 1, 2012, all documents filed by any party represented by an attorney shall be filed electronically through the AlaFile application in all civil divisions of the circuit and district courts including: Circuit Civil (CV); District Civil (DV); Small Claims (SM); Domestic Relations (DR); and Child Support (CS). Documents may still be filed in open court at the trial judge's discretion. If documents are filed in open court, the attorney filing the document is responsible for filing the document electronically through AlaFile on the same day. Additional details and instructions may be found in the "Administrative Policies and Procedures for Electronic Filing in the Civil Divisions of the Alabama Unified Judicial System."

Most documents that are filed in a case can be filed electronically. Document types that are not available will be listed at *http://efile.alacourt.gov/* and should be filed conventionally. As additional document types become available for electronic filing, the Administrative Director of Courts (ADC) may expand the scope of the mandate for electronic filing by directive. A hardship exception allowing an attorney to file in paper may be obtained for an attorney who cannot file electronically due to exceptional circumstances. Requests for an exception should be submitted to the ADC for consideration and approval or disapproval by the ADC.

Effective October 1, 2012, all orders rendered by the judge assigned to a case in one of the civil divisions including: Circuit Civil (CV); District Civil (DV); Small Claims (SM); Domestic Relations (DR); and Child Support (CS) shall be rendered electronically by the judge through the AlacourtPlus application.

A hardship exception allowing a judge to file an order in paper may be obtained for a judge who cannot file electronically due to exceptional circumstances.

low-value activities. With a fresh perspective and the objectivity of your coach, you will accomplish significantly more than you have before with business development results that can be measured. *Think of your coach as an investment in your future.*



Dee Schiavelli of Results Marketing for Lawyers is a strategic marketing coach and consultant for lawyers and their firms. She is also a certified Social Media Strategist. Dee can be reached at (520) 229.3241, dee@resultsmarket.com, www. resultsmarket.com or www.linkedin.com/ in/deeschiavelli. Requests for an exception should be submitted to the Administrative Director of Courts for consideration and approval or disapproval jointly by the Administrative Director of Courts and the Chief Justice.

Pursuant to *Ala. Code* § 12-17-94 and Rule 4 of the Rules of Judicial Administration, the circuit clerk serves as the custodian of court records. In the past, case files have been maintained in paper, electronically or both. Effective October 1, 2012, a circuit clerk who maintains a complete copy of the case file documents in an electronic format shall not be required to maintain a duplicate paper copy of the case file or be required to print any portion thereof.

This administrative order does not prevent the presiding judge of a judicial circuit from entering an administrative order requiring electronic filing of documents by attorneys or electronic filing of orders by judges in other divisions of the circuit or district courts in that judicial circuit.

Done this 6th day of September 2012 Chief Justice Charles R. Malone

Cumberland's Professors Invested as Chair Holders



Longtime professors **William G. Ross** and **Howard P. Walthall** were invested as holders of academic chairs at a ceremony in September at Samford University's Cumberland School of Law.

Ross was named the Lucille Stewart Beeson Professor of Law. Walthall was named the Leslie S.

Wright Professor of Law.

The occasion, said Samford president Andrew Westmoreland, was an opportunity to celebrate the work of two good teachers who love their craft, "and love practicing it at Cumberland."

Ross is a specialist in professional responsibility, civil procedure, constitutional law and American legal history. A graduate of Stanford University and Harvard Law School, he w as a litigator at a New York City firm before joining the Cumberland faculty in 1988. A much-quoted expert on topics related to legal fees and judicial ethics, he is the author of *The Honest Hour: The Ethics of Time*-Based *Billing by Attorneys* and *Legal Fees: Law and Practice,* and three books on American constitutional history.

Being the holder of a chair raises expectations and challenges the occupant to perform at a high level, observed Ross. "I love to teach, and believe that teaching and writing complement one another," Ross said, adding that he encourages students to pursue a law career about which they are passionate.



Walthall joined the Cumberland faculty in 1975 after serving eight years with a Birmingham firm. The graduate of Harvard College and Harvard Law School is a specialist in commercial law, business organizations, state constitutional law, bankruptcy, and state and local taxation. He is a member of the Alabama State Constitutional Revision Commission

and a co-author of the history, From Maverick to Mainstream: Cumberland School of Law, 1847-1997.

Walthall recalled the late Dr. Wright's presidency of Howard College during its move to Homewood, its acquiring the law school from Cumberland University in Tennessee in 1961, and its name change to Samford University.

"I would not have had the opportunity to teach if he had not brought the law school to Birmingham, where it allowed me to move from practicing law to teaching without disrupting my family," said Walthall. "Without **Leslie Stephen Wright**, I might never have found my calling."

Cumberland **Dean John L. Carroll** said that Ross and Walthall are examples of the quality men and women who make up the Cumberland faculty, all of whom have exceptional teaching abilities, and are "people of incredibly high character."

