NALS of Lane County will hold its next monthly educational meeting on Thursday, April 16, 2015, from 12 noon to 1:00 p.m. at the law offices of Harrang, Long, Gary, Rudnick, 360 E. 10th Avenue (3rd Floor), Eugene. Brian Cox, Esq., will be our guest speaker and will discuss Forcible Entry and Detainer [Eviction] cases: the FED court practice, steps, and time-lines, as well as office-practices, case tips and common variations among counties. Send your RSVP to Charlene Sabini, PLS, ALP, Director of Education, via email at besirius@pacinfo.com.

NALS of Lane County will hold the following monthly educational meeting on Thursday, May 21, 2015, from 12 noon to 1:00 p.m. at the law offices of Harrang, Long, Gary, Rudnick, 360 E. 10th Avenue (3rd Floor), Eugene. Karrie McIntyre, Esq., of Parrish & McIntyre, will be our guest speaker and will discuss the management and support of clients in Family Law matters. Send your RSVP to Charlene Sabini, PLS, ALP, Director of Education, via email at besirius@pacinfo.com.

All regularly-scheduled monthly NALS education meetings are free of charge and worth one (1) CLE credit to members and guests!
Parliamentary Procedures – The Quest to Conquer
By Nancy Honer, PP, PLS
(Learning Journey 2013 / Reprinted Article, 2 of 6)

I am really enjoying reading the “simplified” version of Robert’s Rules by Doris P. Zimmerman. This book sets out ten basic rules of parliamentary procedure. I will not give specific examples at this time, but will set out below the concepts, as quoted from the book:

- Rights of the organization supersede the rights of individual members
- All members are equal and their rights are equal
- A quorum must be present to do business
- The majority rules
- Silence is consent
- Two-Thirds vote rule
- One question at a time and one speaker at a time
- Debatable motions must receive full debate
- Once a question is decided, it is not in order to bring up the same/like motion again at the same meeting
- Personal remarks in debate are always out of order

These rules give you the platform to conduct business and will help you recognize what may take place at a meeting. I will weave examples of these basic rules as I continue penning my learning-journey articles.

This article places you at the head of the table as president/chair of the meeting with your prepared agenda. Be sure to start on time. If not all members are yet present, feel free to amend the agenda and discuss items not needing a quorum and/or skip an officer’s report until such time as the officer arrives.

The basic language in a meeting may go something like this:

**Call to Order:** “Welcome, everyone. I note a quorum is present; the meeting will come to order” or “Having no quorum yet, we will amend the agenda and start with non-business items until such time as we have a quorum; let’s have the meeting come to order.” (Rap once with your gavel.)

**Minutes:** “The first order of business is the approval of the minutes from the previous meeting. (Request the circulation of minutes for review or have them read by the secretary.) Are there any corrections to be made? There being no corrections, the minutes are approved as circulated or read.” (If corrections are suggested, the secretary should make them at this time.) “With general consent to make the changes noted, the minutes are approved as corrected.” -or-

**Consent Agenda:** “The minutes and reports on the Consent Agenda were circulated prior to this meeting for review. If no one has further discussion, by general consent the Consent Agenda is approved as submitted.” (If someone requested additional discussion on an item submitted, state, “It has been requested that item be removed from the Consent Agenda and placed on the regular agenda for further discussion.” (The secretary should note its removal for the minutes.)

(see Honer on page 4)

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SIDEBAR

More CLE on the Horizon for Attorneys . . . Maybe?

On March 20, 2015, The Oregon State Bar Association’s Minimum Continuing Legal Education (MCLE) Committee sat to consider, among other things, our petition to allow at least one CLE credit per hour to lawyers teaching our monthly NALS education classes here in Eugene. This would provide our local legal community presenters well-earned CLE credit, but would also provide additional incentive for attorneys to continue to support our educational efforts by participating in our NALS educational mission.

Up until now, no CLE credit for teaching non-lawyers has been permitted. Policies across the country differ considerably, from state to state: California, Kentucky, Washington, Oregon, and Pennsylvania, for example, do not permit credit. Idaho and New Jersey do allow credit. And some states allow attorneys to apply for special credit in cases like this.

I attended the meeting by telephone and ultimately the issue has now been sent to a subcommittee for further discussion.

--The Editor

Our NALS-at-Noon Education Meeting Space Graciously Provided by:

All NALS of Lane County chapter members and guests are always welcome to attend our regular Board meetings and share input with the Board. Board meetings occur every first Thursday of the month, September through June.
SOME REFLECTIONS ON LAWYER ADVERTISING

By Ellen Singer, Esq.

When I first began working in this profession, as a San Francisco-based legal secretary in 1973, lawyer advertising in the United States was a brand new phenomenon. The U.S. Supreme Court’s 1972 decision in Bates v. State Bar of Arizona overturned a 65-year-old nationwide ban, and held lawyer ads to be commercial free speech protected by the First Amendment. Soon thereafter, state bars began to lift their own bans, one at a time, while remaining free to regulate legal advertising in order to prohibit false or misleading statements.

The first few firms for which I worked practiced primarily insurance defense, and the attorneys looked down their noses at lawyer advertising, opining that it was somehow distasteful. I gained an entirely different perspective when I took a job for a plaintiffs’ firm. Those attorneys informed me that the "bad taste" rationale for ad prohibition was merely code for "Established firms don’t want new lawyers horning in on their business.” Said new lawyers were chomping at the bit for the opportunity to express their newly attained commercial freedom.

Since those days, we have seen everything from yellow page ads to freeway billboards, TV commercials, online ads, you name it. We’ve also seen the mass marketing of legal services. As a recently admitted lawyer in 1979, I had a job interview with Joel Hyatt of Hyatt Legal Services, who stated their philosophy that "selling legal services is the same thing as selling a can of peas," and offered me a position paying approximately the same wage as a worker in a pea cannery (I declined).

During my years of practice in California, I had several instances of working for attorneys whose careers flourished by virtue of advertising and publicity. Just before his 75th birthday, Melvin Belli (1907 - 1996), a.k.a. the “King of Torts,” hired me as his token female attorney employee. The stories I could tell you from that period are far beyond the scope of this article; however, I will note that Mel was extremely effective in obtaining plenty of free publicity. On any given day, TV camera crews and reporters were found roaming the halls of our office building, and whenever he won a big jury verdict, Mel would shoot off an actual cannon from the roof. He was good friends with the SF Chronicle’s witty columnist, (see Singer on page 4)

Got Gregg? Rooms, Floors, Suites

¶1327 Building Name; Room, Suite, or Floor Number

If the name of a building is part of the recipients inside address, type it on a line by itself immediately above the street address. A room number, a suite number, or a floor number should follow the street address, but if it will not fit on that line, insert it before the building name on the line above.

Park Square Building
31 St. James Avenue, Room 858
Boston, MA 02116-4255

Room 118, Acuff Building
904 Bob Wallace Avenue, SW
Huntsville, AL 35801

¶1317 (b) Letters to an Organization

When the inside address requires a room number, suite number, or a floor number, insert that element after the street address or, if it will not fit, on the line above. Note the use of a comma when this element follows the street address on the same line.

Ms. Alice G. Alvarez
Werler Construction Company
416 12th Street, Room 8
Columbus, GA 31901-2528

James W. Chiverton, M.D.
Suite 1200
1111 West Mockingbird Lane
Dallas, TX 75247-3158

Herb Caen (1916 - 1997), who made frequent mention in his column of "Bellicose." Mel believed -- correctly, in his case -- that there was no such thing as bad publicity, and welcomed all sorts of criticism, even scandals. One day while I was working there, the office, which was located close to Chinatown, was picketed by a large group of Chinese American citizens who objected to a racist remark Belli had made and which was quoted in the newspaper. The demonstration made the TV news, so he considered it a win.

Some of my subsequent employers weren’t quite as fortunate as Melvin Belli and actually had to pay to advertise. I briefly worked as, you got it, the token female attorney at the law offices of Arnold Laub (1933 - 2013) on Union Square. Although Mr. Laub was a flamboyant character and had achieved some considerable success marketing his services through the yellow pages and courting chiropractors, he yearned to see his own face larger than life high above the freeway en route to the Bay Bridge. His initial effort indeed displayed his tanned, smiling visage and phone number, and touted his experience, but did little to stimulate inquiries by potential clients. After consulting with marketing experts, he ordered the billboards altered to insert the words "Injured? Call" right before the phone number. This change worked amazingly well, and Arnie assured me that he “just had to tell people what to do.”

Another of my California employers, Steven Kroff (1935 - 2010) was a big fan of lawyer advertising. He asked me what I thought about his yellow pages ad describing him as "a professional of sensitivity and firmness." To my mind, it sounded more like he was talking about a mattress, a condom, or their contents, but Steve insisted that he had paid good money to a PR expert who guaranteed the effectiveness of this wording. As it turned out, a steady stream of clients did in fact flow into the office.

When I moved my practice to Eugene, Oregon in 1993, I placed a small ad in the Lane County Bar Association’s newsletter, seeking contract work. The ad appeared around Halloween, and read something to the effect of "Do you have skeletons in your closet? Those big, ugly, disorganized boxes you don’t ever want to tackle?" and suggested they call me. It was actually quite worthwhile. In fact, one local firm brought me into their conference room, where the large table was covered with six gigantic fish boxes full of papers from a fishing industry dispute. Each box not only had a picture of a fish on top, but smelled like fish as well. I swallowed the bait and resolved the case swimmingly.

At this point in my career, I try not to spend too much time working, and one of my passions is traveling the world enjoying and learning about great art and its historical antecedents. On several museum visits in The Netherlands, I have admired the work of the Dutch Masters, who came into their own as the merchant class became sufficiently affluent to commission portraiture and collect art. (Until that time, most European art was religious-themed and found in churches, which could afford art.) While dazzled by the paintings of Rembrandt and Franz Hals, I found myself curiously drawn to an image by one of their contemporaries, Hendrik Goltzius (1558 - 1617), picturing a nude man wielding a huge club and standing triumphantly over the apparently slain body of his adversary. According to the museum’s audio guide, this portrait was commissioned by a barrister in order to promote his skill and clout. It just might be the earliest example of lawyer advertising. ///

GUEST CORRESPONDENT

Ellen Singer, Esq.

(see Honer on page 8)
the NALS docket Should be on Your Docket:

NALS publishes a monthly electronic magazine of notable substance called the NALS docket. It contains articles by professionals in the legal field, news tips, practice tips, career planning, and grammar nuggets. This wonderful little publication is accessible on the NALS national web site at http://www.nals.org/news/. Click on one of the recent issues under “Latest News.” The NALS docket is also an e-publication which contains articles written by NALS members. Check it out and see what your fellow members are contributing this month!

You Need Resources? Here They Are!

The NALS national website offers an amazing amount of information about the association, but it also features a Resource Link page that may be of interest to many of us: http://www.nals.org/general/recommended_links.asp.

Need Lots of CLE Credit?

The NALS Education Conference & National Forum offers attendees more CLE than any other conference dedicated to legal professionals. With tracks focusing on Litigation/Civil Law, Corporate law, Estate Planning/Family Law, and General Practice, you’ll find sessions that directly impact your career. 64th Annual Education Conference & National Forum, October 8-10, 2015, Las Vegas, NV.

NALS Specialty Certificate Program

The Specialty Certificate Program is for those who want to go above and beyond, set themselves apart from the competition, and make their area of expertise known! Any certified Professional Paralegal (PP) or Professional Legal Secretary (PLS) may earn a Specialty Certificate after obtaining 50 CLE credit hours in one of the specialty tracks designated by NALS within their five-year validity period. http://www.nals.org/?page=specialtycertificate.

One of the outstanding benefits of NALS membership is the receipt of its incredible magazine, @LAW, four times a year. This highly informative periodical offers articles about legal news and legal matters written by experts in their field, tips on at-work practices, updates on NALS membership business, and detailed schedules of regional and national NALS events, including registration forms for those interested in attending.

This publication arrives in the mail automatically to registered NALS members and is something enriching to look forward to on a quarterly basis. And for those of us collecting CLE credits for the NALS CLE Award, simply reading @LAW counts as self-study time under Category-H!

Four things belong to a judge; to hear courteously, to answer wisely, to consider soberly, and to decide impartially. --Socrates
Creating PDF Documents for eFiling!
An MSWord Software Tip by Alice McCoy

eFiling is fast approaching! Lane County’s Go Live date was March 9th. File & Serve begins April 20th, with Mandatory eFiling June 1st. But, hey – relax! It’s really very easy.

Documents uploaded for eFiling must contain searchable text. Don’t risk a rejection! Take a little time now – before the crush of a rush filing – to ensure you know how to create documents in the right format.

PDFs created directly from Word (or other word processing application):

If your PDF document is electronically ‘signed’ (i.e., “s/ John Q. Attorney”) and ‘printed’ to PDF directly from Word using Adobe Acrobat, the Standard or PDF A-1b settings create searchable text. If you use a different print engine for PDFs, check its PDF settings.

Signed in ink and scanned to PDF:

Scan a test document and open it in Acrobat or your PDF reader.

Go to Edit > Find. Enter a search term you know is in the document to see if your scanner’s settings created searchable text. If it didn’t, you may get the following (or similar) prompt:

![Scanned Page Alert](image)

Try scanning another document on different settings (such as OCR) to see if it makes a difference. For example, my multifunction printer has a scanner PDF setting Create Searchable PDF, while our large network printer/scanner does not create searchable text even on the OCR setting.

*** To convert any PDF to searchable text, go to Tools > Recognize Text > In this file. ***

That’s it! You’re ready to upload a searchable text PDF for eFiling. ///
Self-control is the quality that distinguishes the fittest to survive.  --George Bernard Shaw
Most powerful is he who has himself in his own power.  --Marcus Annaeus Seneca

Always do right. This will gratify some people and astonish the rest.  --Mark Twain
Quitters never win.  Winners never quit.

Fleeing the People
The art of taxation consists of plucking the goose as to obtain the largest amount of feathers with the least possible amount of hissing.  --J. B. Colbert

Fee simple defeasible.  (di-fee-zə-bal) An estate that ends either because there are no more heirs of the person to whom it is granted or because a special limitation, condition subsequent, or executory limitation takes effect before the line of heirs runs out.

Fee simple absolute.  An estate of indefinite or potentially infinite duration. (e.g., “to Albert and his heirs.”)

Jurat (joo’rat) n.  Fr. < ML. juratus, lit., one sworn  < L. juratus. pp. of jurare: see JURY 1.  a municipal officer or magistrate in certain French towns and the Channel Islands.  2.  [ < L. juratum, neut. pp. of jurare] Law a statement or certification added to an affidavit, telling when, before whom, and sometimes where the affidavit was made.

Law is a bottomless pit.  --J. Arbuthnot

There is only one thing more painful than learning from experience; and that is not learning from experience.  --Archibald McLeish

Ready to join NALS?  Contact Diana Chin, our local membership director, at dmchin@comcast.net.

Everything you ever wanted to know about NALS  →  www.nals.org

NALS Code of Ethics & Professional Responsibility

Members of NALS are bound by the objectives of this association and the standards of conduct required of the legal profession. Every member shall

• Encourage respect for the law and the administration of justice;
• Observe rules governing privileged communications and confidential information;
• Promote and exemplify high standards of loyalty, cooperation, and courtesy;
• Perform all duties of the profession with integrity and competence; and
• Pursue a high order of professional attainment.

Integrity and high standards of conduct are fundamental to the success of our professional association. This Code is promulgated by NALS and accepted by its members to accomplish these ends.
Bulleted Lists in MSWord . . .
Using Picture Bullets

Software Tip by Charlene Sabini, PLS, ALP

For documents that can be a little more creative than your run-of-the-mill business prospectus, who wouldn’t love picture bullets? A good picture bullet that fits your document can add a critical splash of visual interest that might help to keep your reader reading.

So, what’s a picture bullet? It’s a graphic image that’s small enough to use as a bullet character. MSWord offers a very large range of picture bullet styles and shapes, including animated bullets that you can use in documents that will be used online. To display the Picture Bullet dialog box and see the available offerings, click the arrow next to Bullet on the Home tab, click Define New Bullet, and then click Picture. The Picture Bullet dialog box appears, as below:

To select a picture bullet, you simply click the one you want and click OK. Word adds the picture bullet to the Bullet gallery.

If you don’t see a picture bullet that you want to use in the Picture Bullet dialog box, enter text in the Search Text box and click Go. Word will search clip art and online files. Online bullet options appear with an image of the world in the lower-left corner of the preview picture. Further, animate bullets (bullets that have small movements, size changes, or color changes the the bullet is viewed online on a Web page) appear with a star in the lower-right corner of a preview picture. ///

(Honer, cont. from page 4)

New Business: “Next on the agenda is New Business. Is there any new business to come before the group?” “If there is no further new business, the secretary will read the announcements (or introduce your speaker of the day).”

Announcements: Etc.

Adjournment: “If there is no further business and there is no objection, the meeting will be adjourned. There being no objection (using general consent), the meeting is adjourned.” (Tap gavel once.)

It is a good idea for the presiding officer to be familiar with the bylaws and standing rules, as a motion cannot be contrary to the rules. Be a teacher by explaining procedure, communicating the next item of business, and helping members phrase a motion. Be impartial and encourage members to speak for and against a motion.

There certainly is a lot to digest here. Thanks for being on this journey with me. ///

Nancy Honer, PP, PLS, is currently president of NALS of Oregon and a member of the board of directors for NALS of Lane County.