

# Placer County Bar Association Newsletter August 2020

Camping in beautiful Tahoe



## President's Message

By Jordan Maurer

2020 has not been the year I expected. COVID-19 has created a massive amount of work with re-planning and rescheduling the conference, TWICE. Fortunately, Nancy Seley and vice president, Michelle Albright, have been incredibly helpful and have worked very hard to keep up with the constantly changing pandemic situation and our members' needs. Section leaders for Family Law, Probate & Estate Planning and Placer Women Lawyers have also been very active to make sure events keep happening, albeit virtually. We are now offering MCLE credit this year via Zoom and we are currently planning next year's conference. We should have more updates within the next few weeks.

PCBA also has a new committee that is working very hard to review every aspect of our bar association to enhance diversity and inclusion.

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## CALENDAR OF EVENTS

- August 12** - Defending Yourself Against Covid Related Scams and Other Sage Advice - Zoom Conference; Terrapin Technologies, 12:00 pm - 1:00 pm
- August 20** - Implicit Bias Reducing Strategies: Business and Professions Code - Zoom Conference; Hon. Garen Horst, 12:15 pm - 1:15 pm
- August 26** - Moms in the Bar - Zoom Conference, Melissa Whitehead, 12:00 pm - 1:00 pm,
- August 27** - Placer County Self-Help Center and Recent Changes to the Family Court Services Tiered Mediation Model - Bluejean Conference; Jessica Hopper and Jorge Akagi, 12:00 pm - 1:00 pm

[Like Us](#) on [Facebook](#) to receive new and updated announcements.

## PROBATE & ESTATE PLANNING CORNER

By Rachel Patton

The PEP section is working on adapting to the current climate and the challenges we all face, while continually trying to serve our section and the public.

Our August MCLE topic, *Til' Death do us Part: The Statutory Presumption of Undue Influence that Arises from Interspousal Transactions [Fam. Code §§721, 1100€]* presented by Benjamin Eagleton of BPE Law, highlights relevant issues that have become even more pressing during the current climate.

Stay tuned for our next virtual MCLE event, which will take place on September 28th, and for future MCLE events providing credits for those often hard-to-achieve credits required by the Bar.

Also, **PLEASE NOTE THAT OUR MONTHLY MCLE DATES WILL BE CHANGING AS OF NEXT MONTH.** Our meetings will be changed from the first Monday of the month to the last Monday of the month, in the hopes that more

## FAMILY LAW CORNER

By Emily Seki

As you may be aware, we took the month of July off from the Newsletter, but that does not mean that we are all not busier than ever! From rescheduled court dates, to continuously navigating the changes in process and procedure in Placer County (and the surrounding areas), and the influx of business as the world is opening, closing, and reopening back up again, we have not missed a beat. I think one of the main things a lot of us on the PFLEC committee have realized is that the changes currently underway in our profession require us to not only alter the expectations within our own office process and procedure, but we are also updating our client's on how the staffing updates and backlog at the Court will directly affect our client's cases.

Tempering expectations in the COVID era is important in our business. As many people are eager to have results here and now, it is important now more than ever that we are able to communicate to our clients, the public, and one another any updated processes, potential agreements, and realistic

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## FAMILY LAW CORNER CONT...

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timeframes. While limited in-person services continue to be the norm for the law and motion calendar, the virtual tools and resources we are learning and adjusting to will likely carry forward with us in the future in one capacity or another. While change is never easy and at times unpleasant, it is also a chance for us to grow and evolve the practice of law. The Court has recently updated us on some staffing changes, including significant budget cuts, which we expect will further delay processing of filing and other functions at the Courthouse. The Court has informed us that they are reducing staff at the clerk's office, they are down an attorney at the Self-Help center, and furloughing employees in order to maintain safe COVID protocols and tight budgetary restrictions.

We all must be mindful of these changes by remembering the following:

(1) allowing for more time to receive filed documents back from the Court (a Petition and Summons can sometimes take up to 4 weeks to receive back);

(2) really taking advantage of the online resources that allow us to notify the Court as to any agreement prior to a hearing (which we are still able to do online by 7:30am on the morning of court & reviewing posted Family Law trial dates can be agreed upon and submitted prior to the TAC date);

(3) and utilizing the meet and confer process as early and often as possible – we all know most of these cases *should* settle anyways! Now is the time to be practicing smarter, not harder;

(4) remember that when registering for a telephonic appearance, the call-in pin and password you are assigned are specific to the attorney assigned for the case. When the Court clerk reviews who is present via telephonic appearance in the queue, they are provided the name of the attorney who registered and assume that the attorney is on the line. It is important not to provide your client with your personal pin for login purposes. Instead, have your client create their own login. This will help the Court to streamline the process of calling cases and to ensure they know who is actually present on the line and who is not.

PFLEC continues to meet with the Bench in our bi-monthly bench-bar meetings. These meetings provide us an opportunity to bring forth the voices of the Family Law profession directly to the Bench. Whether we have suggestions, comments, criticism, or the like, in Placer County the Bench provides a unique opportunity for us all to be heard through their outreach with PFLEC. If you have any ideas or concerns that you would like us to bring up, please feel free to reach out to anyone on the PFLEC committee and we would be happy to address your concerns with the Court and its staff.

## PEP CORNER CONT.....

(Continued from p. 1)

members will have the availability to attend. If you are unable to attend our monthly continuing education meetings, or have any thoughts about how we can improve, please send us an email at [PCBAPEP@gmail.com](mailto:PCBAPEP@gmail.com) and let us know.

The PEP section is also working with the Placer County Superior Court Self-Help section to provide much needed legal services to the general public. To that end, the PEP section is working with the court to expand on the Will Clinic Services provided as part of our collaboration with Legal Services of Northern California. We are looking for volunteers interested in participating in clinics and/or workshops to inform the public about basic services. If you are interested in volunteering for a clinic or seminar topic, or have ideas about expanding on such services, please contact our section. In particular, attorneys fluent in other languages that would like to volunteer are encouraged to contact our section to participate.

As always, if you have suggestions, questions, or recommendations, please reach out to our Board as [PCBAPEP@gmail.com](mailto:PCBAPEP@gmail.com). We continue to wish you good luck out there and we look forward to when we can see you all again!

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## PLACER COUNTY SUPERIOR COURT NEWS

Some of the emergency rules are now incorporated into new local rules. As a reminder, check the court's home page on their website often for updated notices. Click the below titles to access some current information. Draft local rules that address e-filing and digital signatures is also available for review.

### Changes in Court Operations - Infographic

([http://www.placer.courts.ca.gov/public\\_notice/COVID/COVID%2019%20Infographic%20-%20July%2029%202020.pdf](http://www.placer.courts.ca.gov/public_notice/COVID/COVID%2019%20Infographic%20-%20July%2029%202020.pdf))

### Current Court Services - Detailed

([http://www.placer.courts.ca.gov/public\\_notice/COVID/Public%20Notice\\_COVID-19%20-%20July%2029%202020.pdf](http://www.placer.courts.ca.gov/public_notice/COVID/Public%20Notice_COVID-19%20-%20July%2029%202020.pdf))

### Draft Local Rules that will be effective

Aug. 15 ([http://www.placer.courts.ca.gov/forms/Local%20Rules%20of%20Court%20-%20Effective%20Aug%2015%202020%20\(Final\).pdf](http://www.placer.courts.ca.gov/forms/Local%20Rules%20of%20Court%20-%20Effective%20Aug%2015%202020%20(Final).pdf))

*If we cannot now end our differences,  
at least we can help make the world  
safe for diversity.*

*~ John F. Kennedy*

## PWL - MOMS IN THE BAR

Join us for our first ever **Virtual Moms in the Bar Luncheon** on:

**Wednesday, August 26th** starting at **12:00 p.m.!**

Melissa Whitehead of Freeman Mathis & Gary, LLP will moderate a discussion for Professional Moms with School-Aged Children.

Join your fellow Moms in the Bar to share ideas of what is really working (or not working) for you. Feel free to invite other professional moms for a lively discussion on how the start of the virtual school year is progressing.

Please make sure you register (for FREE) to join us and you will be emailed a link when it is time to join the meeting.

## STATE BAR NEWS

### MCLE Reporting

Beginning in December, the State Bar is going to require all MCLE providers to transmit attendance information electronically to the State Bar. What this means for the PCBA is that your attendance, based on your State Bar number, will be sent in to the State Bar within 60 days of the event you attended. We do not yet know all of the parameters of reporting, but in theory, it will list the name of the activity, the date and the length of credit you earned. In theory the licensee will be able to access this information when logging into the State Bar and compare the attendance data that has been uploaded to their record. This is also supposed to cut down on the length of time and staff required when conducting audits. Between now and the end of December, the PCBA will be testing out the system so the State Bar can identify and fix any bugs in their system, develop reporting instructions and FAQs. Recognizing that it will take time for attorneys to adjust to the new reporting system and the fact that the State Bar is short staffed and working remotely, it may take up to a year for the full transition of attorney reporting to occur. In addition, attorneys will need to provide information on self study credits, and we believe that this will be handled by the attorney logging into the State Bar account to make that report. More information on the changes will be provided to our members as that information is provided to us.

### Bar Exam

Due to the COVID-19 situation, the California July bar exam has been continued to October 5- 6. Instead of doing in person exam, it will be done online over 2 days. Reading the FAQs as to how this will take place is rather interesting. Each applicant will need a laptop with a webcam and certain software will be accessed. On some items, you will have to hold up your blank pieces of scratch paper to the webcam. The webcam will be recording you during the entire time and the remote proctored exam will be monitored by artificial intelligence and human proctors. No one

## PLACER COUNTY LAW LIBRARY

Placer County Law Library is open.

### COVID-19 precautions are in place:

Patrons must wear face coverings, consent to daily health checks & temperature screenings, and comply with social distancing requirements, Covid-19 sanitation practices, and other restrictions.

Law Library capacity is limited to 8 patrons at one time. Law Library use is limited to research on legal matters using legal resources. There now are two public computers. If you need copies of forms or other documents, please request them by email ([dwhlaw@gmail.com](mailto:dwhlaw@gmail.com)) rather than coming to the Law Library.

### HOURS:

Mon. - Tues. - 9:00-5:00

Wednesday - Closed

Thurs. - Saturday - 9:00-5:00

Additional hours and days may be available upon request.

### Thank you for Your Patience and Support

## STATE BAR NEWS

will be allowed in the room in which you are taking your test, to include your pet. The State Bar is also working with the National Conference of Bar Examiners to issue a Multistate Bar Exam (MBE). The exam results will not be released until mid January 2021. In-person exams will still be available but they are steering everyone to a virtual exam.

In addition to the above changes due to COVID-19, the State Bar has dropped the passing score from 1440 to 1390. In addition, the Supreme Court directed the State Bar “. . . to expedite the creation of a provisional license under supervision to the 2020 law school graduates effective until they can take and pass a California bar exam and expiring no later than June 1, 2022.” The Supreme Court “. . . has sought the safest, most humane and practical options for licensing law graduates by encouraging and working with the State Bar to pursue the option of administrating the California bar examination online as a remote test to avoid the need for, and dangers posed by, mass in-person testing.” California is one of 16 states to move their bar examination online.

## MARKETING MINDSET: 20 TIPS FOR LAWYERING ON LINKEDIN

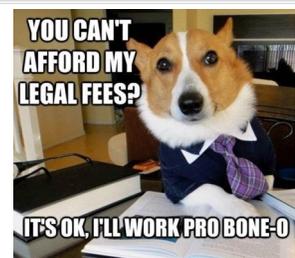
*By Jennifer Forester,  
Affiliate Member*

With LinkedIn reporting record levels of engagement amid COVID-19 conditions, there's good reason for attorneys to embrace the social platform for business development, thought leadership and credentialing. LinkedIn bears low-hanging fruit for lawyers at all levels who want to be more intentional about growing their professional networks and personal brands. Here are 20 tips for leveraging LinkedIn. Dial up your preferred volume of visibility – from listen-only mode, to soft-touch outreach, to loud activation with content creation – and realize a return on your social networking time while staying true to your style and comfort level.

*(Continued on page 4)*

## ZOOMING

Years ago, we said "just google it." Now, we are saying "let's Zoom it." For the last couple of months, we have been researching and navigating video conferencing platforms. We finally settled on using Zoom Video Conferencing platform. We are establishing some protocols to make sure that our video conferencing is considered participatory for purposes of MCLE credits. This will require is a two-step process in registration. The first process is registering for the event and paying a nominal fee on our event webpage. Once you pay your event registration fee, you will receive an email confirmation acknowledging your payment. Within that confirmation email, is a Zoom Registration link. You must click on that link and register your name and State Bar number through the Zoom link. Once you register with Zoom, you will receive a "join meeting" email and link. Save these two emails. You will use the Zoom "join meeting" link to join the meeting on the day of the event. From the back end of the Zoom administration, we are able to see your name on the screen and your information is then imported into an attendance report. As indicated in the State Bar news, this attendance report will be uploaded to the State Bar, giving you credit for your attendance. You will not be able to join a Zoom meeting unless you have first registered with Zoom and received your meeting link. You will want to put both the registration confirmation email and the Zoom link email in your safe sender list (and probably in a MCLE file). Some registrants have run into problems when they did not look at their registration email after they paid the registration fee. In the past, you paid your fee, showed up at the event, signed the sign-in sheet, attended the presentation, and picked up your certificate. Now, your Zoom registration and the attendance report acts as the sign-in sheet. Leaving your video on and audio off confirms your actual attendance at the video conference. During the conference, about halfway through, a Poll will be initiated. This Poll is asking the same questions that are contained on the State Bar evaluation form for conferences.. Within a few days following the conference, after your attendance has been verified, you will receive, via email, your participation certificate. While this two-step process is something new, we believe that you will find it easy to use once you get used to it. If you have any questions, please email [placer-bar.org@gmail.com](mailto:placer-bar.org@gmail.com)



(Continued from page 3)

- **Be found.** Ensure your personal profile page is searchable by using keywords and terms that reflect your ideal client and the latest trends affecting their industries and business operations.
- **Face up.** Upload a CURRENT professional headshot photo (you know who you are). Smile with your eyes. Crop it so that your face fills 60% of the space.
- **Make headlines.** The Heading beneath your photo is highly visible to users and search algorithms. Give it readability and a hint of wow by going beyond your generic title and firm name. The headline area was recently expanded to 220 characters. Tell a story. Try this formula: "I (verb) (target market) (problems solved)." *I help lawyers avoid random acts of marketing.* In most cases, attorneys should avoid emojis, all CAPS, and offbeat monikers like guru, ninja or rockstar.
- **Impress.** Make first impressions count with an About section (formerly called Summary) that describes your story and practice niche. Share your unique value in a conversationally-written introduction. This is a personal piece of content marketing. Avoid recycling paragraphs from your firm website biography. Try using **fix up**. You can now [record how to pronounce your name](#) and display it on your profile for others to listen to. Help connections to correctly address you when they speak to you.
- **State your pronouns.** In our heightened awareness of all things belonging, inclusion and diversity, the deliberate display of chosen pronouns is trending on LinkedIn. While there is not yet a designated area on the profile page, I'm seeing more and more legal professionals add (she/her/hers) or (they/them/theirs) to the Last Name field.
- **Fact check.** I'm surprised how frequently I look up the Contact Info on a profile and find old email addresses and website links for prior firms. Check yourself.
- **Showcase.** The new Featured Section of your Profile allows you to showcase a carousel of content, including prior posts, photos, webinars, videos, podcasts, articles, media mentions, infographics, slides, and more. This is a colorful, clickable, refreshing way to tell your professional story.
- **Get bespoke.** Take the [extra steps](#) to customize your Public Profile URL, it should look like this: [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)
- **Watch your back.** Review and adjust your privacy settings and understand how others see your LinkedIn activity. Are you in privacy mode or front page visible? Best to check regularly. Company Page follower lists were recently unlocked for page administrators; anyone who is following a Company page should be aware that their identity is no longer anonymous.
- **What did you miss?** Many LinkedIn users choose not to broadcast title and workplace changes to their networks with auto-generated notifications and self-authored posts. Yes, you can turn off those announcements. But you might be missing valuable intelligence. Set a reminder to periodically browse your connections manually to see who has a different title or workplace from what you recall. I challenge you to find 5 people with changes and set out to interact or reconnect over the next 30 days, on or off the LinkedIn platform.
- **Good as gold.** The first hour after a post goes live is known as the "golden hour" -- and if no one sees it or interacts with it during that window, it may not get promoted to a broader audience by the algorithms. So, if you happen to see a fresh post from a VIP connection, give it a like or a comment to nudge the visibility gods. You'll be doing them a favor and executing a soft touch on the relationship.
- **Reboot relationships.** I love this [video](#) from Adam Grant about the power of dormant ties. LinkedIn can make the rekindling easier, as long as you respect the platform and the process. Don't spam or stalk or sell. Reach out authentically. Suspend self interest. In the video, Adam shares a few scripts for outreach to former colleagues, clients, classmates, and other connectors you lost touch with.
- **Survey says?** With LinkedIn's [new Polling feature](#) "you can easily tap into the collective knowledge of your network by creating a lightweight poll in less than 30 seconds."
- **Mine the feeds.** Your homepage and notification feeds present a goldmine of triggers and reasons to engage with connections on LinkedIn and beyond. "Your name popped up in my news feed on LinkedIn..."
- **Connect.** Are there secret features that get unlocked when you hit 500 connections? Nope. But that's not a bad goal. Balance quality and quantity. Always personalize invitations to connect.
- **Comment.** I know a local lawyer who spends a majority of her time on LinkedIn commenting on other posts, yet rarely posting her own updates. She shows up in my feed on the regular, sounding savvy and smart, and effectively staying on my radar. It's an efficient way to cultivate credibility, and gives the original poster some help with the visibility algorithms. Chime in with insight or add resources in the comments by recommending a tool, a person, or an article link.
- **Congratulate.** Celebrate others and minimize bragging. Keep the 80/20 rule in mind: 80% of your posts should inform, educate, and entertain your followers, while only 20% should self-promote.
- **Curate.** Identify shareable expert and opinion pieces that will resonate with your followers. Repost content with a brainy introduction and @mention the author or source. Demonstrate your interest and expertise in niche topics.
- **Create.** Thought leadership content generates warm leads and primes existing relationships. The article publishing tool is user-friendly and can serve as a personal blog. Short form posts that recap conference session take-aways add value to your followers. Whether you go big, or go brief, your original insights have a place on LinkedIn.

Now is the time to reboot your engagement on LinkedIn. Outbehave the competition by leaning into the power of this platform to drive business and brand development, and help to build a self-sustaining practice.

About the Author: Jen Forester is a business development coach and affiliate member of PCBA. She helps lawyers avoid random acts of marketing. Connect: [www.linkedin.com/in/jenforester](http://www.linkedin.com/in/jenforester)

*What lies behind you and what lies in front of you,  
pales in comparison to what lies inside of you.*

~ Ralph Waldo Emerson

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**Webinar Wednesdays**



**Device Checklist for Successful Web Conferences**

**August 19, 2020 at 11:00 AM PDT**

Join Joe O'Donnell and Betty Nelson as they share their knowledge in the August installment of 'Webinar Wednesday.'

This month Joe and Betty will discuss their "Device Checklist for Successful Web Conferences."

Register for this complimentary 30-minute presentation that will help you navigate the overwhelming web conferencing hardware choices on the market today. Go to <https://bit.ly/ttg-web-devices> to register.

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