

# 16th Annual Gala a record-setter for IBF



The Illinois Bar Foundation hosted its 16th Annual Gala on Friday, Oct. 17 at the Four Seasons in Chicago. ATG President and CEO Peter Birnbaum (left) is shown receiving the Distinguished Award of Excellence from ISBA Past President and Appellate Justice Terry Lavin.



The Gala set a record for attendance and was one of the most successful in the event's history. Congratulating Mr. Birnbaum are ISBA President Richard D. Felice (center) and IBF President James M. Lestikow.



## Young Lawyers to host Holiday Party on Dec. 5

Please join us at the ISBA/YLD Annual Holiday Party and show your support for the IBF/ YLD Children's Assistance Fund, a 501(c)(3) charitable entity. Initially created to assist with the opening of children's waiting rooms in courthouses across the State of Illinois, the IBF/YLD Children's Assistance Fund has since grown, and now provides funding to organizations across the State of Illinois that provide legal assistance to children, maintain children's waiting rooms in courthouses, work to reduce recidivism of juveniles, and/or work to reduce the incidents of domestic violence in families with children.

**WHEN:** Friday, December 5, 2014, 6:00pm-10:00pm

**WHERE:** Duffy's Tavern and Grille, 420½ W. Diversey, Chicago, Illinois

**WHAT:** Open Bar, Warm Appetizers, and Live Band!

**COST:** \$40 per person for tickets purchased online through Sunday, November 23, 2014. \$50 per person for tickets purchased at the door the evening of the event.

Register at [www.holidayparty.org](http://www.holidayparty.org). Alternatively, please consider being a sponsor of the Holiday Party. All participants will be thanked, with logos displayed, both before, during, and after the Holiday Party.

- \$5,000 Honorary Host (30 tickets)
- \$2,500 Benefactor (20 tickets)
- \$1,000 Friend (10 tickets)
- \$500 Contributor (5 tickets)
- \$250 Supporter (2 tickets)

For additional sponsorship information contact: **Lynne Davis** ([ldavis@isba.org](mailto:ldavis@isba.org)) or **Kristen Christiansen** ([kchristiansen@isba.org](mailto:kchristiansen@isba.org)).

The deadline for online registration is Sunday, November 23.

ILLINOIS STATE BAR ASSOCIATION

# REVIEW

On the Web at [www.isba.org](http://www.isba.org) and news as it happens at [www.IllinoisLawyerNow.com](http://www.IllinoisLawyerNow.com)

## Practice News from IllinoisLawyerNow.com

**ISBA governance: Is it time for change?** Are the ISBA's 27-member board and 203-member assembly too big for today's association environment? That and other questions are under review by a pair of special committees, and they want to hear from you.

Leaders of the ISBA Board and Assembly Governance Committees are soliciting comments at [www.isba.org/governance](http://www.isba.org/governance) about the association's current governance structure in the November *Illinois Bar Journal*. Among their questions: are the costs inherent in supporting these large groups justified? One factor cited by authors **Vince Cornelius**, **Celia Gamrath** and **Tim Chorvat** is a "declining interest in governance" by the ISBA's electorate and candidates.

"Since 2001, electoral turnout in ISBA elections has trended downward from 28 percent in 2001 to 22 percent in 2010 (the last year of universal paper ballots), 16 percent in 2011 (the first year of electronic voting), and approximately 14 percent during the last three elections," they write.

"In addition, the number of candidates running for office has been low. Over the last 10 years, 50 percent of Board of Governors races have been uncontested. During that same period, 50 percent of Cook County Assembly elections have been uncontested (including four of the last five years)," as were 89 percent of recent downstate Assembly races, they write. And participation has been poor as well. "For the 203-seat Assembly, delegate attendance at the seven meetings since December 2010 has never exceeded 150." Read their article and find out more.

**Best Practice: Should our law firm advertise?** By *John W. Olmstead, MBA, Ph.D., CMC*

**Q.** I am the managing partner of a six attorney general practice firm located in Arlington Heights. We have been in practice for 10 years. In the past most of our business has come to us through client and attorney referrals. We have not advertised. However, several of our attorneys are pushing us to embark on an extensive advertising program. I am interested in your thoughts.

**A.** Keep in mind that advertising is only one form of promotion and promotion is only one of the four elements of a firm's marketing mix. Other elements such as service strategy, pricing strategy, and service delivery strategy are often more important to the firm than its promotion strategy. For firms that are providing commodity type legal services such as personal injury, divorce etc, extensive advertising can work very effectively. However, for firms that are providing customized differentiated legal services this form of promotion is usually not effective nor appropriate. This is why it is so important for law firms to formulate their business and marketing strategies and plans before implementing specific marketing promotional programs.

## Hotel registration now open for 2014 Midyear Meeting

The 2014 ISBA Midyear Meeting and Joint Meeting with the Illinois Judges Association will be held at the Sheraton Chicago Hotel & Towers, Chicago, Illinois from Dec. 11-13. Take advantage of this opportunity to make your reservations for lodging early. Reservations at the Sheraton may either be made online at [www.starwood-meeting.com/Book/isba2014](http://www.starwood-meeting.com/Book/isba2014) or by calling 800.325.3535. Please be sure to advise that you are attending the ISBA/IJA Meeting when making your reservation. Rates for 2014 are \$149 for single or dou-

ble occupancy, plus tax. Check-in after 3 p.m. and check-out before noon.

The deadline for making reservations for lodging is on or before November 17. Reservations received after this date will be subject to availability. The deposit will be forfeited for all no-shows, early departures and cancellations less than 72 hours prior to arrival.

Watch in the coming months for additional details, schedule of events and registration information on our website [www.isba.org](http://www.isba.org) and Illinois Lawyer Now.

## Ethics Question of the Week: What issues can arise from a ghost in my law office

**Q.** There is a ghost haunting my law office. What ethical implications might arise from this?

**A.** The presence of a ghost may cause many complications. For one, if the ghost can communicate, you need to be mindful of confidentiality issues in Rule 1.6. It might be a good idea to alert clients of your situation and to get informed consent. Also, be careful not to let the ghost regulate or interfere with your professional judgment as that may be a violation of Rule 5.4(c) which states: "A lawyer shall not permit a person who recommends, employs, or pays the lawyer to render legal services for another to direct or regulate the lawyer's professional judgment in rendering such legal services."

ISBA members can browse past ISBA Ethics Opinions, access our Ethics Hotline, and other resources on the ISBA Ethics Page at [www.isba.org/ethics](http://www.isba.org/ethics).

*[Disclaimer. These questions are representative of calls received on the ISBA's ethics hotline. The information provided below is meant as an educational tool to highlight potentially applicable Illinois RPC or other ethics resources that might help the lawyer answer the question posed. The information provided isn't legal advice. Because every situation is different, often complex, and the law is constantly evolving, you shouldn't rely upon this general information without conducting your own research.]*

## Notice of nomination of ISBA delegates to the ABA House of Delegates

At the December 13, 2014 meeting of the ISBA Assembly, two delegates to the ABA House of Delegates will be elected, one from Cook County and one from the area outside Cook County. The nominees for these positions must be members of the ISBA in good standing from the appropriate area. The elected delegates will serve two-year terms commencing June, 2015 and will join the ISBA delegation at the ABA meeting in Chicago in August, 2015.

The current incumbents are Joseph Bisceglia of Chicago and Timothy Bertschy of Peoria, both

of whom are eligible for re-election.

Nominations must be made in writing by at least 20 ISBA members in good standing from the appropriate area. Nominations must be filed with the office of the Executive Director not later than Monday, November 24, 2014. Further information and nominating petitions are available from the office of the Executive Director, Illinois State Bar Association, 424 S. Second Street, Springfield, Illinois, 62701 or by contacting Kim Weaver at 800.252.8908 or [kweaver@isba.org](mailto:kweaver@isba.org).

## ISBA election season underway

The Illinois State Bar Association will hold its annual election in March 2015. Campaign season began Oct. 1 for open ISBA seats including the office of 3rd Vice

President, 6 seats on the Board of Governors and 23 Cook County seats on the Assembly.

Find out more at [www.isba.org/elections](http://www.isba.org/elections)

## ORDER YOUR 2015 ISBA ATTORNEY'S DAILY DIARY TODAY!

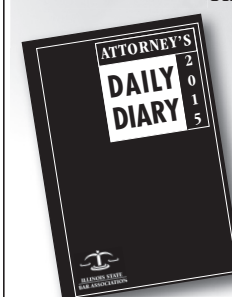
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## ISBA LAW ED CLE FOR ILLINOIS LAWYERS

Call (800)252-8908 to register or go to [www.isba.org](http://www.isba.org)

### Coming up

#### NOVEMBER

- 7 (Fri.) – Chicago, ISBA Regional Office – **Hot Topics for Your Litigation Practice**
- 7 (Fri.) – Live Webcast – **Juveniles, Psychotropics & The Law**
- 10 (Mon.) – Webinar – **Advanced Tips to Fastcase Legal Research**
- 11 (Tues.) – Teleseminar – **Real Estate Joint Ventures, Part 1**
- 7 (Wed.) – Teleseminar – **Real Estate Joint Ventures, Part 2**

- 12 (Wed.) – Live Webcast – **Fall 2014 Traffic Case Law & Legislative Update - Changes Which Effect Your Practice**
- 13 (Thurs.) – Live Webcast – **Cannabis is Here! A Continuing Discussion of the Issues Local Governments Face Under Illinois' New Medical Marijuana Laws**
- 13 (Thurs.) – Teleseminar – **Attorney Ethics and Dissolution of a Law Firm**
- 13 (Thurs.) – Webinar – **Boolean (Keyword) Searches on Fastcase**

- 14 (Fri.) – Chicago, ISBA Regional Office – **Hot Topics in Criminal Justice**
- 17 (Mon.) – Teleseminar – **Estate Planning for MDs, JDs, CPAs and Other Professionals, Part 1**
- 18 (Tues.) – Teleseminar – **Estate Planning for MDs, JDs, CPAs and Other Professionals, Part 2**
- 20 (Thurs.) – Chicago, ISBA Regional Office AND Live Webcast – **Commercial Loans: Documenting for Success and Preparing for Failure**
- 21 (Fri.) – Chicago, ISBA Regional Office AND Live Webcast – **Can Attorneys Work in the Cloud? An Analysis of Contract, Regulatory and Ethical Issues Relating to Cloud Usage and Storage**
- 24 (Mon.) – Teleseminar – **Attorney Ethics and Social Media**
- 25 (Tues.) – Teleseminar – **2014 Sexual Harassment Update**

- 26 (Wed.) – Teleseminar – **Attorney Ethics and the Use of "Metadata" in Litigation and Transactional Practice**

#### DECEMBER

- 2 (Tues.) – Teleseminar – **Structuring Minority Interests in Businesses**
- 4 (Thurs.) – Teleseminar – **Estate Planning for Second Marriages**
- 5 (Fri.) Chicago, ISBA Regional Office AND Live Webcast – **Narrow Networks in Health Care: Deja Vu All Over Again**
- 8 (Mon.) – Teleseminar – **Ethics of Multijurisdictional Practice**
- 9 (Tues.) – Teleseminar – **Business Torts, Part 1**
- 10 (Wed.) – Teleseminar – **Business Torts, Part 2**

For a complete calendar of programs, including FastCLE online, go to [www.isba.org](http://www.isba.org)