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Lawyers' Guide to Ethical Digital Marketing

Libraries vs. Artificial Intelligence

*Maximize & Thrive: Smart Resource Strategies
for Solo and Small Firms*

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Design and Production PrintMyStuff.com (PIP Riverside)

Cover Design PrintMyStuff.com

Cover Photo Irina Anosova/shutterstock

Officers of the Bar Association

President

Megan G. Demshki
(951) 534-4006
megan@aitkenlaw.com

Vice President

Goushia Farook
(951) 684-9000
goushia@brattonraza.com

Secretary

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Erica M. Alfaro
(951) 656-8313
erialfaro@gmail.com

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(888) 611-3529
ab@thebarrazalawoffice.com

Executive Director

Charlene Nelson
(951) 682-1015
charlene@riversidecountybar.com

Officers of the Barristers Association

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sramirez@kennysramirezlaw.com

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RIVERSIDE COUNTY BAR ASSOCIATION

4129 Main Street, Suite 100
Riverside, California 92501

Phone (951) 682-1015 | Fax (951) 682-0106

rcba@riversidecountybar.com
www.riversidecountybar.com

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PRESIDENT'S Message

by Megan G. Demshki



Full Steam Ahead into a Busy Fall with the RCBA

From Section Meetings to the kickoff of the 11th year of the New Attorney Academy, October was a busy month for the RCBA with many opportunities for our members to connect and learn.

The RCBA was proud to sponsor the Joint Bar Happy Hour alongside our friends at the Barristers, Richard T. Fields Bar Association, HBAIE, and APALIE at Lake Alice in downtown Riverside on Thursday, October 16. The Barristers did a great job planning this event and there was a fantastic turnout of members from the various bar associations for this lively event filled with networking.

On Friday, October 17, the RCBA held the first General Membership Meeting of the new board year. The Gabbert Gallery was nearly full for a Legal Ethics MCLE program presented by Judge Chad W. Firetag (ret.), discussing the interest topic entitled, "What Kind of Judge are You? Judicial Independence and the Rule of Law." Judge Firetag explained why judicial independence matters and how that judicial independence is vital to the rule of law, protection of individual rights, and peaceful dispute resolution. Additionally, he discussed how judicial independence must be free of partisan interests, public influence, or pressure. Judge Firetag encouraged all of us to stand up for judicial independence and to help educate those around us and our communities about the importance of judicial independence to our democracy. Thank you, Judge Firetag, for your thoughtful presentation and this important call to action.

We hope you will join us for the next General Membership Meeting on Friday, November 7, for education, comradery and some lunch.

Calling all Money Elves, Shopping Elves, Wrapping Elves & Delivery Elves!

As we enter November, it is time to mark your calendars and consider opening your pocketbooks to help make this year's Elves Program another successful year.

The Elves Program was established in 2002 to assist families in need throughout Riverside County with holiday gifts. The RCBA obtains information about families in need from various community resources, including the Riverside County District Attorney's Office and the Child Abuse Prevention Center.

For the Money Elves out there—it is very helpful for the RCBA to receive your donations early as it allows the Elves Program to plan ahead and determine how many families we can assist. The more money raised, the more families we can help. Remember, the Elves Program is part of the Riverside County Bar Foundation, a 501(c)(3) corporation.

Shopping for the gifts will take place at Walmart Supercenter in Perris on Monday, December 8, and wrapping the gifts will take place at the RCBA Building on Wednesday, December 10 and Thursday, December 11. This is a family-friendly event, and we would love to see you, your firms and your families come out to spread some holiday cheer! My children have participated each year since they were born, and it is something we look forward to doing as a family.

Personally, my favorite role is Shopping Elf. Each Shopping Elf is given a wish list from the families and a specific per person budget from the Elves Program to shop. It is a fun challenge to see how many awesome gifts you can find for the children to fulfill their wishes within the budget.

Deliveries of the gifts will take place starting on Friday, December 12.

Thank you to Brian Percy and his staff for their dedication to the Elves Program.

Please reach out

I would love to hear from you! If you have any feedback or see an opportunity to grow the RCBA programming, please do not hesitate to reach out. I'm also happy to introduce you to new colleagues at any of our events. My email is megan@aitkenlaw.com and my phone number is (951) 534-4006. We look forward to a year full of engagement with the RCBA.

Megan G. Demshki is the president of the RCBA and a partner at Aitken Aitken Cohn.





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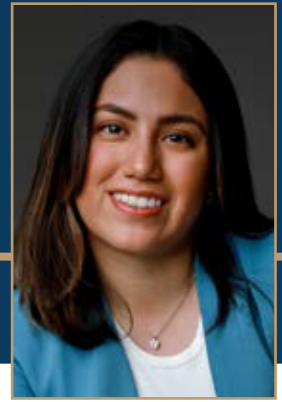
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BARRISTERS

President's Message

by Sharon P. Ramirez



As we enter November, I can't help but think about gratitude—both as a theme and as a way of life. Thanksgiving has always been my favorite holiday. When I was little, it was mostly about the food, the church events, and the excitement of being surrounded by family and friends. As I have grown older, I've come to appreciate it for something deeper. It's become a time to slow down, to reflect, and to be present with the people I love most.

For me, it's the company that matters—the laughter, the stories, and the reminder that life is better when lived with gratitude for all that we have. And I've learned that gratitude isn't something to be reserved for one season—it's something to practice daily. It changes how we lead, how we serve, and how we show up for one another.

If you're looking for a meaningful way to do that, I encourage you to take part in this year's RCBA Elves Program. Every year, attorneys, judges, and community members come together to help make the holidays brighter for local families. Whether it's wrapping gifts, donating, or volunteering, your small act of kindness can make a big difference.

Past Events Recap

We've had such a fun and busy fall season! In October, we joined forces with our friends and colleagues from the Riverside County Bar Association (RCBA), Asian Pacific American Lawyers of the Inland Empire (APALIE), Hispanic Bar Association of the Inland Empire (HBAIE), and Richard T. Fields Bar Association (RTFBA) for our 3rd annual Joint Bar Happy Hour at Lake Alice.

It was another great evening of networking and laughter that reminded us how special this legal community truly is—diverse, welcoming, and always ready to support one another.

Upcoming Events. You're Invited!

We're finishing 2025 strong with some great events that we have planned for you. Hope to see you there!

- Barristers Happy Hour at The State, Friday, November 7, 5pm
- RCBA Elves Wrapping at the RCBA Building + Barristers Happy Hour afterwards at Wolfskill, Wednesday, December 10
- MCLE in December, more details to be shared soon!

While we have some great events planned for this upcoming year, we are always happy to hear suggestions and ideas for events you are interested in seeing from Barristers. Please feel free to reach out! My contact information is below.

Barristers Board Spotlight: Faran Imani, 2025–2026 Member-At-Large

I wanted to take time to spotlight one of our amazing board members!

Faran Imani is the owner and managing attorney at Imani Injury Firm, APC, where he exclusively practices personal injury law, handling cases involving auto collisions, dog bites, and premises liability. Practicing in Riverside and San Bernardino counties, this is his first year serving on the Barristers Board.

In addition to his role with Barristers, Faran is an active member of the Riverside County Bar Association, the Orange County Trial Lawyers Association, and the Consumer Attorneys Association of Los Angeles. He also stays closely connected to his academic roots—having returned to Norco College, where his higher education journey began, as a keynote speaker to inspire students following in his footsteps. He continues to support alumni communities at UCLA and UC Irvine School of Law through mentorship, events, and community engagement.

Faran grew up in Corona and considers Riverside home. His deep connection to the area and the people he serves drives his commitment to giving back. He joined the Barristers Board to help new attorneys feel supported and ensure they have access to the tools and resources that can make a meaningful impact early in their careers.

Stay up to date on everything Barristers!

For upcoming events and updates:

Website: <https://rcbabarristers.wixsite.com/rcba-barristers>

Facebook: RCBA Barristers

Instagram: @rcbabarristers

If you're interested in learning more about Barristers or you would like to attend one of our events, I am more than happy to connect with you and introduce you to our amazing members. Feel free to email me at sramirez@ramirezlaw.com or text or call at (909) 702-0058.

Sharon P. Ramirez is an attorney with Kenny Ramirez Law Firm located in San Bernardino, where she practices catastrophic personal injury. Sharon can be reached at sramirez@ramirezlaw.com.





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Solo Practitioners and the Benefits of the Digital World

by Chris Coburn

The modern digital world has aided me in practicing law as a sole practitioner. I don't know where I would be without it... a photocopy machine and scanner sitting beside my desk! Amazing! There were no personal computers or cell phones in my youth. And while I worry about young people today who may become fixated to the less interpersonal world in which I was raised, I also see advantages. As a solo practitioner, I work in solitude, must generate my own optimism and accept consequences, without reliance upon "the Firm" or a "Partner." With the capability provided by our modern digital world, I can accomplish amazing tasks that I would never have been able to achieve without using this technology.

The choice requires complete transparency and courage to accept the reality of who one is. Women may become mothers, and I have so respected those sole practitioner peer sisters for their choice. While men can become fathers, their apparel may not require dramatic alterations, and no one may even know of that change in their lives. Transparency will require going much deeper into one's approach to the practice of law besides gender.

For me it was dealing with Attention-Deficit/Hyperactivity Disorder "ADHD" which made the practice of law challenging. We all have strengths and weaknesses. Imagine having ...

- Difficulty paying attention to details and sustaining focus on tasks;
- Tendency to be easily distracted by external stimuli;
- Frequently losing or misplacing items;
- Impulsivity, such as acting without thinking or interrupting others;
- Struggles with organization and time management;
- Forgetfulness in daily activities and tasks;
- Restlessness or feeling the need to be constantly active.

I did well growing up in school. I always got decent grades and was fairly responsible. Like solo practitioners, I found a way to work around these difficulties.

The first 2 years of law school were overwhelming for me. Reading lengthy cases on a daily basis, and not understanding exactly why, at the time, was extremely challenging. However, with the help of the modern digital world, I had electronic help with computers and cell phones, besides the introduction to the entire world on the internet.

Although I've faced challenges in my legal career, I've learned to work around them. Most of my career I have been

self-employed. Employers don't tend to appreciate employees who display the issues I've described above. I decided to work for myself. I was blessed in this effort. I started out with a time for space arrangement with another attorney. I did a certain amount of work for him, in exchange for use of an office and receptionist. I also obtained referrals from the attorney of cases that he did not want to handle.

Later, I had the same arrangement with another attorney, who had inherited a practice from a deceased personal injury attorney. He wound up taking a different position, and I wound up with a decent personal injury practice.

Eventually, I developed a relationship with pre-paid legal services and acquired a decent source of business. I knew it would be too much for me, so I rented a suite with extra offices and surrounded myself with others to help me. I had a paralegal who worked with me. I also had 2 or 3 attorneys working on the same kind of time for space arrangement. The bottom line is that I understood early on my organizational weaknesses, and surrounded myself with individuals, who were strong in that department, and allowed me to use my strengths.

The digital world dramatically aided me and even now artificial intelligence "AI" aids me with searches on the internet, which I know is used by all lawyers whether solo practitioners or as part of large law firm. And yes, ADHD individuals typically do have strengths (per AI below) which I have enjoyed:

- Creativity and the ability to think outside the box;
- Resilience in overcoming challenges;
- Strong problem-solving skills due to unique perspectives;
- Spontaneity and adaptability in changing environments;
- Hyperfocus on topics of genuine interest, leading to deep expertise;
- Empathy and sensitivity toward others' experiences.

I believe empathy and problem-solving, in particular, are two of my strengths as a solo practitioner. When someone comes to me with a problem, I immediately put myself in their shoes. I listen to their problem, when many attorneys might decide the call wasn't worth their time. I use my legal experience to come up with the solution for them, that is cost-effective, when many attorneys might look at the problem in terms of a simple opportunity to make money, and move on, if they didn't believe it was realizable.

The practice I described above, with attorneys helping me on a time for space arrangement lasted until about 25 years ago. I was getting married at that time and decided to take a stable job, which I had been offered. I thought for sure that by then I had developed enough skills to hold the job. Unfortunately, that was not the case, and I went back to being in private practice.

My private practice did well for a while, but when things got tough, I wasn't productive and the stress was terrible. The solution came to become totally absorbed in the digital world, making special appearances for other attorneys. I found it is something I was good at, because of the earlier work as a solo practitioner. I understand the environment in the courtroom, and can think on my feet. With this kind of practice, I don't have the weight on my shoulders, as I did when I was managing my own cases. I am very happy traveling around Southern California making court appearances. The civil litigation practice in California is replete with the acceptance of our digital world. I still take on a limited number of my own cases, but I'm very selective; and I usually enlist help from

other attorneys to join forces with me. I try to avoid the loneliness and stress of being a one-man band, especially with those imperfect organizational skills.

In conclusion, it is possible for someone, even with my characteristics, to succeed as an attorney and have a fulfilling career. It's imperative to transparently understand personal characteristics including weaknesses and strengths; and to join forces with others in meeting objectives and ultimately helping clients...and for sure becoming absorbed in every aspect of the digital world has helped me practice law, and more changed my life for the better.

Chris Coburn is a resident of Riverside County and member of the Riverside County Bar Association and has practiced law over 25 years, primarily as a solo practitioner.



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Lawyers' Guide to Ethical Digital Marketing

by Mary Shafizadeh

Before becoming a lawyer, I earned an MBA with a focus on marketing. While consulting, I saw competitors promote flashy “get rich overnight” schemes that drew in clients who spent significant time and money—only to be disappointed when results didn’t materialize. When these businesses came to me, I had to break it to them: real marketing isn’t about shortcuts; it’s about strategy, integrity, and long-term impact. Done thoughtfully, marketing does more than attract clients—it raises awareness, clarifies goals, strengthens skills, streamlines processes, and provides genuine value to the community. For attorneys, there’s an added responsibility: marketing must comply with the California Rules of Professional Conduct and the California Business and Professions Code. This article explores how lawyers can approach digital marketing with purpose—turning clarity into compelling content, optimizing websites and local presence, building relationships on social media, nurturing connections ethically via email, and layering paid advertising strategically.

Compliant Marketing

Marketing isn’t just a set of tactics—it reflects who you are as an attorney and the value you bring to your community. Done intentionally, it attracts the right clients, communicates your knowledge, and amplifies your impact. Before creating content, building a website, posting on social media, launching email campaigns, or investing in ads, it’s essential to understand the ethical and legal framework that keeps marketing above reproach. California Rules of Professional Conduct provide this blueprint.¹ This blueprint quires that communications about your services be truthful, substantiated, and not misleading.² Allows advertising across written, recorded, or electronic media but requires transparency and honesty.³ Limits direct solicitation, prohibiting lawyers from contacting individuals in person, via live phone calls, or real-time electronic communications for financial gain unless there is a close personal or prior professional relationship.

Written, recorded, or electronic solicitations should be clearly disclosed as advertising and should avoid coercion, harassment, intrusion, or contacting individuals who have expressed a desire not to be solicited.⁴ Governs descriptions of practice areas and specializations, preventing claims of certification unless officially recognized.⁵ Regulates firm names, trade names, logos, letterheads, and branding to avoid implying affiliations or connections that do not exist.⁶ Emphasizes competence in your chosen areas of law — as marketing should reflect genuine knowledge and experience, while avoiding misleading claims.

As a lawyer, you should provide competent legal services by applying the learning, skill, and abilities—mental, emotional, and physical—reasonably necessary to perform your work. If lacking competency in a particular matter, you may consult, associate with, or refer to another competent lawyer, or, in emergencies, provide only the assistance reasonably necessary, while staying current on changes in law, practice, and relevant technology.

California Rules of Professional Conduct, Rule 1.6⁷ protects client confidentiality, and Rule 5.3⁸ reminds lawyers to supervise non-lawyer assistants or outsourced marketing partners to ensure ethical compliance. California Business & Professions Code sections 6157–6159.2⁹ reinforces these standards, requiring content to be truthful, clearly labeled as advertising, identify at least one responsible lawyer, disclose licensing and practice limitations, avoid false or misleading claims, guarantees, dramatizations, or endorsements, and retain copies of advertisements for at least one year. Following these safeguards not only maintains compliance but also builds trust, credibility, and professional authority even before your client interaction.

Step 1: Establish Clarity

With that foundation in place, the first—and often overlooked—actionable step is establishing clarity. Clarity isn’t just about picking a niche; it’s about aligning your skills, passions, and the problems you’re uniquely equipped to solve. Without it, marketing efforts scatter, wasting time, energy, and resources. Reflect on your practice: If you were back in law school, which class would you take purely out of curiosity or for the thrill of learning? Which areas of law excite or challenge you? Do you prefer transactional work, litigation, or guiding clients through life’s challenges? Who are your ideal clients, and what problems ignite your passion? Consider gaps in the market you could fill based on your experience and skills. This self-audit ensures your marketing reflects genuine knowledge, positions you to provide the most value, and fuels growth as a lawyer. When clarity meets compliance, your content, messaging, and outreach become compelling, authentic, and magnetic, creating a cohesive and purposeful marketing approach.

Step 2: Transform Knowledge into Content and Systems

Once clarity is established, the next step is transforming knowledge into content that fuels both your skills and digital presence. Staying competent and current—keeping up with legal developments, practice trends, and technology—is required under Rule 1.1 and is also a marketing advantage. A consistent weekly routine helps — read secondary sources, attend webinars or online courses, complete MCLEs, follow

1 Cal. Rules of Prof’l Conduct r. 7.1 (eff. Nov. 1, 2018).

2 Cal. Rules of Prof’l Conduct r. 7.2 (eff. Nov. 1, 2018).

3 Cal. Rules of Prof’l Conduct r. 7.3 (eff. Nov. 1, 2018).

4 Cal. Rules of Prof’l Conduct r. 7.4 (eff. Nov. 1, 2018).

5 Cal. Rules of Prof’l Conduct r. 7.5 (eff. Nov. 1, 2018).

6 Cal. Rules of Prof’l Conduct r. 1.1 (eff. Mar. 22, 2021).

7 Cal. Rules of Prof’l Conduct r. 1.6 (eff. Nov. 1, 2018).

8 Cal. Rules of Prof’l Conduct r. 5.3 (eff. Nov. 1, 2018).

9 Cal. Bus. & Prof. Code §§ 6157–6159.2.

legislative and case law updates, and consult with colleagues in your field. Summarize what you learn in plain English and translate it into better workflows and client-facing content. Audit recurring questions, tasks, forms, and analyses in your practice, and document procedures as if onboarding a new associate. Creating “recipe binders,” checklists, or step-by-step guides streamlines practice operations and generates a library of content that can be repurposed for blogs, social media, and email campaigns.

Publishing content grounded in your knowledge aligns with best practices: Google and AI driven searches favor original, helpful, and reliable content that demonstrates experience, expertise, authoritativeness, and trustworthiness (E-E-A-T). Content should provide unique value, support user needs with high-quality images or video, ensure accessibility, and be updated as user needs evolve. Additionally, prioritizing page experience by ensuring content is easy to navigate, loads quickly, displays correctly on all devices, and clearly highlights key information.¹⁰ Every workflow, insight, or guide you document not only sharpens your skills but also creates a thought leadership engine that draws clients, builds trust, and amplifies your professional brand.

Step 3: Channel Your Clarity and Knowledge Into Your Website

Clarity and knowledge should then be translated into a website that educates, builds trust, and generates leads ethically. A well-structured website reflects your professionalism, signals transparency, and demonstrates competence to clients and search engines alike. WordPress and similar platforms allow for polished, functional sites quickly. Every website has three core components: a domain (web address), hosting (online storage), and design (layout, appearance, and functionality). SSL certificates secure connections, and backups protect content from accidental loss.

As you design or audit your website, begin with the homepage: communicate clearly who you are, what you do, and the value you provide. A strong layout often begins with a hero section: a full-width banner with a clear headline above the fold and a prominent call-to-action, such as “Schedule a Consultation.” Underneath, core practice areas could be highlighted in a scannable grid with short descriptions and “Learn More” links. Additional sections may include attorney profiles and truthful testimonials that do not create unrealistic expectations — accompanied by disclaimers like “Results vary by case” — staying compliant with Rules 7.1 and 7.2.¹¹

Beyond the homepage, create dedicated, topic-focused pages for each practice area that provide clear, factual explanations of the law, answer common client questions, and describe your approach and experience with ethical calls to action. Additional pages may include detailed attorney bios with credentials and professional photos, as well as resources sections, such as blogs, FAQs, or guides—to educate potential clients, build credibility, and enhance search

engine optimization (SEO). Content should be accurate, original, well-organized, free of grammatical errors, and updated regularly. Avoid duplicate content, keyword stuffing, and obsolete meta keywords. Incorporate high-quality images and short videos that align with surrounding text, including descriptive alt text for accessibility and SEO.¹²

Furthermore, include essential disclaimers such as: “This information is for educational purposes only and does not constitute legal advice,” along with a Privacy Policy describing how client data is protected, Terms of Use outlining site rules, and an ADA Accessibility Statement explaining your efforts to maintain an accessible, compliant website.

Behind the scenes, design and content choices directly affect SEO and AI discoverability. Google’s crawlers index sites by evaluating structure, internal links, and content quality, favoring pages that are mobile-friendly, fast-loading (through image compression and browser caching), accessible, and user friendly. To help Google find your site, submit a sitemap manually or via your content management system (CMS). Use descriptive URLs (e.g., “/div-defense” instead of “/page1”) and a logical hierarchy (Home → Practice Areas → Attorney Profiles → Blog) that’s easy for both users and crawlers to navigate. Add clear title tags (e.g., “Riverside Divorce Lawyer | Law Office of [Name]”) and meta descriptions (e.g., “Experienced Riverside attorney experienced in divorce, custody, and support cases. Call for a free consultation.”).

Link internally between related pages and blog posts, include quality outbound links to reputable sources, and seek backlinks from credible organizations such as bar associations, legal directories, chambers of commerce, or universities. Guest articles or sponsoring community events can also generate high-quality backlinks, signaling authority and trustworthiness to Google and boosting your site’s visibility. To align with local search intent, naturally incorporate your city and county throughout your content, as well as in title tags and meta descriptions.

Finally, protect your intellectual property and respect others’ work. Copyright arises automatically for original works of authorship once fixed in a tangible work of expression,¹³ and registration allows enforcement through litigation.¹⁴ Similarly, trademarks—word, phrase, symbol, design, or a combination identifying goods or services—help clients and consumers recognize a brand.¹⁵

When building your website, ensure all text, images, and videos are original or properly licensed. For stock or paid images from sites like Pixabay, Unsplash, or Pexels, carefully review licensing for commercial use, expiration, and redistribi-

¹⁰ Google, “Creating Helpful Content,” Google Search Central (last updated Sept. 22, 2025), <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>; John Mueller, “Top Ways to Ensure Your Content Performs Well in Google’s AI Experiences on Search,” Google Search Central Blog (May 21, 2025), <https://developers.google.com/search/blog/2025/05/succeeding-in-ai-search>.

¹¹ Cal. R. Prof. Conduct r. 7.1; 7.2.

¹² Google, “Search Engine Optimization (SEO) Starter Guide,” Google Developers (2025), <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>; Google, “AI Features and Your Website,” Google Developers (2025), <https://developers.google.com/search/docs/appearance/ai-features>; Google, Ranking Systems Guide, Google Developers (2025), <https://developers.google.com/search/docs/appearance/ranking-systems-guide#freshness>.

¹³ U.S. Copyright Office, *What Is Copyright?* (last visited Oct. 23, 2025), <https://www.copyright.gov/what-is-copyright/>.

¹⁴ U.S. Copyright Office, *Circular 2: Copyright Registration* (2017), <https://www.copyright.gov/circs/circ02.pdf>.

¹⁵ U.S. Patent & Trademark Office, *What Is a Trademark?* (last visited Oct. 25, 2025) <https://www.uspto.gov/trademarks/basics/what-trademark>.

bution. With AI tools increasingly scanning for IP violations, verify the source and rights of every image, using tools like Google's reverse image search. Avoid unauthorized images and prioritize original photos and videos for authenticity and SEO value.

AI tools like ChatGPT, Grok, or Gemini can help draft or outline content, but always revise outputs into your own words, drawing on your professional experience while maintaining client confidentiality.

By combining thoughtful design, useful content, and technical best practices, your website becomes more than a marketing tool—it reflects professionalism, builds credibility, and ensures discoverability.

Step 4: Enhance Your Local SEO Performance

Local SEO is critical for most law firms, as local search often drives new clients. One of the fastest ways to gain visibility is through Google Business Profiles (GBP), which appears in the “map pack” above organic results, offering prominent placement. Claim and verify your business, maintain consistent NAP (Name, Address, Phone Number) information across all profiles, list practice areas, and include photos and updates. Encourage ethical client reviews and respond professionally to feedback. To further boost local SEO, geo-tag social media posts. These steps help your firm appear prominently in local searches while building trust online.¹⁶

Step 5: Humanize your Firm and Engage the Community

Humanizing your firm and engaging the community through social media strengthens relationships and visibility. According to LawRank, about 66% of legal clients research online before hiring an attorney, and 31% of attorneys acquire new clients through social media.¹⁷

General best practices include posting short-form video, avoiding links that drive users off-platform, and repurposing content strategically—turning one blog or video into multiple posts—while maintaining authenticity. Always post ethically: protect client confidentiality, avoid exaggerations, follow solicitation rules, and include disclaimers when appropriate. Consistency matters more than frequency; focus on the platform where your audience is most active instead of spreading yourself too thin.¹⁸ Schedule posts using each platform's native tools when possible, or alternatives like Hootsuite, Sprout Social, Later, Mention, or Keyhole.¹⁹ To grow visibility and engagement, tailor content to each platform's algorithm and participate in local online communities, such as Facebook Groups or LinkedIn discussion boards.²⁰ Platform-specific strategies include:

¹⁶ Sasha Berson, *Social Media for Lawyers Made Simple*, Grow Law (Feb. 5, 2025), <https://growlaw.co/blog/social-media-for-lawyers-a-complete-guide>.

¹⁷ *Social Media for Lawyers: The Complete Guide*, LawRank (Apr. 4, 2025), <https://lawrank.com/social-media-for-lawyers/>.

¹⁸ *Social Media for Lawyers: The Complete Guide*, LawRank (Apr. 4, 2025), <https://lawrank.com/social-media-for-lawyers/>.

¹⁹ Sasha Berson, *Social Media for Lawyers Made Simple*, Grow Law (Feb. 5, 2025), <https://growlaw.co/blog/social-media-for-lawyers-a-complete-guide>.

²⁰ Ivan Vislavsky, *12 Brand-New Tips to Master Social Media for Lawyers* (2025 Edition) (Oct. 7, 2025), <https://comradeweb.com/blog/how-to-use-social-media-for-law-firms/>.

Instagram

Instagram does not rely on a single algorithm to determine what users see. Instead, each section of the app—Feed, Stories, Explore, Reels, Search, and others—operates through its own algorithm and ranking processes, each designed to respond to how users interact with content. Together, these systems predict what users are most likely to enjoy based on signals such as watch time, shares, likes, comments, and similarity to other audiences with shared interests. Generally, users visit the Feed for updates, Stories for close connections, Explore to discover new content, and Reels for entertainment. To grow your audience, focus on creating content that resonates with followers, leverage trends, collaborate with other creators, monitor account performance, post during peak times, use 5–15 targeted hashtags and location tags, vary formats to match user preferences, and respond promptly to comments. To use Instagram effectively, it helps to understand how each part of the app weighs content and engagement differently.

Feed: The Feed acts as a personalized home base. Instagram prioritizes posts from people a user follows, along with suggested posts they may find interesting. Ranking signals include user activity (likes, shares, saves, comments), post details (popularity, recency, and location), the poster's identity and past interactions, and engagement history with that person. The algorithm predicts how likely a user is to spend time on a post, comment, like, share, or tap a profile—and ranks posts accordingly—while filtering out repetitive content or anything that violates community standards.

Stories: Stories highlight accounts a user frequently views or interacts with, based on engagement history such as likes or DMs, and the closeness of the relationship. Instagram then ranks Stories predicted to be most relevant and valuable to that user.

Explore: Explore surfaces new content tailored to a user's interests, using signals like post popularity, prior activity on Explore, interactions with the creator, and contextual information about the post. Content that violates recommendation guidelines is excluded from this section.

Reels: Reels, which now account for about 50% of the time users spend on Instagram, focus on entertainment. Ranking depends on user activity (watch time, retention, likes, comments, shares, and saves), interaction history with the creator, reel content (audio, visuals, and popularity), and creator information (follower count and engagement). To increase reach, post original, high-quality Reels (at least 720p resolution, under 90 seconds, with a strong hook in the first three seconds) three to five times per week. Align with trends using popular audio, encourage meaningful interactions, and optimize for sound-off viewing with captions. Avoid low-quality or repetitive content, videos with watermarks, or Reels exceeding three minutes.²¹

²¹ Meta Platforms, Inc., *Grow on Instagram: Build Your Community*, Instagram for Creators (2025), <https://creators.instagram.com/grow>; Meta Platforms, Inc., *Instagram Ranking Explained*, Instagram Blog (2025), <https://about.instagram.com/blog/announcements/instagram-ranking-explained>; Sprinklr, Inc., “Social Media Algorithm: How Social Platforms Rank Content,” Sprinklr Blog (2025), <https://www.sprinklr.com/blog/social-media-algorithm/>.

Facebook

Facebook prioritizes content that the algorithm predicts a user will engage with—likes, comments, shares, and reactions—especially posts that historically drive meaningful interactions with friends or Pages. The algorithm follows a four-step AI-driven process: (1) inventorying potential content based on friends and Pages a user follows; (2) evaluating signals such as who posted, post type, timing, and past interactions; (3) predicting the likelihood a user will engage—click, spend time, like, comment, share, or watch; and (4) scoring each post for relevance to the individual user.

To maximize reach, tailor content to these signals, post when your audience is most active, and foster genuine interactions through questions, polls, or thoughtful discussions—all while remaining compliant with Facebook policies. Video content, including Reels, Lives, and Stories, is favored over static posts or those with external links because it drives higher engagement and longer watch times. Lawyers can leverage this by sharing educational, compliant content—such as quick legal tips, polls on California trends, or scheduled native videos—responding promptly to comments, and using topic tagging to increase niche visibility and establish their firm as a trusted authority.²²

LinkedIn

LinkedIn is another essential platform for lawyers, particularly for professional networking and thought leadership. Well-structured, engaging, and value-driven posts are more likely to appear in users' feeds. LinkedIn ranks content based on engagement—likes, meaningful comments, reshares, dwell time, relevancy, author credibility, and connection strength—with first-degree connections prioritized. To maximize reach, focus on high-quality posts that educate, inform, or spark thoughtful discussions. Encourage early engagement by asking questions, responding to comments, and tagging relevant professionals to provide additional insight. Since LinkedIn downranks posts containing external links, it's often better to place links in the comments. Moreover, use 3–5 targeted hashtags, avoid spammy tagging, and post during peak professional hours (Tuesday–Thursday, 8–10 AM and 12–2 PM), avoiding weekends or late hours. Lawyers can share professional insights, thought leadership articles, and anonymized client success stories while actively participating in discussions. Additional strategies—such as using industry-relevant keywords, engaging with niche posts, building a strong professional network, and consistently sharing valuable content—further enhance credibility, visibility, and influence on LinkedIn.²³

TikTok

TikTok is an increasingly important platform for lawyers looking to reach wider audiences through short-form video. Create attention-grabbing content that educates or enter-

tains, incorporates trending sounds and hashtags, includes clear calls-to-action, and responds promptly to comments to promote engagement and signal activity to the algorithm. TikTok's For You Feed drives discovery by recommending content based on user interactions—likes, shares, comments, follows, and content they've created—along with video details such as captions, sounds, and hashtags, as well as session and device behaviors. The platform prioritizes showing users content they are likely to enjoy, minimizing repetitive patterns, and maintaining a positive viewing experience. To maximize reach, post consistently—ideally daily—within a focused niche of one to three related content themes. Optimize captions, hashtags, and voiceovers with relevant keywords, leverage trending audio and effects, hook viewers in the first few seconds, and encourage them to watch through to the end.²⁴

Other Platforms

Other platforms include YouTube, X (Twitter), Threads, Pinterest, Bluesky, and more, all of which are steadily growing in relevance. Across these platforms, the key is to consistently share original, valuable content using a mix of post types, prioritizing video when possible, encouraging engagement so algorithms recognize user interest, and responding promptly to comments to keep posts active and maintain visibility.

Social media is a powerful way to humanize your firm, build relationships, and provide ongoing value—but lawyers must avoid direct solicitation or inappropriate self-promotion. Best practices include sharing informative content, protecting client confidentiality, engaging respectfully in discussions, and monitoring interactions to prevent ethical missteps. Share blog snippets, repurpose content, educate with stories and examples, entertain thoughtfully, and showcase firm culture and behind-the-scenes insights. Engage directly by commenting, messaging, and sharing to establish genuine connections. AI can support these efforts by generating post ideas, drafting captions, summarizing complex legal text into plain English, and scripting short videos. However, as platforms increasingly detect AI-generated content, review outputs carefully for accuracy and ethical compliance, and adapt them into original, personalized content.

Beyond showcasing knowledge and personality, social media also enables connection with other legal professionals—facilitating collaboration, referrals, and staying current on trends. Additionally, it can boost SEO: promoting new website content on social platforms drives visitors to your site and can earn quality backlinks, both of which strengthen search rankings.

Step 6: Nurture Your Audience with Email Marketing

Email marketing is one of the most effective and ethical ways to nurture leads, stay top-of-mind, and provide

22 Facebook, Help Center, Meta, "Create, Edit or Delete a Page Post" (last visited Oct. 23, 2025), <https://www.facebook.com/business/help/464618030623795?id=939256796236247>; Sprinklr, Inc., "Social Media Algorithm: How Social Platforms Rank Content," Sprinklr Blog (July 3, 2025), <https://www.sprinklr.com/blog/social-media-algorithm/>.

23 Miracamp, *Everything You Need to Know About the LinkedIn Algorithm in 2025*, Miracamp (last visited Oct. 23, 2025), <https://www.miracamp.com/learn/linkedin/everything-you-need-to-know-about-algorithm-in-2025>; Sprinklr, Inc., "Social Media Algorithm: How Social Platforms Rank Content," Sprinklr Blog (July 3, 2025), <https://www.sprinklr.com/blog/social-media-algorithm/>.

24 TikTok Newsroom, *How TikTok Recommends Videos #ForYou*, TikTok (June 18, 2020), <https://newsroom.tiktok.com/how-tiktok-recommends-videos-for-you?lang=en>; Renae Reints & Tom Carter, "TikTok CEO Shou Chew discusses the app's algorithm and future — live at TED2023," TED Blog (April 20, 2023), <https://blog.ted.com/tiktok-shou-chew-ted2023/>; Sprinklr, Inc., "Social Media Algorithm: How Social Platforms Rank Content," Sprinklr Blog (July 3, 2025), <https://www.sprinklr.com/blog/social-media-algorithm/>.

ongoing value. Focus on educating, offering insights, and maintaining human connection rather than blasting promotions. Collect addresses ethically through opt-ins, QR codes, or client sign-ups, ensuring consent. Lead magnets such as eBooks, templates, checklists, guides, or short videos demonstrate knowledge and grow your audience. Examples include a “California Divorce & Custody Checklist” for family law, “How to Leverage your IP and Protect Your Brand Online Guide” for intellectual property, a “Client Rights Card” for criminal defense, or a “Beginner’s Guide to Wills and Trusts” for estate planning. These resources can evolve into digital products—created once and repeatedly shared or sold—providing community value while opening potential revenue streams. AI tools can help brainstorm or draft content but refine outputs with your expertise to maintain authenticity.

Once someone subscribes, send a 3–5 email drip sequence introducing your firm, sharing educational content, telling your “why,” and providing value-driven resources. Segment audiences by interest or case type, send 1–2 emails per month, and keep the tone personable. Subject lines should be concise and spark curiosity. Popular platforms include Mailchimp, Constant Contact — and in the alternative, Substack for free or paid newsletters.

Finally, ensure compliance with federal and state laws. The CAN-SPAM Act requires accurate headers, non-deceptive subject lines, clear advertising disclosure, a valid physical address, and a simple opt-out honored within 10 business days.²⁵ *California Business and Professions Code* § 17529.5 adds requirements for emails to California residents, including prior consent, prohibiting deceptive content, and allowing private enforcement with civil penalties.²⁶ Done correctly, email marketing strengthens trust—the cornerstone of every successful law practice—while ethically growing your audience and fostering meaningful client relationships.

Step 7: Amplify Your Reach with Paid Advertising

Paid advertising can accelerate visibility and lead generation but works best alongside strong organic efforts like SEO, content marketing, Google Business Profile optimization, and social media. Platforms such as Google Ads (pay-per-click), Local Service Ads (LSAs, pay-per-lead), and social media campaigns (Meta, LinkedIn, YouTube) help target users actively searching for legal services or build awareness among potential clients and referral sources. Legal directories like FindLaw, Avvo, and Martindale, operate similarly, placing firms in prominent positions, though they often carry higher fees and less precise targeting.²⁷

Costs vary by practice area, competition, and location. The U.S. Small Business Administration recommends small law firms allocate 7–8% of gross revenue to marketing, primarily digital channels such as SEO, paid search ads, and social media — platforms where 65% of firms direct most of

their spending.²⁸ For a firm with \$500,000 in annual revenue, this equals roughly \$2,900–\$3,300 per month (much of it digital ads), scalable based on growth goals. Established practices may allocate 2–5%, while aggressive growth may require 10–15%, with ROI tracked via tools like Google Analytics.²⁹

Paid advertising requires clear strategy and realistic expectations, as results may take months to materialize. Best practices include: (1) creating targeted campaigns using relevant keywords with strong search volume and moderate competition to maximize reach and cost-efficiency; (2) crafting compelling ad copy highlighting value and prompting action; and (3) directing traffic to landing pages optimized for conversions.

Benefits include immediate visibility, targeted reach, scalability, and measurable data. Retargeting—ads aimed at visitors who have already engaged with your content—can further improve conversion by keeping your firm top-of-mind. Limitations include costs, delayed ROI, audience fatigue, lower conversion if website or reviews are weak, and loss of visibility when campaigns stop. Ultimately, paid ads should complement, not replace, organic efforts; a balanced approach that drives both short-term leads and long-term growth.

Step 8: Track, Analyze, and Optimize

Monitoring and analyzing data is essential for maximizing the effectiveness of your digital marketing efforts. Use tools like Google Analytics, GBP Insights, and social media analytics to see which pages, posts, keywords, and campaigns drive traffic, engagement, and leads. Identify what performs well and invest more in those strategies, while adjusting or discontinuing approaches that underperform. Regularly reviewing your data enables informed decisions, optimizes your budget, and ensures your marketing continues to improve over time.

In conclusion, effective and ethical law firm marketing is the sum of its parts: clarity, compliance, content, local visibility, social engagement, email nurturing, and strategic paid advertising. By integrating these elements thoughtfully, lawyers can attract the right clients, share genuine knowledge, and provide meaningful value to their community. Monitoring and adjusting tactics based on real data ensures that every effort contributes to long-term growth rather than fleeting clicks. Done well, marketing isn’t just about gaining clients—it’s about building credibility, trust, and a reputation that naturally and ethically draws opportunities to your firm.

Mary Shafizadeh, of the Law Office of Maryam Shafizadeh, practices criminal law, family law, and intellectual property. Committed to helping individuals and entrepreneurs navigate new chapters, she provides robust defense in criminal cases, compassionate guidance through family law matters, and strategic support for creative and digital ventures in intellectual property.



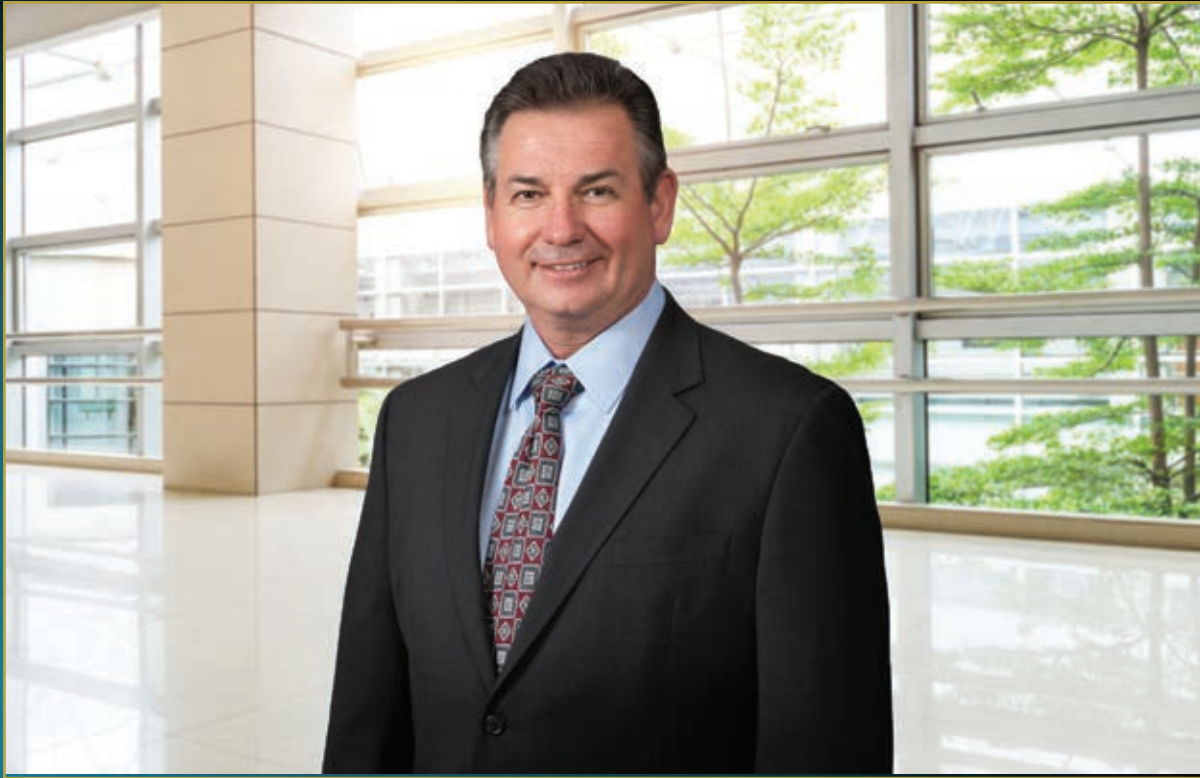
25 Federal Trade Commission, “CAN-SPAM Act: A Compliance Guide for Business” (Jan. 2024), <https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>.

26 *Cal. Bus. & Prof. Code* § 17529.5 (eff. January 1, 2024).

27 Elisabeth Spencer, “Law Firm Advertising: Should You Invest in FindLaw, AVVO, or Martindale?” *Oily Oily* (Oct. 31, 2024), <https://www.oilyoily.com/blog/social-media-ads/should-your-law-firm-advertise-on-findlaw-avvo-or-martindale-a-comprehensive-guide/>.

28 Aaron George, “Key Legal Digital Marketing Statistics For Law Firms,” Clio Blog (Mar. 20, 2025), <https://www.clio.com/blog/legal-marketing-statistics/>.

29 Madison Arrotta, “How to Create a Marketing Budget for Small Law Firms,” Clio Blog (Dec. 9, 2024), <https://www.clio.com/blog/marketing-budget-for-small-law-firm/>.



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Libraries vs. Artificial Intelligence

by Boyd Jensen

Artificial intelligence is an oxymoron. If it is genuine intelligence, it would be real and not artificial. I would like to take credit for that notion, but I can't, because with the aid of the artificial intelligence instanced in my Google search, hosts of others were presented, who feel similarly. But why should we care? Its use is extraordinarily convenient, and as humans aren't we addicted to convenience? What is wrong with fast food, or watching among other things, soccer, track and field, or swimming, without the inconvenience of going out and running around or getting wet...so inconvenient. Where would our youthful world be, without the opportunity of walking down a bustling street, captivantly reading from a center-face-planted, hand-held cell phone, the important social media memes from peers?

On the other hand, libraries, such as those in Riverside County, our law library is "funded by a small portion of the Superior Court's civil court filing fees and governed by a seven-member Board of Trustees composed of community judges and attorneys. With approximately \$1.5 million operating budget, we make our collection of over 90,000 volumes of current legal materials available throughout our three locations in downtown Riverside, Indio, and Temecula. Our knowledgeable staff is available to assist with locating materials and navigating through resources that answer research questions and address legal issues."¹

In downtown Riverside, the Victor Miceli Law Library is where I go for "legal research;" and frankly, more importantly, for perspective, proportion, panorama, and prudence. Lawyers are charged with the privilege of providing the public with legal counsel; the probability of success of various options in life activities, interacting with laws, regulations and social morays. It often requires drafting personal and very consequential generational documents or letters; and for litigators it means representing people – speaking for them – more often than not, at the most vulnerable and difficult times of their lives. Be it civil, criminal, family, probate, or administrative law matters, it requires understanding native human interactions, beyond the synthetic ersatz summarized in convenient television or movie forums, or sentence/paragraph social media pontifications.

Take the first civil plaintiff case I tried to a jury verdict, coincidentally before Judge Victor Miceli. I represented a solo motorcycle escort who was trying to manage a funeral procession of cars with lights on, solemnly traveling to



the cemetery. The funeral service company determined that one escort was all that would be needed. However, during that procession, a non-procession vehicle got into the line, and then midway between blocks made a left turn, out of the procession line, into a residential neighborhood. The motorcycle escort was unaware of this person, as he was trying to help procession members, negotiate without interruptions, two distant stop-signed controlled intersections. Traveling between the intersections at 70 mph in a posted 45 mph zone, on the opposite side of the street, going against traffic, he slammed into and flew over the left turning driver's vehicle. The police report was averse to the escort.

While lying in a hospital bed surrounded by family, the escort sought my advice. Will an "AI" Google search work? How do you frame the question? Will artificial intelligence willingly consider theories clearly opposite from obvious rules of the road? Where to go and even publicly discuss with others? I went to the law library.

Law libraries have hosts of respected and encyclopedic books. A Google search or LEXIS-NEXIS search will provide conventional and reliable legal resources. However, I can get those at my law office desk. At times like this I go to encyclopedias such as American Jurisprudence "AmJur;" or California Jurisprudence "CalJur." I love Witkin's Summary of California Law, and especially the California Continuing Education of the Bar "CEB" volumes. These reference volumes have far more material and information that I could ever use, nor do I have the shelf space even for one encyclopedic set. But they are far more than a simple index or summary of the law. Depending upon the subject, they can provide liveliness and a consciousness, which may mitigate or encourage transparency, integrity and humility, necessary for effective advocacy.

When you look up the word "escort" you find many different applications of that word, which can inspire



¹ See the website homepage at RCLawLibrary.org.

or discourage your theories of liability or presentation. Amazingly, there was significant information about "funeral processions." It did not provide on point analysis of my situation, but it showed latitude on the topic as opposed to normal driving, and the allowance and sensitivity given to processions of grieving family/friends traveling at lower speeds than are normally allowable; who will unhesitatingly travel through stop signs, while the escorts hold up competing traffic, inviting procession vehicles to just "move forward."

The library also has multiple computers, which can be used without cost, and normally two librarians who know an enormous amount about research and willingly suggest to me more remote volumes, written by experts, of whom I was unfamiliar. Required as it were to represent human being or businesses, controlled and managed by human beings. We perform our honorable function before judges, clerks, bailiffs and particularly, unpaid but essential jurors, to negotiate life into evidence; to find truth and establish justice...to do the right thing. It seems like every time I stop by the library for a brief one hour stay, I come away with additional perspectives, and add new or creative approaches to my work.

I increasingly realize that the practice of law is being relegated into form usage. Family law, criminal law, civil law, and probate are habituated to form practice and

methods to simplify and facilitate community legal matters. Legislatures have provided approved statutory forms to improve the lives of citizens, which will be required at some point in time in all of our lives.

The result for me, the escort and his family became a civil lawsuit, based upon the contention that the procession should have included a second escort to assist the one lying in the hospital bed, besides the imprudent act of the other driver becoming part of a procession without being aware of the escort. The trial went two weeks and the jury rendered a verdict for \$1,800,000 holding the escort 85% at fault; a net verdict of \$270,000, which paid his medical bills, and was approximately \$100,000 more than the defendants were ever willing to offer.

The escort was relieved, the mortuary determined to have a standard policy of no less than two escorts for all processions....and the library deserves credit for aiding in the entire process, in front of a judge for whom the library would later be named.

Boyd Jensen, of Garrett & Jensen is a Riverside County Bar Association member, an Advocate Member of the American Board of Trial Attorneys, has been rated AV Preeminent for over 35 years, and is a member of the RCBA Publications Committee.



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Maximize & Thrive: Smart Resource Strategies for Solo and Small Firms

by Nesa Targhibi

Practicing law as a sole practitioner or in a small firm often means juggling multiple roles: lawyer, office manager, marketer, and more, all with limited time and support. But these constraints don't have to be barriers to success. With a strategic approach and smart use of available resources, solo and small firm attorneys can compete effectively, deliver excellent client service, and build meaningful professional connections.

For those practicing in Riverside County, local assets like the Victor Miceli Law Library, online research tools, and strong bar associations can serve as essential tools for growth, collaboration, and sustainability.

Leveraging the Law Library

One of the most powerful, yet often overlooked, resources available to Riverside County attorneys is the Victor Miceli Law Library, the main branch of the Riverside County Law Library system, with additional branches in Temecula and Palm Springs. Together, these libraries offer a wealth of legal materials such as statutes, regulations, case law, court rules, and practice guides, all available at little or no cost. Unlike expensive online subscriptions, access to these resources is often free or low-cost for attorneys and the public. Skilled reference librarians are also available to help attorneys navigate complex research questions, saving valuable time and effort. For those unable to visit in person, the Law Library offers a document retrieval and delivery service for a modest fee, making it easy to access materials remotely, especially helpful for attorneys in remote areas or with demanding schedules.

Beyond research, the libraries also host CLE programs, workshops, and legal community events, helping practitioners stay informed, connected, and competent in their practice. Additionally, both the Victor Miceli and Palm Springs branches offer conference rooms that attorneys can reserve for client meetings, depositions, or quiet work. These rooms provide solo practitioners and small firms with access to professional, affordable space, without the overhead of a permanent office. Some rooms are equipped with teleconferencing tools and other modern amenities.

Utilizing these libraries is not just about research anymore; it's also about connection, convenience, and community. Whether you're looking for a quiet workspace or a professional environment for client interaction, the Riverside County Law Library system remains a cornerstone of support for the region's legal community.

Harnessing the Power of Online Legal Research

While public law libraries offer a solid foundation, digital research platforms provide added flexibility and features that can elevate a law practice even further. These platforms provide attorneys with comprehensive access to statutes, case law, court rules, legal commentary, and more, anytime, anywhere. Their accessibility is one of their greatest strengths. Attorneys can conduct research from a home office, courtroom, or even between meetings. For those without a full library on-site, online tools offer speed, flexibility, and efficiency.

Beyond basic access, modern legal research platforms now offer advanced features such as citation analysis, case summarization, and tools for tracking legal developments. These capabilities streamline the research process and help verify the authority of sources, reducing the risk of relying on overruled or outdated law. They also enable attorneys to stay current with recent rulings, legislative changes, and emerging legal trends. This ongoing awareness is essential for maintaining professional competence and providing accurate, up-to-date counsel to clients.

That said, efficiency should never come at the expense of accuracy. Attorneys must critically assess any legal source they rely on, especially when using technology-assisted tools. Combining these online platforms with the physical resources available at public law libraries can provide a more complete and reliable foundation for legal analysis.

Building a Strong Professional Network Locally

Of course, having the right research tools is only part of the equation, thriving as a solo or small firm attorney also depends on building strong professional relationships. No solo attorney thrives in isolation. Building a strong professional network is essential, not only for collaboration and referrals, but also for professional support, mentorship, and growth.

The Riverside County Bar Association (RCBA) offers extensive opportunities for attorneys to engage with peers. With active specialty sections, including the Barristers (for young attorneys), family law, criminal law, and estate planning, the RCBA hosts regular MCLE luncheons, mixers, and speaker events where attorneys can connect, share experiences, and exchange strategies. Crucially, many events have returned to in-person formats following the pandemic. While virtual gatherings filled a necessary gap, in-person meetings allow for deeper connections and more spontaneous collaboration, something which is especially

important for solo and small firm attorneys looking to build lasting professional relationships. Affiliate bar associations, such as the Desert Bar Association and the Richard T. Fields Bar Association, also offer valuable forums for connection and service, often with more focused missions or membership bases.

Networking isn't just about referrals, it is a strategic investment in your practice. Collaborating with attorneys in other fields strengthens your ability to serve clients holistically, while building a network of trusted peers gives you a support system when legal or ethical questions arise.

Other Tools for Solo Success

In addition to legal research and networking, solo practitioners and small firms can take advantage of other tools to enhance both their operations and professional growth:

- Practice Management Software – These platforms help streamline billing, calendaring, document management, and client communication, freeing attorneys to focus on substantive work.
- Continuing Legal Education (CLE) – From RCBA and state bar offerings to local libraries and specialty associations, CLEs provide ongoing education on law, ethics, civility, and technology.

- Online Legal Communities – Forums, listservs, and professional networks offer quick peer-to-peer guidance, insights, and nationwide support.
- Pro Bono and Volunteer Work – Serving on bar committees or volunteering your time can enhance your skills, build goodwill, and grow your network.

Thriving Through Resourcefulness

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Nesa Targhibi is a sole practitioner and owner of Holborn Law APC, and practices in the area of trust and probate in Riverside and San Bernardino counties.



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Larger Law Firms Navigating Digital Advances

by Gregory G. Snarr

"Lawyers working with AI will replace lawyers who don't work with AI."¹ Just three years ago, I probably wouldn't have thought too much about this statement. Now in 2025, it rings true. To be sure, this statement does not suggest that AI will replace the need for human legal professionals. However, it highlights that lawyers who embrace and effectively use AI for certain tasks will have a significant competitive advantage over those who don't.

Of course, AI refers to the use of artificial intelligence to automate and enhance tasks.

The purpose that large law firms have in strategically integrating AI into legal workflows serve to enhance efficiency, reduce costs, and improve service delivery. However, it cannot be stated enough that AI integration must be measured and its use must balance the desire to innovate with a necessity for human oversight due to significant ethical, accuracy, and data security concerns. With those concerns in mind (and summarized below), the following legal-specific tools are frequently being used by large firms today:

- **Legal research:** Firms use AI platforms like Westlaw Edge and Lexis+ AI to analyze large amounts of case law, statutes, and documents in seconds. These tools quickly summarize complex rulings, check citations, and provide predictive analytics on outcomes based on historical data. The main downside of each of these tools are their high costs that make it prohibitive for smaller firms and their complexity for new users.
- **Document review and e-discovery:** AI can help with e-discovery by automating document review through machine learning and natural language processing ("NLP"), which identifies relevant information faster and more accurately than manual methods. This tool can sift through and categorize vast data sets. This method reduces costs and speeds up the process by automating tasks like document classification, redaction of sensitive information, and generation of summaries and initial drafts. AI also enhances early case assessment and can build case narratives by extracting key facts from large datasets. Some programs that larger firms are using include the following:
 - o Relativity (e-discovery platform with analytics and tagging);
 - o Everlaw (e-discovery, case analysis, and collaboration);
 - o OpenText Axcelerate (e-discovery and review);
 - o DISCO (e-discovery workflow and review);

- o Exprodat (now part of Nuix platforms) for data processing and review workflows;
- o Nuix (data processing, e-discovery, analytics);
- o Darktrace / Microsoft Defender for threat and data security during review (security overlap).
- **Document Analysis and Drafting:** AI is also being implemented to help lawyers with document and contract drafting by automating routine and typical time-consuming tasks. For example, AI can create an initial draft of a contract, including standard clauses and boilerplate language, from a simple natural language prompt. Some tools can also be trained on a firm's specific clause library and past documents to generate drafts that align with company style. This technology can recommend relevant clauses based on the contract's type, jurisdiction, and industry. Some platforms even are starting to provide fallback language and explain the rationale behind suggestions. Some of the AI Platforms that large firms are using including the following:
 - o Kira Systems (contract analytics and clause extraction);
 - o Luminance (contract intelligence and due diligence);
 - o Eigen Technologies (document understanding and extraction);
 - o Harvey or Claude/ChatGPT-based assistants integrated into contract workflows (for drafting and review prompts);
 - o Ironclad (contract lifecycle management);
 - o Icertis (enterprise contract management).
- **Practice management:** Firms are also using AI for practice management. For example, AI-powered intake forms and chatbots can screen potential clients, gather initial information, and route qualified leads to the correct attorney or practice area. AI tools can also automatically track and capture lawyers' billable activities, such as emails, document edits, and phone calls. These systems can draft time entries, flag potential billing violations based on client guidelines, and automate invoice creation, drastically reducing manual effort and improving billing accuracy. AI is also used with historical data on attorney performance, skills, and current workloads to intelligently recommend the best team members for new matters. This optimizes staffing, balances workloads, and enhances client outcomes. Finally, firms are now using AI to ana-

¹ Erik Brynjolfsson, Director, Stanford Digital Economy Lab.

lyze historical data to help firms identify business trends, such as which practice areas are most profitable or which clients are most likely to increase their legal spending. This helps legal leadership with strategic planning. Some of the top platforms being used are as follows:

- o Diligent (governance, risk, board portals with collaboration);
- o Matter management suites from vendors like Aderant, Elite 3E, SAP-driven legal modules;
- o Clio (more for SMB firms; some large firms use for matter intake and client collaboration in select practices).

Having researched many of the different AI platforms that currently exist to write this article, I was surprised to see how many there are. Some were even on the initial list and had to come off because the platforms were discontinued or acquired after starting this article. It is not surprising, therefore, to hear that some analysts believe we are in an AI boom, with the looming bubble ready to burst.² Like the “.com” bubble from the early 2000s, the burst of the AI bubble could have significant ramifications for some of these platforms. Only time will tell when this AI bubble will burst and which platforms remain.

Managing Key Challenges

As stated above, it cannot be overstated when talking about AI usage in the law, large law firms are implementing guardrails and specific policies for AI usage, some of which are summarized below:

- **Oversight is mandatory.** The American Bar Association (ABA) and state bar associations have issued ethical guidelines confirming that lawyers are responsible for the work produced using AI.³ Attorneys must maintain competence with the technology and perform a “human-in-the-loop” review of all AI-generated content. (Model Rule 1.1 (Competence).)
- **Establishing clear policies:** Firms are developing internal AI usage policies that define which AI tools are approved and for what purposes. These policies specify rules for handling client data and ensure compliance with professional standards.
- **Avoiding “hallucinations”:** Widespread reports of AI generating fabricated citations and legal summaries highlight the risk of relying on unverified output. To mitigate this, firms primarily use legal-specific, enterprise-grade AI tools built on vetted legal data, which are more reliable than general-purpose chatbots like ChatGPT.
- **Addressing the “black box”:** A lack of transparency in how some AI systems reach their conclusions can complicate justifying legal strategies. This con-

cern is driving interest in “explainable AI” models where the reasoning is clear and traceable.

- **Client confidentiality:** A major concern is protecting sensitive client information when it is entered into AI systems, particularly cloud-based tools. Firms are rigorously vetting third-party vendors and using internal, closed-network platforms to prevent breaches.
- **Compliance with regulations:** Firms must ensure AI tools and vendor practices comply with privacy regulations like HIPAA and GDPR.
- **Navigating the billable hour:** AI’s ability to automate and accelerate tasks threatens the traditional billable hour model. As a result, firms are exploring alternative billing models, such as flat fees and value-based pricing, to remain profitable.

Looking forward, large law firms will undoubtedly find ways to strategically and cautiously implement AI into the practice of law. The future of this relationship will depend on AI tools that can provide more transparency and predictability, while lawyers continue to focus on tasks that require human judgment and empathy, such as client relationships and strategic decision-making. Without knowing what the future holds, it seems relatively safe to say that firms that fail to adopt AI risk falling behind and losing business to more technologically advanced competitors.

Gregory G Snarr is a trial attorney and partner in Best Best & Krieger, LLP's civil litigation department. He can be reached at gregory.snarr@bbklaw.com.



MEMBERSHIP

The following persons have applied for membership in the Riverside County Bar Association. If there are no objections, they will become members effective November 30, 2025.

Laila J. Bidaki – Bidaki Law Firm, Redlands

Henry Christopher Coburn – Law Office of H. Christopher Coburn, Corona

James Crosby – Riverside County DCSS, Riverside

Joe Ernatt – Rizio Lipinsky Heiting, Tustin

Briana Heiting - Rizio Lipinsky Heiting, Tustin

Christian Na – Riverside County DCSS, Riverside

Jackson Ogburn – Law Student, Orange

² See e.g., <https://www.cnn.com/2025/10/21/are-we-in-an-ai-bubble.html>.

³ <https://www.americanbar.org/news/abanews/aba-news-archives/2024/07/aba-issues-first-ethics-guidance-ai-tools/>



Opposing Counsel: The Knez Law Group

by Betty Fracisco

Meet the Knez Law Group

This month we have the pleasure of meeting a law group in Riverside that consists of a well-respected, experienced father and two widely different but accomplished sons, all of whom share a tight family bond. Father Fred Knez was born in Tucson to a Serbian family (Knezovich) in which his father had served as a World War II Marine in Japan and Korea, then returned to Arizona to earn an engineering degree. This was his entry to Peter Kiewit Construction where his work on projects had the family moving every two or three years. They ended up at the company's headquarters in Omaha where Fred graduated from Westside High School, a football player and golfer. He spent summers caddying golf until his junior year when his father secured him a construction job for Kiewit in Little Rock. Two summers earned him enough to buy his first car, a Pontiac Tempest. With above average grades he went to Hastings College in Nebraska and joined a fraternity, where he met the love of his life at a fraternity party. Unfortunately, he and a buddy were having too much fun at the school and were asked to leave. However, he married his "Nebraska farm girl" at the age of nineteen in 1968, and they're still married, with four children, eleven grandchildren and two great grandchildren (and one on the way).

Predictably for 1968, Fred was drafted into the Army, became a medic, attended medical technology school and immunology school for a year and ended up with an MOS of blood bank specialist. He was sent, not to Vietnam, but to a hospital in Germany where he worked in the blood bank and assisted in autopsies. After his discharge, he used his GI bill to attend four years at the University of Colorado in two years full-time, graduating with a degree in Political Science. Although his goal was now law school, he obtained a job as an insurance adjuster to save and then he and his wife, Myra, moved to Arizona to live with his parents for six months to be able to afford the move to California and Pepperdine Law School. To fund the Pepperdine experience, Myra worked as a legal secretary, and he found work as a private investigator. He made law review, moot court, and was chair of the honor board, where he presided over trials for cheating, expelling seven students. Next came the State Bar, and he had to leave in the middle of the exam because his house was flooding, so after sitting for and passing the next bar exam, he started practicing in Orange County with Jay Norton. One of his first cases, involving Garibaldi, a truck driver for Lucky, and a violation of public policy, went to the 9th Circuit Court of Appeals and to the Supreme Court. He moved to Beam & DeCaro while his wife worked for several firms until 1986/87 when he moved his office to Riverside, where he lived, but kept an office in Orange County.

This was a busy time in Fred's life, because he and Myra now had four children, two girls and later two boys, so in addi-



l-r: Andrew, Fred, Matthew Knez

tion to his third party litigation and wrongful termination work, he started his thirteen year involvement in Little League with his boys. He built a house in Woodcrest that they call "the castle" and moved his office there for the next sixteen to seventeen years, where he was basically a solo and did construction litigation, employment litigation, personal injury, predatory pricing (the *Onick v NEWCO* case) and mediations.

By the time Fred's sons Matthew (1981) and Andrew (1983) were born, their older sisters helped raise them. They both have great recollections of happy childhoods in Riverside where weekends and vacations consisted of soccer, baseball, and riding dirt bikes in the undeveloped areas. Mom was their scout leader and dad's office manager. They recalled the building of "the castle" and a fire set by the contractor that delayed construction. They added a three-story tower, and the basement had a cement floor where the boys could practice with their respective bands, Matthew on guitar and Andrew on drums. In high school Matthew was involved in wrestling, and in college at Redlands he became interested in creative writing and was involved in a project for the theater school for Redlands. The year he graduated, his oldest son was born, and he needed immediate employment, so he started as a service tech, but moved to sales, corporate, West Coast logistics, and supply for Barbecues Galore, where he worked until the company was sold, a perfect entrée to begin law school at Laverne. There he was on Law Review, the Dean's List and earned a CALI in torts. He split his time between school and working for his Dad. His Law Review article was "Best Interest Factors in Family Law". At the time he was passionate about family law, and he and his Dad worked on a family law case that a friend had referred. Matthew graduated in December 2014 and was admitted in June 2015, knowing that he'd be practicing with his father, as his younger brother had done. Since then he's become more selective about family law cases and has become proficient in the worlds of personal injury, construction litigation and general civil litigation. During COVID employment defense was 30% of his practice, handling plaintiff and defense sides in PAGA actions, insurance and products liability. Matthew has come full circle in his life. He has a step daughter, his oldest son in college, and younger children ages ten and eight. He assists with Scouts, and theirs is a musical family who also play golf and are active in their church.

Younger brother Andrew took a different route to Knez Law. At Arlington High School he played varsity water polo and swam, but had some time conflicts with theater arts. He wrote songs and was a drummer in a band with his brother that actually played at Whiskey A Go Go. At Cal State Fullerton he joined a fraternity and then he started going to auditions and was in music videos and commercials and even had an agent. He worked in the Legal Clinic at CSUF. After graduating with

a degree in Political Science and Criminal Justice in 2013, he took a year to travel to Europe, prepare for the LSAT, etc. At law school in La Verne he worked in the Disability Rights Legal Clinic, made the Dean's List and earned three CALIs, all while working as "Dad's secretary". He had always wanted to work with his father, so after graduating from La Verne and passing the Bar, he became a legal associate, one year before his older brother, working on Dad's cases. Now he works on employment, defense of security companies, business litigation, personal injury, family law, and some probate and legal malpractice. Like the rest of the family, Andrew has a busy family life. He and his wife have been married since 2012 and have three

children, eleven, nine, and three years. He manages his sons' teams and is on the All Star Board.

When both sons had joined the firm, the Knez trio set up an office in Riverside and got to work. Then three years ago they bought the tall brick building at Tenth and Almond where so many Riverside firms have previously called home. With Dad's encouragement they now have a partnership, something neither son envisioned. A great legal family story!

Betty Fracisco is an attorney at Garrett & Jensen in Riverside, a member of the RCBA Publications Committee and a long-time member of the Board of Governors of California Women Lawyers.



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Judicial Profile: Hon. Sylwia Luttrell

by Mary E. Gilstrap

When Judge Sylwia (pronounced "Sylvia") Luttrell emigrated to the United States in 2001 from Poland, she spoke only a little English. Although she had a Master's of Law degree from the University of Warsaw, she could not practice law in the United States without an additional degree.

As a stopgap, she took a job with a small law firm in New York as a secretary, where she worked for several years. Not giving up on her desire to practice law in the United States, she was accepted into the University of San Diego School of Law and received another Masters of Law degree in 2008, entitling her to licensure as an attorney in the State of California. Additionally, besides mastering American legal principles during this time period, she also mastered the English language, noting that it was "so easy."

After moving to the Coachella Valley, Judge Luttrell was determined to be a prosecutor. While she had already passed the California bar, she didn't have a job. So, she sent a letter to the Office of the District Attorney, which had a hiring freeze at the time, offering her services as an intern, and worked for about six months or so carrying a full case load without pay. Her drive and work ethic was all the more impressive as she was the first person in her family to go to college, much less obtaining a Master's degree in law twice. It therefore was no surprise to anyone when the District Attorney's Office offered her a paying job as a prosecutor.

Judge Luttrell worked for the D.A.'s office for 11 years, assigned to various divisions during her tenure there. She tried misdemeanor cases, moving up to felonies, and was also assigned to the drug and domestic violence units as well. However, the time came when she was "ready for a change," so she applied for the singular position of Hearing Officer with the Riverside County Superior Court in Banning,



Judge Luttrell with Stella and Teddy, commissioner in 2024



Hon. Sylwia Luttrell

and served less than a year before she was appointed to the bench by Governor Gavin Newsom.

In the evening hours on September 15, 2025, Judge Luttrell was called from the Governor's office, which she never expected to receive, thinking she was a long-shot, and became emotional at the prospect that she was being elevated to a judicial position. Six days later in a private ceremony in Indio, she was sworn into office by Judge Dean Benjamini, with only a handful of judges and staff in attendance. A more formal ceremony is expected to occur in early 2026.

While her career has been extraordinary, Judge Luttrell credits the support she received from her family and colleagues who encouraged her along the way. "I was very fortunate with the people in my life," she said gratefully.

She's only been in her position as a judge for a little more than a month, but is enjoying her time on the bench, and making hard decisions, even life-altering decisions, is something she tackles with both firm resolve and empathy.

Judge Luttrell, along with her husband, are self-described dog people. She has two shelter "mutts" who keep them busy and in fact, her pup, Nisha, was featured in the *Riverside Lawyer* last year in the "Take Your Dog to Work Day" article. Besides studying Spanish in her spare time and playing with her two dogs, Judge Luttrell is a prolific reader and is an active book club member.

Her current judicial assignment is in Department 2K in Indio, where she is assisted in her courtroom by Rochelle LeBlanc and Bruce Gabbard, and Sheriff's Deputy Robert Luna.

Mary E. Gilstrap is a partner of the law firm of Roemer & Harnik LLP and a past president of the Desert Bar Association.



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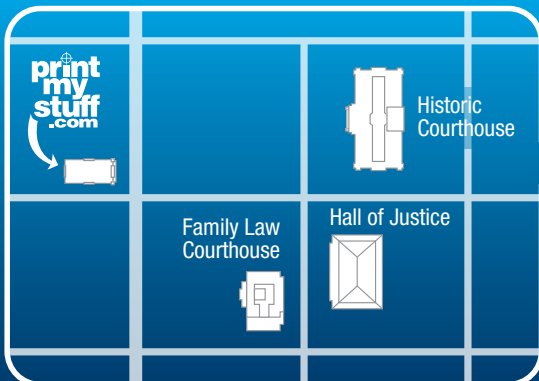
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The RCBA Elves Program: Season XXIV

by Brian C. Percy

Back in Christmas of 2023, we served a record number of families but we subsequently realized, that by focusing on growth, the amount that could be applied to each child was reduced, which also made it real challenging for our shopping elves. Also, we have also faced the limited staffing from Walmart in Moreno Valley, which made processing the volume of gifts complicated for them and the

RCBA staff. As a result, last year we tested a few changes with an eye for making improvements for the families, for our elves, and the bar staff. To accomplish those goals, we moved our shopping night to a Walmart where management was actively supporting our program with better staffing. We also tested a reduction in the number of families served, so we could focus on increasing the quality and amount of gifts to be provided for those we served. In addition to helping our elves and bar staff, we tried a few new things to streamline our shopping night, so everyone could get out of Walmart sooner. We also bumped up the start time for the Shopping Elves, to enable those that had the desire and the ability to get out to the store for a jump on shopping before the end of day crush of traffic, could do so. By all accounts, the changes we made were a success.

This year those test changes will be made permanent part of our programming. We are excited to provide you, your staff, and all the family and friends of the RCBA community, our 24th opportunity to show your support and give back to the community that supports us.

Once again, the two big questions: How many Elf categories do you want to participate in this season and how many people can you recruit to help?

Shopping Elves: As a Shopping Elf, you will receive a Christmas "wish list" from your adopted families. Your job is simple—shop and fill your basket with as many gifts as possible within the dollar amount given to you at the start of the evening at our "check in" table located in the garden center. This is a real opportunity to test or show off your "value" shopping skills. Many of our Shopping Elves have made this a family affair using its younger members to assist in selecting the "cool" gifts for the kids while learning about the value of char-



Wrapping Elves (l-r) - Paul Lin, Patricia Mejia, David Rivera, Goushia Farook, Michael Ortiz

ity and the joy of giving to the less fortunate. Some law offices bring their entire staff and are joined by their families and make this a night of bonding. Whatever the motivation, please put on an Elf cap and come and join us. A good time will be had by all.

We will be shopping at the Walmart Supercenter at 1800 N Perris Blvd., in Perris. This year we will shop on Monday, December 8, 2025 starting at 2:00 p.m. You may

come any time, with the goal of finishing by 7:30 p.m.

Like last year, to avoid gift "mix-ups" at check out and to assist our pre-processing the gifts for wrapping night, you will be provided a shopping list (with stickers) and individual bags for each family member you shop. This will allow you to separate the family member's items into his/her own bag as you shop. Separating the gifts helps to avoid mix-ups for the wrapping elves and to ensure the items you shopped for will actually make it to each recipient. We ask that every Shopping Elf process their shopping carts through the checkout queue to ensure the correct gifts stay in the correct recipient bag.

Since Walmart has provided us with more dedicated staff, we found this new process didn't add much time to your shopping day but did make the checkout faster and our preparation for the wrapping process flow went much smoother. We appreciate your support on this!

Wrapping Elves: After the Shopping Elves finish their job, Wrapping Elves swing into action. Wrapping Elves must ensure that all the gifts are tagged and assembled by family to allow for easy pick up and distribution by the Delivery Elves. This year the wrapping nights at the RCBA's boardroom will occur on Wednesday, December 10 and Thursday, December 11, starting at 3:30 p.m. on each day.

We had a tremendous turnout for wrapping at the RCBA last year, with music, food and camaraderie. As holiday music played and snacks and other goodies were consumed, a good time was had by all. Remember, excellent wrapping and organizational skills are welcomed, but are not required.

Delivery Elves: Over the years, many members have expressed that delivering gifts to the families was by far

one of the most heart-warming Elf experiences. So, if you need a way to kick-start the warm holiday glow inside and out or just want to feel like Santa on Christmas Eve, this is it! It is also a good opportunity to teach your young ones early the rewarding feeling we get of helping those less fortunate than themselves. When signing up, please contact Lucy Velez-Garcia at lvelez-garcia@bpearcyllaw.com, (951) 686-1584, to let us know how many families you can deliver to.

Depending on the total number of families adopted, Delivery Elves will be able to personally deliver the wrapped gifts to each of our families from December 12 to 24. (You'll need to retrieve all gifts/bags from the RCBA offices by no later than December 19). Please contact the RCBA office at (951) 682-1015 before you come to pick up your bags to ensure that your family(ies) gifts and bags are ready for delivery.

Money Elves: The Money Elves provide the means necessary for the other Elves to shop, wrap, and deliver presents to the families we adopt. Donations received will fund gifts purchased from Walmart, the purchase of gift cards from Stater Bros, so the families can buy food for a nice holiday dinner, and the purchase of gas cards so they can get to the grocery store. Because of the larger number of families last year, we are not starting off with a carry-over cushion from the prior year. That means we have to raise more money this year to get back on track. Please give generously and ask your friends and colleagues to do the same. The more money we raise and the earlier we raise it means a greater number of families we can assist.

You can really help us by sending in your donation EARLY since it allows us to determine our budget for the number of families we help. The majority of funds need to be donated no later than December 5, to allow for the big shopping night, but late donations can still be used for the food and gas cards.

Please make your checks payable to the RCB Foundation and write "Elves Program" in the memo section of the check. The RCB Foundation is a 501(c)(3), so all donations for this project are tax deductible. The RCB Foundation Tax ID# is 47-4971260. Please send your checks directly to the RCBA or you can deliver to them as well. We thank you in advance for your holiday generosity.

Please note, even if you are a procrastinator, we will accept money after December 20. Monies received this late will be applied to any last minute "add on" families or it will be saved to get us a head start on donations for next year.

To become a Shopping, Wrapping, Delivery, or Money Elf (or a combination of these), please email your name and desired Elf designation(s) to one of the following: Charlene Nelson (charlene@riversidecountybar.com) or

Lisa Yang (lisa@riversidecountybar.com). They can also be reached at (951) 682-1015. Or you can contact Brian Percy (bpearcy@bpearcyllaw.com), or his assistants, Lucy Velez-Garcia (lvelez-garcia@bpearcyllaw.com) or Anna Gherity (agherity@bpearcyllaw.com). You can also reach them at (951) 686-1584.

To those who have participated in the past, "Thank you" and to those who join us for the first time this year, we look forward to meeting you. Don't forget to tell a friend or two or three!

Brian C. Percy was president of the RCBA in 2002 and is the chairperson (i.e. "Head Elf") of the Elves Program.



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CALENDAR

NOVEMBER

- 3** Roundtable with Judge Hopp
12:15 PM, Zoom
MCLE
- 7** General Membership Meeting
Noon, RCBA Gabbert Gallery
Speaker: Megan Demshki
Topic: "TIMS, SWITRS, CPRA & FOIA: Acronyms to Know for Cost-Conscious Pre-Litigation Discovery Tactics"
MCLE - 1 hour Technology
- 11** Veterans Day Holiday
- 18** Family Law Section Meeting
Noon, RCBA Gabbert Gallery
Speakers: Krystle Lilly-White & Maichi Nguyen
Topic: "Income Assessment and the DCSS Process: Latest Updates"
MCLE
- 20** Joint Criminal/Immigration Law Section Meeting
Noon, Zoom
- 27/28** Thanksgiving Holiday

DECEMBER

- 4** Joint Criminal/Immigration Law Section Meeting
Noon, Zoom
- 8** Roundtable with Judge Hopp
12:15 PM, Zoom
MCLE
- Elves Shopping Night
2:00 PM - 7:30 PM
Walmart
1800 N. Perris Blvd.
Perris 92570
- 10** Elves Wrapping Night #1
3:30 PM - 7:30 PM
RCBA Boardroom
- 11** Elves Wrapping Night #2
3:30 PM - 7:30 PM
RCBA Boardroom
- 12** Elves Deliveries Begin

Events Subject To Change

For the latest calendar information please visit the RCBA's website at riversidecountybar.com

The Riverside Lawyer is published 11 times per year by the Riverside County Bar Association (RCBA) and is distributed to RCBA members, Riverside County judges and administrative officers of the court, community leaders and others interested in the advancement of law and justice. Advertising and announcements are due by the 6th day of the month preceding publications (e.g., October 6 for the November issue). Articles are due no later than 45 days preceding publication. All articles are subject to editing. RCBA members receive a subscription automatically. Annual subscriptions are \$30.00 and single copies are \$3.50.

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MISSION STATEMENT

Established in 1894

The Riverside County Bar Association, established in 1894 to foster social interaction between the bench and bar, is a professional organization that provides continuing education and offers an arena to resolve various problems that face the justice system and attorneys practicing in Riverside County.

RCBA Statement

The mission of the Riverside County Bar Association is: To serve our members, our communities, and our legal system.

Membership Benefits

Involvement in a variety of legal entities: Lawyer Referral Service (LRS), Riverside Legal Aid, Fee Arbitration, Dispute Resolution Service (DRS), Barristers, Leo A. Deegan Inn of Court, Mock Trial, State Bar Conference of Delegates, Bridging the Gap, the RCBA - Riverside Superior Court New Attorney Academy and the Riverside Bar Foundation.

Membership meetings monthly (except July and August) with keynote speakers, and participation in the many committees and sections.

Eleven issues of *Riverside Lawyer* published each year to update you on State Bar matters, ABA issues, local court rules, open forum for communication, and timely business matters.

Social gatherings throughout the year: Installation of RCBA and Barristers Officers dinner, Law Day activities, Good Citizenship Award ceremony for Riverside County high schools, Reading Day and other special activities, Continuing Legal Education brown bag lunches and section workshops. RCBA is a certified provider for MCLE programs.



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At Altura, we're deeply rooted in Riverside, with 23 branches serving communities from the city's iconic orange groves to Murrieta's soothing hot springs. More than just a financial institution, we're your neighbors—championing your success and investing in our shared future. Since 2015, we've contributed over \$7 million and dedicated more than 20,000 volunteer hours to strengthening our communities. Member or not, our mission remains the same: to help Riverside thrive. Experience the Altura difference—because when we rise together, we all succeed.



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