Professor Pam Pierson

THE BUSINESS OF BEING A LAWYER (BBL)
COURSE INFORMATION

I. Professor and Contact Information

Professor: Pam Pierson
Office: Room 336
Telephone: 348-1139
Office Hours: Fridays, 10:00 - 11:30 AM
Email: ppierson@law.ua.edu

II. Course Material

Required: (1) *The Business of Being a Lawyer*, and (2) *Strengthfinders 2.0* by Tom Rath. Both are available in the law school bookstore.

III. Course Description

BBL is designed to help students navigate the legal profession and law related professions. It covers the following: (1) Economic trends in the legal profession and what these trends mean for lawyers, (2) Personal financial planning basics and how financial decisions affect one’s career, (3) Emotional Intelligence (EQ) issues such as recognizing and using one’s strengths, cultivating habits of resilience, and dealing with stress and setbacks, (4) How to be an effective “free agent” throughout one’s career (in light of the fact that the average lawyer changes jobs 7 times in a career).

BBL is a one-credit Ethics course which is mandatory for all students who enter UA Law School in 2013 or thereafter. This course is optional but recommended for students who entered UA Law School prior to 2013.

IV. Class Requirements

1. Be on time.

2. Attendance is required. Class roll will be taken at the beginning of the lecture portion of the class and in each break-out session. Students may miss class only for good cause. Please see me prior to class if this policy creates a hardship for you.

3. Satisfactory and timely completion of all course assignments.

4. No “screens.”
V. Grading Policy

This course will be graded P, D, F.

VI. Breakout Sessions

On March 26, and April 6, we will have breakout sessions for the latter part of class. Stay tuned to emails regarding which section you are in, and “prep” for the breakout sessions. For example, on March 26, we need everyone’s strengths by 9 AM, March 23 because we will divide the class among the breakout groups as to have a variety of strengths in each section. On April 6, we will generate (anonymously) financial concerns you may have, give those to the BBL Faculty leading the breakout sessions, and let them address those topics in the sessions.

VII. BBL Webpage

The BBL webpage may be found at [http://www.law.ua.edu/academics/the-business-of-being-a-lawyer/](http://www.law.ua.edu/academics/the-business-of-being-a-lawyer/).

VIII. ADA Accommodations

The Law School is committed to meeting the needs of students with physical, learning, and other disabilities, and provides appropriate accommodations and services tailored to each person's specific requirements. The Law School's assistant deans and the University's Office of Disability Services work together to help individuals with disabilities achieve and maintain individual autonomy. Students with disabilities are encouraged to contact Claude Arrington, Assistant Dean for Students/Academic Services at (205) 348-5751 or carrington@law.ua.edu so that the individual's needs for support services can be evaluated and accommodated in a timely manner.

IX. Uses of Technology

Use of “screens” is not permitted during BBL class sessions including breakout sessions. This means no use of lap tops, no telephones (no texting), no ipads, etc.

X. BBL Video Library

Accessible at the BBL webpage is a video library of approximately sixty fifteen-minute interviews with lawyers and judges on BBL topics. Almost all interviewees have taken Gallup Strengthsfinder prior to their interview and discuss in this interview their five strengths and how they use them in their position. There are three indices for the library. You may access any, click on a topic of your choice, and view the interview.
XI. BBL Syllabus

Monday, March 23:
By 9:00AM (Send results of your online strength assessment to me at ppierson@law.ua.edu. You have to purchase the book, Tom Rath, GALLUP STRENGTHSFINDER, to get the code at the back of the book needed to take the strength assessment. The book is available in the law school bookstore and also at Amazon.

AND

pp. 161-190*  3:30-4:15PM
- Overview of Course
- Economic Trends in the Legal Profession

4:15-5:20PM  Panel: Economic Trends in the Legal Profession
David Benck, Vice President and General Counsel, Hibbett Sporting Goods, Inc.
David Boyd, Partner, Balch and Bingham, L.L.P.
Deborah Long, Executive Vice President, Secretary and General Counsel of Protective Life Corporation
Katharine Weber, Shareholder, Maynard Cooper & Gale, P.C.

Thursday, March 26:
pp. 222-242  3:30-4:15PM  - Opportunities Ahead in the Legal Marketplace

4:15-5:20PM  Breakout Sessions:
Nicholas Armstrong, Partner, Price Armstrong, L.L.C. (Room A246)
Tenley Armstrong, Associate, Lightfoot, Franklin & White, L.L.C. (Room A246)
Brooke Bacak, Senior Policy Advisor to Senator Ted Cruz (R-TX) (Room 172)
Heath Holden, Partner, Newell & Holden, L.L.C. (Room A233)
Jessica Powers, Attorney, King Simmons, P.C. (Room 172)
Emily Price, Of Counsel, Price Armstrong, L.L.C. (Room A245)
Oscar Price, Partner, Price Armstrong, L.L.C. (Room A245)
Dena Prince, Of Counsel, Prince, Glover & Hayes, P.C. (Room A233)

* All reading assignments are from Pamela Bucy Pierson, THE BUSINESS OF BEING A LAWYER (West Academic 2014).
Monday, March 30:
Read about your five strengths in GALLUP STRENGTHSFINDER.

3:30-4:15PM - Using Your Strengths
Cooper Shattuck, General Counsel, The University of Alabama System

4:15-5:20PM - Breakout Sessions
Cynthia Almond, Private Practice, Cynthia Lee Almond, LLC & Tuscaloosa City Council Member (Room 281)
Noel Amason, General Counsel for Amason & Associates, Inc. (Room 283)
Michael Bownes, Secretary of the Board of Trustees, Executive Assistant to the Chancellor and Deputy General Counsel for The University of Alabama System (Room 275)
Katie Osburne, Deputy General Counsel, University of Alabama System (Room A233)
Pam Pierson, Bainbridge-Mims Professor of Law (Room 282)
Philip Reich, Executive Assistant to the Chancellor, Director of Special Programs and Deputy General Counsel for The University of Alabama System; Circuit Court Judge (36th Circuit), Retired (Room A245)
Cooper Shattuck, General Counsel, The University of Alabama System (Room 276)
Chad Tindol, Director of Risk Management for The University of Alabama System (Room 273)

Thursday, April 2:
pp. 203-222 - How to Survive and Thrive in Today’s Legal Market

Monday, April 6:

4:15-5:20PM - Breakout Sessions
Cynthia Almond, Private Practice, Cynthia Lee Almond, LLC & Tuscaloosa City Council Member (Room A233)
Noel Amason, General Counsel for Amason & Associates, Inc. (Room 275)
Bert Guy, Partner, Campbell, Guin, Williams, Guy & Gidiere, L.L.C. (Room 275)
David Hodge, Attorney, Morris, King & Hodge, P.C. (Room 283)
Laura Hodge, Assistant United States Attorney, Northern District of Alabama (Room 283)
Dena Prince, Of Counsel, Prince, Glover & Hayes, P.C. (Room A233)
**Monday, April 13:**

pp. 243-271  
3:30-4:15PM - Star Performer Strategies

4:15-5:15PM - Panel Discussion

- **Lee Copeland**, Partner, Copeland Franco, President-Elect, Alabama State Bar
- **Sam Crosby**, Partner, Stone, Granade & Crosby, P.C., President, Alabama State Bar, 2007-2008
- **Anthony Joseph**, Shareholder of Maynard Cooper & Gale, P.C., President, Alabama State Bar, 2013-2014

5:15-6:00PM - Reception for BBL Faculty, Tuscaloosa Bar Association and BBL Students

**Thursday, April 16**

pp. 1-75  
3:30-5:20PM - The ABC’s of EQ for Lawyers