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: Wednesdays, 10:00 - 11:30 AM
Email: ppierson@law.ua.edu

II. Course Material

Required: (1) Pamela Bucy Pierson, *The Business of Being a Lawyer*. (All proceeds go to UA law School Public Interest Institute. Additionally, there are two resources (not required) available on TWEN (password: BBLFALL2016) for your perusal. The first is information on Limited Scope Representation (LSR) provided by The Honorable Henry Callaway. The second is a sample portfolio for a “pitch” (which we cover on September 9).

III. Course Description

BBL is designed to help 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).

Note that our class session on Friday, August 26, is also a CLE sponsored by Alabama CLE. Thus, there may be attorneys sitting among you in class. Take the opportunity to introduce yourself, visit, and help them feel welcome back in a law school classroom!

IV. Class Requirements

1. Be on time.

2. Attendance is required. Class roll will be taken in the morning and afternoon on both August 26 and September 9. You may miss class only for good cause. Please see me prior to class if this policy creates a problem for you.

3. Satisfactory and timely completion of all course assignments.
4. No “screens” allowed in class other than the e-book, THE BUSINESS OF BEING A LAWYER.

5. Class participation is encouraged, especially questions for guest speakers. Note also on the syllabus that everyone is assigned to groups for certain course coverage. I welcome volunteers on every topic but will call on you only during your assigned coverage.

V. Grading Policy

This course is graded P, D, F.

VI. BBL Webpage and Video Library

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

Available on the BBL webpage is a Video Library of over 100 video interviews with lawyers and judges on BBL topics. Almost all interviewees have taken Gallup Strengths finder prior to their interview and discuss in their interview their five strengths and how they use them in their job. There are four indices for the library: (1) name of interviewee, (2) 34 Gallup strengths, (3) BBL subject topics, (4) practice areas. Note that one of your assignments uses this Video Library. In addition, I encourage you to view interviews from this library whenever you are interested in working at one of the offices of lawyers interviewed, or if you are interviewing with one of these offices for a position.

Also available on the BBL webpage are a series of short videos prepared by UA law students that provide practical tips for navigating law school and the workplace:

- Advice for 1Ls from 3Ls
- Business Etiquette: What Every Lawyer Needs to Know
- Emotional Intelligence for Lawyers
- Financial Advice for Law Students
- First Day of Your Summer Job
- Nailing the Job Interview
- Professionalism in Law School (aka, How Not to Make a Fool Out of Yourself)
- Unity in Diversity: Overcoming Racial and Gender Stereotypes

VII. 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.

VIII. Uses of Technology

Use of “screens” is not permitted during BBL class sessions other than access to the e-book version of the course materials. This means no use of lap tops, no telephones (no texting), no ipads, etc.

IX. Assignments

(1) **Assignment 1:** Prepare a monthly personal financial budget. Feel free to use one of the free online budgets (such as Budget Simple). You will not turn in the budget you prepare but you will use it for the class exercise, “Reflections on Budgeting,” which we will do in class on September 9.

(2) **Assignment 2:** View at least 6 Video Interviews on the BBL Library (where 1 of the 6 videos is Nate Cartmell, Thomas Carter, Darius Crayton, or Joe Heilman). Complete the attached, “Reflections from Video Interviews,” and turn in to Erica Nicholson, Room 343, no later than Friday, November 11, 2016 (along with assignment #3). (Turn in all assignments at the same time.) Please note that these are large files and you may want to view your interviews when at the law school or other facility with a fast internet connection.

(3) **Assignment 4:** Choose any 20 pages of the book, THE BUSINESS OF BEING A LAWYER, complete the attached “Reflections on BBL Reading,” and turn in to Erica Nicholson, Room 343, no later than Friday, November 11, 2016 (along with assignments #2). (Turn in all assignments at the same time.)

X. Stress Hardiness Survey

I hope you will participate in the stress hardiness survey we are conducting as part of BBL if you have not done so as a 2L or 3L student. (If you did take it as a 1L, you can take again. The 2L/3L survey is different from the 1L survey.) All responses to the survey are anonymous and confidential. I will not know who has taken the survey or the results of any participant. The survey is brief (takes about 15 minutes) to take, and is fairly enlightening to you as to your strategies for stress management. The data we gather will help provide more information about handling stress in the legal profession. This survey is part of a four-year research project, “Stress Hardiness in Law Students and Lawyers (IRB # 16-OR-280-R1).

XI. BBL Syllabus

Friday, August 26, 2016: (187)

8:00 – 8:30 AM: Students Only. Course Coverage and Requirements (PP)

8:30 – 9:00 AM: Overview of Economic Trends in the Legal Profession (PP)
(Students: reading is pp. 161-190. You are eligible to be called on if your last name begins with A or B.)

9:00 – 10:00 AM: Panel: Economic Trends in the Legal Profession
- Donna Byrd
- Sid McAnnally
- Michael Mulvaney
- Michael Niemeyer
- Pam Pierson, Moderator

10:00 – 10:10 AM: Break

10:10 – 11:10 AM: Breakout Sessions. Sign up for a breakout group of your choice no later than 9AM, Friday, August 19, 2016, by emailing Erica Nicholson at enichols@law.ua.edu. Breakout sessions are limited in size to maximize discussion opportunities. Spots are available on a first come basis, and will be assigned if not selected by August 19.
- Private Practice: Opportunities in Today’s Legal Market for Small and Solo Firms (A232) (Jean Powers and Earl Lawson)
- Private Practice: Opportunities in Today’s Legal Market for Small and Solo Firms (A233) (Steven McMeekin and Donna Byrd)
- Free Agency: Tips or Making Multiple Career Moves (A245) (Cooper Shattuck and Sid McAnnally)
- Life in a Large Law Firm (A246) (Michael Mulvaney and Michael Niemeyer)
- Pursuing Business Opportunities with a JD (275) (Rick Newton, Amy Lawson and Crystal McMeekin)
- Careers in Criminal Law and Public Service (283) Cynthia Almond and Steve Marshall
- Life on the Bench (276) (Brad Almond)
- In house counsel Careers (281) (Jon Sundock and Derrick Crawford)
- Careers in Criminal Law (282) (Don Rizzardi and Bill Starnes)

1 CLE begins and continues as shown on schedule
11:10 AM – 11:20   Break

11:20 AM– 12:10 PM  Opportunities and Adaptation Strategies in the Evolving Legal Marketplace (PP)
(Students: reading is pp. 161-190. You are eligible to be called on if your last name begins with C, D, or E.)

12:10 -1:30:    Luncheon and Panel:
   • Jon Sundock
   • Crystal McMeekin
   • Jean Powers
   • Steve Marshall
   • Pam Pierson, Moderator

1:30 – 1:40:   Break

1:40 – 2:40 PM  Panel: Opportunities and Adaptation Strategies in the Evolving Legal Marketplace
   • Cynthia Almond, Moderator
   • Derrick Crawford
   • Earl Lawson
   • Steven McMeekin

2:40 – 3:00 PM  Break

3:00 – 4:00 PM  Breakout Sessions: Juggling Life as a Lawyer and a Person
   • Derrick Crawford and Donna Byrd (A232)
   • Sid McAnnally and Michael Mulvaney (A233)
   • Cynthia Almond, Michael Niemeyer and Amy Lawson (A245)
   • Jean Powers and Rick Newton (A246)
   • Jon Sundock and Cooper Shattuck (275)
   • Don Rizzardi and Steve Marshall (276)
   • Crystal McMeekin and Earl Lawson (281)
   • Brad Almond and Steven McMeekin (282)

4:00 – 4:10 PM  Break

4:10 – 5:10 PM  Panel: Concluding Remarks and Questions and Answers
   • Brad Almond
   • Rick Newton
   • Don Rizzardi
   • Cooper Shattuck, Moderator
BBL Faculty for August 26, 2016

BRAD ALMOND. Circuit Court Judge, Tuscaloosa County. Prior to joining the bench, Brad was in private practice with Almond & Cheshire, Tuscaloosa. He received his undergraduate degree from Barton College (NC) and his J.D. from the University of Alabama School of Law.

CYNTHIA ALMOND. Private practice, Almond Attorneys, Tuscaloosa, AL. Her practice focuses on estate, probate, property, and business matters. She is a member of the Tuscaloosa City Council, and former Associate Dean of Advancement at UA Law. Ms. Almond received her B.A. from the University of Alabama and her J.D. from the University of Alabama School of Law.

DONNA BYRD. Private practice, Walding Law, L.L.C., Birmingham. Her practice focuses on real property issues, commercial transactions, commercial lending, landlord/tenant, wills, estates, and bankruptcy. Ms. Byrd received her undergraduate degree from Auburn University, her J.D. from UA School of Law, and her LL.M. in Taxation from UA Law.

DERRICK CRAWFORD. Derrick Crawford, Managing Director of Enforcement, NCAA. Crawford joined the FBI immediately after law school, working on complex fraud and public corruption cases, then served as an Assistant Attorney General for the state of Alabama prosecuting white collar crime, before being tapped by the NCAA to become an Investigator. While serving as an NCAA Investigator, Crawford was recruited to join the NFL General Counsel’s office where he served for eleven years before moving on to senior administrative positions at colleges. The NCAA reached out to Crawford while he was in academia to return to the NCAA as Managing Director of Enforcement.

MICHAEL D. ERMERT. Partner, Hare, Wynn, Newell & Newton, L.L.P., Birmingham, Alabama. Prior to attending law school, Mr. Ermert served as a United States Army officer. Mr. Ermert received his undergraduate degree and his J.D. from the University of Alabama.

AMY LAWSON. Realtor, Realty South. Amy received her undergraduate and JD ('93) from the University of Alabama. She has practiced law with the University of Alabama Systems and the law firm of Huie, Fernambucq and Stewart.

EARL LAWSON. Managing Attorney, Birmingham Field Legal Office, The Liberty Mutual Group, Law Office of Earl H. Lawson, Jr. Prior to joining Liberty Mutual, Earl was a partner with Spain & Gillon, LLC, with his practice focused on civil defense for insurance companies, contractors and other businesses. He received his undergraduate degree from the University of Alabama and his J.D. from UA Law School.

STEVE MARSHALL. District Attorney for the 27th Judicial Circuit for the State of Alabama. Mr. Marshall graduated from the University of North Carolina at Chapel Hill in 1987 and the
University of Alabama School Of Law in 1990. He was appointed district attorney in 2001 and was reelected in 2004 and 2010 without opposition. Steve Marshall is past president of the Alabama District Attorney’s Association and currently serves as Commission Chairman of the Alabama Criminal Justice Information Center, board member of the National District Attorney’s Association, Kids to Love Foundation, Marshall County ARC and is member of the Alabama Sentencing Commission and United States Attorney’s Law Enforcement Coordinating Committee for the Northern District of Alabama. Mr. Marshall has also taught prosecutors, law enforcement officers and forensic science professionals on a variety of criminal justice topics at state, national and international conferences.

SID MCANNALLY. Robert S. "Sid" McAnnally is senior vice president, operations, of ONE Gas. He is responsible for operations of its three natural gas utilities – Oklahoma Natural Gas Company, Kansas Gas Service and Texas Gas Service. Prior to joining ONE Gas, he served as senior vice president of customer service and marketing for Alabama Gas Corporation. Prior to that, he served as vice president, external affairs of Energen Corporation. McAnnally holds a Juris Doctor (J.D.) degree from the University of Alabama and a Bachelor of Arts degree from Auburn University.

CRYSTAL MCMEEKIN. College Instructor of online and hybrid learning legal courses for paralegal, associate and bachelor degrees program's, Brown Mackie College. She has served as Executive Director of the Birmingham Bar Foundation, responsible for all administrative, financial, fund development, community education, and grant making operations. Prior to joining the Birmingham Bar Foundation, she was in private practice focusing on probate, criminal, domestic relations and general civil and business matters. She has served in bar leadership at the local and state levels and at the America Bar Association, National Conference of Bar Foundations. Ms. McMeekin received her B.S. in Mathematics from the University of Montevallo and her J.D. from the University of Alabama School of Law.

STEVEN MCMEEKIN. Steven is a native of Gadsden, Alabama. He was admitted to the Alabama State Bar in 1990. Steven is also admitted to the U.S. Court Appeals, Eleventh Circuit, and the United States District Courts for the Northern and Middle Districts of Alabama. Steven received both his B.A. degree and his J.D. degree from the University of Alabama. While at the University of Alabama School of Law, he was a member of the John A. Campbell Moot Court Board and the National Moot Court Competition Team. He is a member of the Birmingham and American Bar Associations, the Alabama Defense Lawyer’s Association, and the Defense Research Institute. Steven was President of the Workers’ Compensation Section of the Birmingham Bar Association for 2010. He has served on the Executive Committee of the Birmingham Bar Association, and the Board of Directors of the Birmingham Bar Foundation. Steven also served as the Chair of the Alabama State Bar Workers’ Compensation Section for 2014-2015. He is listed in The Best Lawyers in America. He has achieved the AV Preeminent rating-the highest possible rating-from Martindale-Hubbell.

MICHAEL MULVANEY. Shareholder, Maynard Cooper & Gale, P.C. Joined MCG upon graduation from law school. Specializes in defense of complex claims against the insurance and financial services industry.
RICHARD NEWTON. Founder and President of holding company that will be opening the first of a series of authentic izakaya/akachochin Japanese restaurants in Alabama. Also works in private practice with his firm Richard R. Newton, Attorney at Law, P.C., Birmingham. He specializes in providing connections with and for Asia and the United States and assisting in providing and connecting with all legal services necessary to internationalize business, make and grow connections, and facilitate business transactions. Rick received his undergraduate degree and law degrees from the University of Alabama.

MICHAEL NIEMEYER. Private practice, Hand Arendall, L.L.C., Fairhope, AL. His work focuses on litigation and business practice. Michael graduated from Louisiana State University (B.S. Bus. Adm. 1986), and obtained his J.D. from the University of Alabama School of Law (J.D. 1990).


DON RIZZARDI. Madison County Assistant District Attorney for 20+ years, and has led the office's drug crimes division for 15 years. He received his undergraduate degree from the University of Alabama in Huntsville in 1981, and J.D. from the University of Alabama School of Law.

R. COOPER SHATTUCK. General Counsel, University of Alabama System. Prior to joining the UA System, Mr. Shattuck served as the Chief Legal Advisor for Governor Robert Bentley, and practiced with two law firms: Rosen Harwood P.A. and Hubbard, Smith, McIlwain, Brakefield & Shattuck, P.C, both of Tuscaloosa, Alabama. Mr. Shattuck received his B.S. in Economics from Georgia Tech and his J.D. from the University of Alabama School of Law.

BILL STARNES. Assistant District Attorney, Madison County, 20+ years. He received his undergraduate degree from the University of Alabama in Huntsville, and J.D. from the University of Alabama School of Law.

JON SUNDOCK. General Counsel, CareSpot, Brentwood, TN. Prior to joining CareSpot, Jon worked six years as general counsel for Renal Advantage Inc., a large provider of dialysis services across 28 states. Prior to Renal Advantage, Jon was part of the law firm of Waller Lansden Dortch & Davis in Nashville, and served as in-house counsel for both Gambro Healthcare and PhyCor. He earned his undergraduate degree from Vanderbilt University and his law degree from the University of Alabama in 1990.
Friday, September 9, 2016: (187)

9:00 – 10:15 AM: Emotional Intelligence in the Practice of Law: Using One’s Strengths, Maintaining Balance, Building Resilience, Managing Stress (PP) (Reading: pp 1 – 75; Students: reading is pp. 1-75. You are eligible to be called on if your last name begins with G - R)

10:15 – 10:30 AM: Break

  • The Honorable Scott Donaldson
  • Mary Scott Hunter
  • Brandon Essig
  • Callie Sullins Whately

11:45 – 1:00 PM: Break

1:00 – 2:00 PM: Overview: Personal Financial Planning Basics (Wendy Morell, UA Law and UA MBA, 2016) (Reading: pp 99 - 153; You are eligible to be called on if your last name begins with S – Y.)

2:00 – 3:20 PM: Personal Financial Planning Exercises

3:20 – 3:30 PM: Break

3:30 – 4:30 PM: Pitches: What are they? How to do them? Pitch Exercise

BBL Faculty for September 9, 2016

THE HONORABLE SCOTT DONALDSON. Judge, Alabama Court of Civil Appeals. Judge Donaldson received a B.S. degree in Commerce and Business Administration from the University of Alabama and graduated cum laude from the Cumberland School of Law in 1984. Judge Donaldson practiced law for over 18 years and was elected to the State Bar Commission and State Bar Disciplinary Commission. From 2003-2013, he was a circuit judge for the Sixth Judicial Circuit. Judge Donaldson has taught numerous courses for the Alabama Judicial College and the National Judicial College. He has also been an adjunct faculty member at the University
of Alabama Law School and Business School, and is a frequent speaker at legal and judicial education conferences on various topics.

BRANDON ESSIG. Brandon is Assistant United States Attorney, M.D. AL. Prior to his current position, he worked at Huntington Ingalls Industries, Inc. as the Investigations and Compliance Counsel, served in the United States Marine Corps as a Captain in the JAG, and worked in private practice at Marsh, Rickard & Bryan, P.C. Brandon received his undergraduate degree from the University of West Alabama and his J.D. from the University of Alabama School of Law.

MARY SCOTT HUNTER. Currently serving as the District 8 Representative for the Alabama Board of Education. She graduated cum laude from the University of Alabama in 1995, and attended The University of Alabama School of Law. Following law school, Mary Scott was commissioned as a United States Air Force Lieutenant. She served ten years as an Air Force Judge Advocate General. Mary Scott is currently earning her Master’s in Business Administration from the University of Alabama (May 2017 graduation). She joined Intuitive Research and Technology Company (www.irtc-hq.com) in 2012 where she advises and leads the company’s business interests in Compliance, Ethics, and Risk. Mary Scott was elected to the Alabama State Board of Education in 2010 and reelected in 2014.

WENDY MORELL. Wendy is currently working as an Asset Management and Underwriting Intern for Medical Properties Trust in Birmingham, Alabama and as a Marketing Representative for Lexis Nexis. She has also done summer internships with Thornhill Law Firm in Slidell, LA. She currently attends the University of Alabama Manderson Graduate School of Business to obtain her Master of Business Administration (MBA), and simultaneously the University of Alabama School of Law to obtain her J.D. Wendy received her undergraduate degree from Mississippi State University.

CALLIE SULLINS WHATLEY. Callie practices with Burr Forman in Birmingham in the firm’s general corporate group, with a focus on mergers and acquisitions. Her practice regularly involves negotiating purchase and sale documents, and conducting and managing due diligence. Callie is also experienced in private equity investments and business organization, and has advised clients in connection with preferred stock offerings, investment structuring and forming new businesses. She serves as a member of the firm’s Recruiting Committee. Callie received her undergraduate degree from the University of Virginia and her JD from the University of Alabama School of Law. During law school, she was Articles Editor of the Alabama Law Review, a Hugo Black Scholar, a recipient of the Dean M. Leigh Harrison Award and a member of the Order of the Coif.
1. List 3 discretionary spending items (small or large) in your budget and the estimated amount you spend on such items in a calendar year. (For example, I drink 3 diet cokes per day (@ $1.00 per soda), I spend $1095 per year on diet coke!).

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2. Load the free app, “Edge Face Retirement” onto your phone. Put on a baseball cap (i.e., cover all of your hair). Take your picture. Watch yourself age (that’s who you will be saving for) . . . Which relative do you look the most alike? ___________________________

3. List the three most surprising things you learned about personal financial planning from pp. 99-153 of the course book, and how might that impact your future financial decisions?

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## BBL Assignment #2

**Reflections from BBL Video Interviews**

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<th>Individual I Watched</th>
<th>Two Key Points I Got from the Interview</th>
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BBL Assignment #3

Reflections on BBL Reading

Write a 1-page reflections paper on any 20 pages of the course book. Include in your paper:

- Page numbers of what you read (it’s fine to skip throughout the book);
- What you learned;
- What you found yourself agreeing with, and disagreeing with;
- Suggestions you have for the second edition of the course book.
Partner as follows: (meet each other before September 9)

Alyssa Agostino / Laura Mahan
Sarah Alexander / Catie Malone
Clay Alspaugh / Zachary Martin
Robby Anderson / Andrew Mason
Dan Berens / Emily Mayers-Twist
Brittany Bryan / Tori McCarthy
Devan Byrd / Brandon Meyers
Timothy Caiello / Connor Mighell
Francisco Canales / Jon Mok
Rachel Childers / Jonathon Morace
Ha Thanh Dao / David Morton
Elton Darby / William Nicely
Gabriel DeMoske / Garrett Owens
Jordan Elliott / Stephen Palmer
Morgan Epperson / Jordan Patterson
JD Gilbert / Robert Pendley
Daneal Barnaby / Samantha Pline
Raul Gonzalez / Gillian Richard
Katie Grayson / Buddy Rushing
Jordan Patterson / JT Salmon
Richmond Gunter / Jim Sanders
Dominique Hadley / Ryan Simpson
Tyner Helms / Nicole Skolnekovich
Martin Holland / Aaron Smith
Loren Hollenkamp / Austin Smith
Christopher Youngpeter / CadeAnn Smith
Shruti Jaishankar / Lauren Snyder
Holly James / Carter Spires
Ben Kearns / Chad Sterrett
Matt Larosiere / Katlyn Strickland
Allyson Lavigne / Catelyn Swindall
/ Daniel Thomson
JT Lewis / Dev Wakeley
Debra Logan / Merrick Wayne
William Logan / Peter Wertz

Before 3:30 PM on September 9, 2016, meet your pitch partner and know where he/she sits in class. When it comes time for the exercise, partners can go anywhere close to our classroom (187) (but stay close by enough to return to 187 by 4:15 PM.)
Also prior to class on September 9, review the pitch hypotheticals (next page), and decide which one you want to pitch to your partner. Also review the sample pitch portfolio (TWEN). During the exercise, each person should make a 7 minute pitch to their partner, and obtain feedback from their partner. Return to Room 187 by 4:15 PM.
Pitch Scenarios

(1) GENERAL TORT/LIABILITY: Big Box Company owns and operates 32 stores in State. It was recently sued by a patron who claims that she slipped and fell on a mysterious substance and suffered injuries and damages as a result. Big Box Company is dissatisfied with its current counsel and is looking to retain counsel to handle this case and potentially other general liability claims in some or all geographic areas of State. Big Box Company would expect its counsel to be able to participate in early investigations and defend general liability litigation.

(2) PRODUCT LIABILITY: Mad Medical Company is seeking counsel in State to defend numerous recently filed and future lawsuits claiming that Device X causes chronic medical problems. Also, Mad Medical Company may be looking for local counsel to assist in managing Multidistrict Litigation involving Device X.

(3) DISTRICT ATTORNEY BUDGET: You are the District Attorney. Your office handles all criminal matters for Ring County, which has a population of 500,000. There are 4 attorneys and 4 professional staff in your office. Eighty percent of funding for your office comes from the State. Ring County covers twenty percent. Facing a 15% cut in state funds, you seek an increase in county funding from the county. Prepare your pitch to the County Commission (4 citizens plus the probate judge).