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) *The Business of Being a Lawyer*. (2) Take the online Strength Assessment, *Gallup Strengthsfinder 2.0* (the version that provides five strengths for $15.00).

Additionally, there are two resources (not required) available on TWEN (password: BBLSPRING2016). 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 January 22).

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 mandatory, one-credit Ethics course.

Note that our class session on Friday, January 15, 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 January 15 and January 22. 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 (four).
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 will be 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/.

Accessible on the BBL webpage is a Video Library of 104 video interviews with lawyers and judges on BBL topics. Almost all interviewees have taken Gallup Strengthsfinder prior to their interview and discuss in their interview their five strengths and how they use them in their job. There are three indices for the library: (1) name of interviewee, (2) 34 Gallup strengths, and (3) BBL subject topics. Note that one of your assignments uses this Video Library.

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:** By 9:00AM, Monday, January 11, 2016, complete the Gallup Strengthsfinder 2.0 online strength assessment ($15.00 for top 5 strengths) and send your top 5 strengths to Erica Nicholson (enichols@law.ua.edu). We will use the class results (individual strengths kept confidential) in class discussion on Friday, January 15.
(2) **Assignment 2:** 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 to complete the assignment, “Reflections on Budgeting.” Turn in this assignment, to Erica Nicholson, Room 343, no later than Tuesday, April 12, 2016, along with assignments # 3 and 4. (In other words, turn in assignments 2, 3, 4 at the same time).

(3) **Assignment 3:** 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 Tuesday, April 12, 2016 (along with assignments #2 and 4). (Turn in assignments 2, 3, and 4 at the same time.)

(4) **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 Tuesday, April 12, 2016 (along with assignments # 2 and 3). (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 two-year research project, “Stress Hardiness in Law Students and Lawyers (IRB # 14-OR-280-R1).

XI. BBL Syllabus

Friday, January 15, 2016 (187)

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

8:30 – 8:50 AM: Students Only. Gallup Strength Finders.

8:50 – 9:00 AM: Break

9:00 – 9:50 AM: CLE Begins
Overview of Economic Trends in the Legal Profession
Reading: pp. 161-184 (Eligible to be called on: Last names ending in A-B)

9:50 – 10:00 AM: Break

10:00 – 11:00 AM: Panel: Opportunities and Adaptation Strategies in the Evolving Legal Marketplace
- Alexia Borden
- John Clark
- Melinda Sellers
- Charles Goodrich

11:00 – 11:10 AM: Break

11:10 AM – 12:10 PM: Breakout Sessions (sign up for a breakout group of your choice no later than 9AM, Monday, January 11, 2016, by emailing Erica Nicholson at enichols@law.ua.edu):
- Jim Barger and Tameka Wren: Private Practice: Opportunities in Today’s Legal Market for Small and Solo Firms (A232)
- Houston Smith and Becca Brady: JDs in Non-traditional Career Path (A233)
- Jim Brady and Melinda Sellers: Tips for Developing A Niche Practice (172)
- Charles Goodrich and Anna Curry Gualano: Career Family, and Community: How to Make it Fit? (275)
- John Geer and Gray Borden: Public Interest Careers (281)

12:10 – 1:30: Lunch Break
1:30 – 2:20 PM  
**Overview:**  
Emotional Intelligence (EQ) in the Practice of Law  
**Reading:** pp. 1-75 (Eligible to be called on: Last names ending in C-G)

2:20 – 2:30 PM  
**Break**

2:30 – 3:30 PM  
**Panel: EQ in the Practice of Law:**  
**What I’ve Learned and What I Wish I Knew**  
- Jim Barger, Private Practice, Frohsin Barger, LLC  
- Kitty Brown  
- Anna Curry Gualano  
- Houston Smith

3:30 – 3:45 PM  
**Break**

3:45 – 4:45 PM  
**Breakout Sessions:**  
**EQ in the Practice of Law: Using One’s Strengths, Maintaining Balance, Building Resilience, Managing Stress So It Doesn’t Manage You**  
- Jim Barger and Anna Curry Gualano (A232)  
- Kitty Brown and Melinda Sellers (A233)  
- Tameka Wren and John Geer (A245)  
- Houston Smith and Charles Goodrich (A246)  
- Alexia and Gray Borden (172)  
- John and Jennifer Clark (275)  
- Becca and Jim Brady (281)

4:45 – 5:15 PM:  
**Conclusion of Program** (Moot Court Room)

**BBL Faculty and Panelists (January 15, 2016)**  
Jim Barger, Frohsin Barger, LLC  
Alexia Borden, Balch & Bingham, LLP  
Gray Borden, United States Magistrate, M.D. AL  
Becca Brady, Director of Student Recruitment, UA Law  
Jim Brady, Huie Fernambucq & Stewart, LLP  
Kitty Brown, White Arnold & Dowd, PC  
Jennifer Clark, Bradley Arant Boult & Cummings, LLP  
John Clark, Bainbridge Mims Rogers & Smith, LLP  
John Geer, Assistant United States Attorney, M.D. AL  
Charles Goodrich, Manager, Timberline Investments Company  
Anna Curry Gualano, Littler Mendelson, P.C.  
Melinda Sellers, Burr & Forman, LLP  
Houston Smith, Director of Public Relations, Alabama Power  
Tameka Wren, Sr. Talent Partner, BBVA Compass
Overview: Personal Financial Planning Basics
- Debt Repayment Strategies
- Living on a Budget;
- Savings Strategies, etc.
Reading: pp. 99-153 (Eligible to be called on: Last names ending in H-P)

9:30 - 9:40 AM Break

Overview: The Legal Market Place of the Future
- Business Models of Law Practice (private, government and public interest);
- Limited Scope Representation
- Contract Lawyering
- Law Firm Collaborations and Affiliations
- Transition Planning for Law Firms and Lawyers

10:40 - 10:50 AM Break

Professional Responsibility Issues Posed by the Evolving Legal Market (Tony McLain)
- Limited Scope Representation
- Contract Lawyering
- Remote Lawyering
- Transition Planning Issues
- Character and Fitness: What are the Patterns of Trouble?

11:50 AM – 1:00 PM Lunch

Panel: Legal Market of the Future: What Will Work? What Won't?
- Brett Adair
- Katie Britt
- Lee Copeland
- Cole Portis
- Joyce Vance

2:00 - 2:10 PM Break

Breakout Sessions: What is the Practice of Law Really Like and What Does The Future Hold?
Breakout Leaders:
- Group 1: Tony McLain and Joyce Vance (A232)
- Group 2: Tripp Haston and Charles Fry (A233)
- Group 3: Brett Adair and Lee Copeland (A245)
- Group 4: Katie Britt and Cole Portis (A246)

3:10 – 3:20 PM  Break

- Charles Fry and Tripp Haston

4:20 – 4:50 PM:  Pair and Pitch

4:50 – 5:20 PM:  Program Conclusion (A225)

BBL Faculty and Panelists (January 22, 2016)
Brett Adair, Adair Law Firm, LLC.
Katie Britt, Butler Snow, LLP.
Lee Copeland, Copeland Franco; President, Alabama State Bar
Charles Fry, Jr., General Counsel, University of Alabama Health Services Foundation, P.C.
Tripp Haston, Bradley Arant Boult & Cummings, LLP
Tony McLain, General Counsel, Alabama State Bar
Cole Portis, Beasley Allen, P.C.; President-Elect, Alabama State Bar
Joyce Vance, United States Attorney, N.D. AL
BBL Assignment #2

Reflections in Budget

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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<tr>
<th>ITEM</th>
<th>ESTIMATED YEARLY EXPENSE</th>
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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 #3

Reflections from BBL Video Interviews

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<tr>
<th>Individual I Watched</th>
<th>Two Key Points I Got From the Interview</th>
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BBL Assignment #4

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.
Pitch Exercise
January 22, 2016

Partner as Follows: (meet each other before January 22)

James Artzer / Morgan Woods
Kaleb Beams / Matthew Willett
Christy Boardman / Siqin Wang
Axel Buchwalter / Tyler Wadlington
Teisha Bunn / Charlie Taylor
Amber Busby / Evan Szczepanski
Devan Byrd / Christian Strahl
Carly Calhoun / Stephanie Smith
Liesel Carmen-Burks / Chris Saville
Robert Carter / Dylan Sandy
Hudson Cheshire / James Rodgers
Vance Coley / Matt Roden
Jeremy Dalrymple / Grace Prince
Elton Darby / John Prevost
Katie Davis / Hunter Pattison
Nathan Dewan / Kaylin Oldham
Matt Elliott / Wendy Morell
Cade Foster / Hannah McGee
Lee Gilmer / Aleksandra Matuszewski
Sean Griffin / Catie Malone
Danica Grosko / John Lynn
Austin Hagood / Alyssa Leard
Amanda Hamilton / Hilary Kustoff
Reid Harris / Mary Lauren Kulovitz
Hope Henson / Greg Kohles
Loren Hollenkamp / Lauren Kellerhouse
Frances Isbell / Travis Juneau
Carrington Jackson / Kimberly Jones
Eunji Jo

Before 3:00 PM on January 22, 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 A225 by 4:50 PM.)

Also prior to class on January 22, review the pitch hypotheticals (next page), and decide which one you want to pitch to your partner. 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 4:40 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).