

INTER ALIA

MARCH/APRIL 2021

NEWSLETTER OF THE MANATEE COUNTY BAR ASSOCIATION



Online Attorney Marketing and Presence

By James Lynch, MCBA Director

New business is the lifeblood for any attorney or law firm. While referrals from other attorneys or clients are a great way to gain new business, often referrals can be inconsistent in their frequency. Therefore, some attorneys implement marketing and advertising strategies. A quick review of your email inbox will likely show there are no shortage of

companies that provide these services. However, there are some easy-to-follow steps that will allow an attorney or law firm to effectively market itself without much cost or time commitment:

Website: In today's media-driven world, the website is king. A Google search for an attorney or a law firm will likely produce the website for the attorney or law firm within the first 3 search results, allowing potential clients easy access to your "sales pitch" on why they should hire you or your firm. Once at your website, however, it is important that the website appear professional, updated, and informative so that the client feels comfortable that you can handle their legal problem. Adding substantive legal content to your website will also draw more potential clients searching for their specific legal issue, such as "how to cure a cloud on title." Google also rewards you for including substantive content on your website by ranking your website higher in the search results. This is important, as recent data shows that 75% of people click on the first one or two Google search results, and only 7% browse past the first page of search results.

Google: If the website is king, Google represents the guards to the castle. Research for the last year shows that people consistently use Google searches to conduct over 92% of all searches online, with Bing and Yahoo combining to produce just over 4% of all searches. Knowing this, Google makes a fortune charging for advertising located at the prime locations on the page containing your search results. If you are not yet ready to sink big bucks into online advertising, there is a simple and free way to control a portion of the prime real estate at the top of Google search results - opening a Google My Business (GMB) account. To get started, perform a Google search for your law firm then click the "Own this business" link on the right side of the Google page displaying your law firm's search results. Google will then verify your identity including through your ownership of the website domain (for instance, manateebar.com). Once verified, you can manage your GMB account and business profile to provide relevant information and photos for potential clients and receive free advertising and statistical information from Google about how potential clients are interacting with your website and your business. Of course, Google makes it very easy to transition from the free GMB account to paid advertising for your firm and certain legal specialties, but an effective tool is to have your clients provide Google reviews for your firm on your GMB business profile after you successfully handle their legal matter.

Lawyer Sites and Social Media: Lawyer sites and social media can be great resources for attorneys looking to expand their business. An easy first step is to claim your profile on Avvo.com, Martindale. com, and Lawyers.com and provide as much information about you and your firm as possible. Also, request your clients to publish reviews of you and your firm on these sites as well. The information and reviews are published and advertised by each of these lawyer websites, which will in turn raise your visibility within Google search results. You may also wish to claim you or your firm's profile on other forms of social media – Facebook, Twitter, YouTube, and Instagram. When selecting an attorney, potential clients seek (continued on page 2)



(Online Attorney Marketing, continued from page 1)

out the opinions of friends and family, and more people are now communicating using social media. However, make sure your social media profiles and messages remain professional and updated as it is easy to let these become stale when your practice becomes busy. Finally, given the nature of social media, it is important you recognize that you will receive both positive and negative reviews and comments, and an attorney must be cognizant of ethical and professional responsibilities in any response. For guidance, please reference ABA Formal Opinion 496 titled "Responding to Online Criticism."

MCBA Website & Marketing Materials: Lastly, another easy way to advertise your practice is on the MCBA website. The newly launched "Member Directory" lists all active members, their contact information, and areas of practice. The online directory is searchable by the public and is a free benefit to MCBA members. Attorneys may also become an 'Annual Law Firm Sponsor' of the MCBA and receive an extensive marketing package of continuous and repeatable exposure of their practice on the MCBA website, in the Inter Alia, and MCBA marketing materials. MCBA members receive a discounted rate.

I hope these suggestions were beneficial to MCBA attorneys looking to reach potential clients and expand their online presence, and I look forward to seeing each of you in person soon to engage in the more "traditional" marketing.

Interested in Serving on the MCBA Board of Directors?

The Nominating Committee will be reviewing nominations soon.

Please submit your Letter of Intent via email to: MCBA@ManateeBar.com by April 15, 2021.

INTER ALIA - MARCH/APRIL 2021



Affordable Attorneys, Gerling Law Group Chartered Blalock Walters, PA Boyer & Boyer, PA Dye, Harrison, Kirkland, Petruff, Pratt & St. Paul, PL Lancaster & Eure Mackey Law Group, PA Manatee County Attorney's Office Porges, Hamlin, Knowles & Hawk, PA

The MCBA is proud to have such wonderful members! The "100 Club" is a special recognition within the MCBA reflecting our members' commitment to the advancement of the legal profession while enhancing the community. To become a member of the "100 Club", every attorney in your firm must be a member of the MCBA. Firms with 100% attorney participation are:

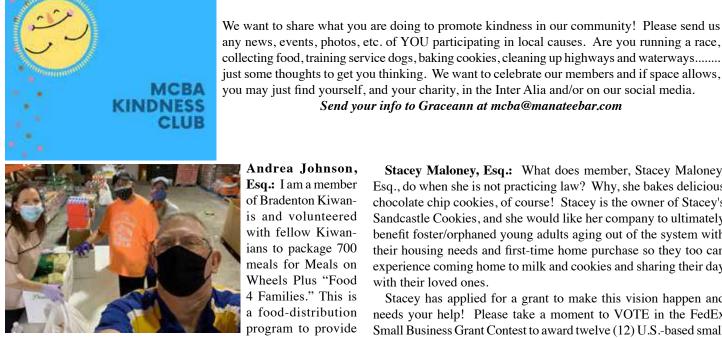
Listed in Inter Alia Listed on the MCBA Website Sent a special "100 Club" badge to be used in their marketing materials

The MCBA's "100 Club" is open to renewal each year, as it does not automatically renew due to changes in firm rosters from year to year. Firms must renew each year to participate. Firms must have two or more attorneys to be eligible.

Looking for Job Opportunities? Check out our Job Openings page on our website at www.manateebar.com

The Manatee County Bar Association supports diversity and inclusion in our membership and welcomes lawyers of all backgrounds, ethnicities, races, religions, cultures, sexual orientations and abilities. As part of this initiative, the Manatee County Bar Association has created the Diversity and Inclusion Committee (DAIC) and fully supports its mission to increase the diversity of our membership and the local legal community.

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Andrea Johnson, Esq.: I am a member of Bradenton Kiwanis and volunteered with fellow Kiwanians to package 700 meals for Meals on Wheels Plus "Food 4 Families." This is a food-distribution program to provide

COVID-19 emergency relief to Manatee County residents. The meals are distributed to families in our community at a weekly drive-through event at the Bradenton Dream Center.

Terri Cromley, Esq.: Our book club, many of whom are MCBA members organized a toiletry drive for Turning Points. We provided them with a trunk full of soap, hand sanitizer, deodorant, shampoo, etc. They need both travel size and full size items. As you can understand, their need has increased with COVID. If you would like to donate, feel free to drop off any donations to me, Terri Cromley at Carlson, Meissner, Hart & Hayslett, 714 Manatee Ave. E, Suite C, Bradenton 34208. You can also have an Amazon delivery sent to me or directly to Turning Points.

Stacey Maloney, Esq.: What does member, Stacey Maloney, Esq., do when she is not practicing law? Why, she bakes delicious chocolate chip cookies, of course! Stacey is the owner of Stacey's Sandcastle Cookies, and she would like her company to ultimately benefit foster/orphaned young adults aging out of the system with their housing needs and first-time home purchase so they too can experience coming home to milk and cookies and sharing their day with their loved ones.

Send your info to Graceann at mcba@manateebar.com

Stacey has applied for a grant to make this vision happen and needs your help! Please take a moment to VOTE in the FedEx Small Business Grant Contest to award twelve (12) U.S.-based small businesses with grants up to \$50,000 and up to \$7,500 in FedEx Office® print and business services.

Please vote at this link: Small Business Grant Contest (fedex. com). Click on the link and scroll down to vote in bottom left-hand corner. You can vote up to a total of 15 times (1 vote per day) by voting every day from TODAY 3/10/21 through Wednesday, 3/24/21). For more info, please contact Stacey at: <u>stacey@malo-</u> neylegalfl.com



MANATEE COUNTY ATTORNEY, MICKEY PALMER, RETIRES

I am both pleased and disappointed that Mitchell O. Palmer has retired. Mickey's last day was Friday, January 29, 2021. Mickey has been an incredible lawyer, colleague, friend, leader,

and mentor for many in his nearly 40 years of practice. Born and raised in Manatee County, he is a proud product of the County's public school system and Manatee High School in particular. In his teen years he worked for Publix and Robby's Sporting Goods. He attended Florida State University and went on to Cumberland School of Law at Samford University in Birmingham, Alabama.

His legal career began as an Assistant State Attorney, first in the Sixth Judicial Circuit and then in the Twelfth Judicial Circuit. From 1987 to 2000, he served as an Assistant County Attorney for Manatee County, handling a diverse workload

By Pamela J. D'Agostino Assistant County Attorney

including personal injury litigation, construction litigation, eminent domain litigation, employee discipline and termination, and contract drafting. Then in 2000, he transitioned to the private sector with Williams Parker Harrison Dietz & Getzen. Later, he established his own law office handling commercial and construction litigation, eminent domain, and local government law.

While serving as president of the Manatee County Bar Association in 2012, he was chosen to be the new County Attorney for Manatee County. For the next nine years, he devoted his talents and wisdom to County government. In retirement, Mickey is looking forward to getting back on the golf course and spending more time with his wife, Nanci, and his son Evan, and traveling. Please join me in congratulating Mickey on a full and successful career and wishing him all the best in his retirement!

Registration Now Open for the March General Membership Luncheon!



Special Guests: Florida Bar President, Dori Foster-Morales and Florida Board of Governors, Twelfth Circuit Representative, Scott Westheimer



Registration is now open to attend the March General Membership Luncheon at the Manatee Performing Arts Center on Wednesday, March 31, 2021 at noon. The meeting will be a hybrid meeting, both in person and online. If attending in person, please note Covid guidelines are followed, and masks are required. You will have your temperature checked upon entering the building. Lunch will be a box lunch from Pier 22, with your selection of one of the following:

Turkey BLT with house Chips PIER22 House Salad with Grilled Chicken Veggie Wrap with house chips

PLEASE RSVP by Friday, March 26, 2021 to Graceann at MCBA@Manateebar.com. Because lunch is being delivered by Pier 22, we must follow this strict deadline.

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As specialists in the field, we dig deep for our clients and shape rough referrals into precious stones of high value. We have a singular focus in medical malpractice, and our tried-and-true process has stood firm against physicians and hospitals. So if you're approached with a medical malpractice case, but aren't sure of its worth, place it in the hands of the experts.

Call us at (877) 644-5122 to discuss your client's potential case.

The Florida Bar is Seeking Applicants for the Following:

<u>ABA House of Delegates:</u> Two lawyers to serve two-year terms commencing August 2021, at the conclusion of the ABA Annual Meeting. Applicants must also be ABA members.

Florida Legal Services, Inc. Board of Directors: One lawyer to serve a three-year term commencing July 1, 2021. This 15-member board provides judicial advocacy through co-counseling with local program attorneys and volunteer pro bono attorneys and provides legislative and administrative advocacy on policies impacting the legal rights of the poor, as well as providing civil legal assistance to indigent persons who would not otherwise have the means to obtain a lawyer.

Florida Lawyers Assistance, Inc. Board of Directors: Three lawyers and two non-lawyers to serve three-year terms commencing July 1, 2021. This 15-member Board assists the legal community in securing counseling and treatment for emotional and chemical dependency problems for lawyers.

Persons interested in applying for this vacancy may <u>click here</u> to download the Application for Special Appointment or should call Bar headquarters at (850) 561-5757, to obtain the application form. Completed applications must be received by the Executive Director, The Florida Bar, 651 East Jefferson Street, Tallahassee, Florida, 32399-2300 or submitted via e-mail to <u>specialapptapp@</u> floridabar.org no later than the close of business on Friday, April 16, 2021. Resumes will not be accepted in lieu of the required application. The Board of Governors will review all applications and may request telephone or personal interviews.



John M Campora, CRPC* Financial Advisor

3226 East Bay Drive Anna Maria Island Centre Holmes Beach, FL 34217 941-779-2499

MKT-58941-A

Edward Jones

Construction Consultant - Arbitrator Owner's Representative - Expert Witness

Charlie Wilson

941.322.6396 cwilson8221@gmail.com

Commercial General Contractor for 35 years LEED AP



PATRICK BARNES, ESQ.

Florida Coastal School of Law

Year Admitted to the Florida Bar, 2018

Mr. Barnes is an attorney with Spinner Law Firm, PA, 7241 Delainey Court, Sarasota (Lakewood Ranch) FL, 34240.

Area(s) of practice: Personal Injury, Estate Planning, and Civil Litigation

MICHAEL FARR, ESQ.

Boston University School of Law

Year Admitted to the Florida Bar, 2020

Mr. Farr is an attorney with Blalock Walters, 802, 11th Street W., Bradenton, FL 34205.

Area(s) of practice: Corporate Law, Estate Planning, and Mergers & Acquisitions

ANISSA KOEHL MORRIS, ESQ.

Northern Kentucky University, 1994

Year Admitted to the Florida Bar, 2005

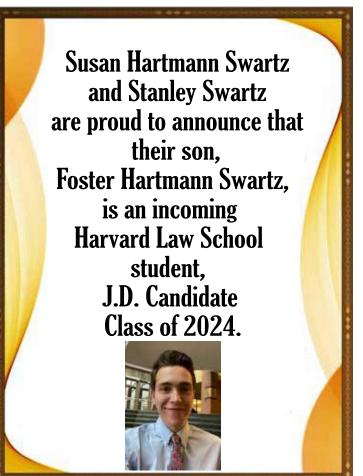
Ms. Morris is an attorney with Spinner Law firm, PA, 7241 Delainey Court, Sarasota (Lakewood Ranch) FL, 34240. Area(s) of practice: Personal Injury

CHARLES S. SPINNER, JR., ESQ.

University of Dayton, 1993

Year Admitted to the Florida Bar, 1999

Mr. Spinner is the President/Managing Attorney of Spinner Law Firm, PA, 7241 Delainey Court, Sarasota (Lakewood Ranch) FL, 34240. Area(s) of practice: Personal Injury, Wrongful Death



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All of the awards above that our firm has attained are non-tested. Board certification is significantly more difficult to achieve than any of the above.



NBLSC Board Certified Lawyers

Steven Heintz is in the less than 1% of Florida lawyers that are board certified by the Florida Bar. Less than 1/2 of 1% are board certified by the National Board. Steve is certified by the National





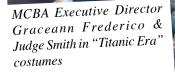
Board of Trial Advocacy



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General Membership Luncheons Resumed in February!

Judge Gilbert Smith, Jr., was the guest speaker at the February 24, 2021 General Membership luncheon, held at the Manatee Performing Arts Center. The first in-person luncheon since March 2020 due to the Covid 19 crisis, the meeting was the first in MCBA history as a "hybrid" using technology to livestream the meeting to those who could not attend. Costumed in period clothing from the "Titanic" era, Judge Smith gave a very informative history lesson of the Bar, highlighting members of the judiciary from the American Civil War to modern times. Judge Smith gave a sneak peak into his latest work-in-progress, "Legends of the Bench". Members in attendance were very excited to help Judge Smith and the MCBA make history at the first meeting of this kind. Special thanks Janene Amick, CEO of the Manatee Performing Arts Center, her staff, and our annual sponsors for making the event possible.







Judge Smith signing book for MCBA member, Stacey Maloney



Left to Right: SCF President Dr. Carol Probstfeld, MCBA President Charles Telfair, MCBA Past President Andrea Johnson, and Judge Gilbert Smith, Jr.

Seeking Will for Karen Bittner Of Bradenton, FL

The family of Karen Bittner is looking for her Florida Will. She died January 29, 2021 at age 65 (born 1955). Her last address was 4713 Mount Vernon Dr. Bradenton, FL 34210.

If you have knowledge of this Will, please contact Kristi Bittner, 349 John St, Santa Cruz, CA 95060, or call (831) 392-5559.



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Special Guests: Florida Bar President, Dori Foster-Morales, Esq. and Florida Bar Board of Governors, 12th Circuit Representative, Scott Westheimer, Esq.



Wednesday, March 31, 2021 12 Noon - Kiwanis Hall at Manatee Performing Arts Center

Lunch is Free for MCBA Members who attend. To reserve your ticket and lunch, email Graceann at mcba@manateebar.com

<u>with</u> your lunch choice of: Turkey BLT, Grilled Chicken Salad, or Veggie Wrap

Absolute Deadline to Order: Friday, March 26th

Cant attend in person? Check your email for your Zoom invitation!

WITH THANKS TO OUR ANNUAL SPONSORS:







Do You Think You Have What It Takes to Enter the Florida Bar Health & Wellness Olympics?

All attorneys are invited to join in with our Young Lawyers Division to win the 2021 Health & Wellness Olympics!

The Health and Wellness Olympics, which runs from April 1, 2021 and through May 27, 2021, are designed to encourage all members of the Florida Bar (not just the young ones!) to live a healthier lifestyle. Participants can earn points through a variety of activities including, physical activity, meditation, counseling, group sports, reading, webinars, and much more. Awards will be given to the top three affiliates (small, medium, and large affiliates) and to the top three individual point earners.

Go register now so that you can help us get the recognition, grant money (and bragging rights!) we deserve. It's free, simple and will help keep all of us on track to meet our goals. Be sure to choose **Manatee County Bar Assn** on the drop down so that we can collectively go for the GOLD! If you post to social media, be sure to use #YLDMotionGranted.

Here is the link to register: https://flayld.org/health-wellness/olympics/





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Calendar availability and full bio at floridamediators.org/Robert Hoyle



34 YEARS EXPERIENCE

- Harvard College B.A., 1975
- Capital University Law School, J.D., Cum Laude, 1986
- Harvard Law School Mediation Training Program
- Chaiman, Florida Bar Alternative Dispute Resolution Section 2015-2016
- Chairman, Florida Bar Council of Sections 2018-2019
- Certified Circuit Civil Mediator
- Certified County Civil Mediator
- Conference rooms available in the office.

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DATES TO REMEMBER:

March 31, 2021	General Membership Meeting
April 7, 2021	Board of Directors Meeting
April 14, 2021	YLD Board of Directors Meeting
April 15, 2021	Diversity & Inclusion Committee Meeting
April 16, 2021	Spring Social at the Beach!
May 5, 2021	Board of Directors Meeting
May 6, 2021	Guardianship & Probate CLE
May 12, 2021	YLD Board of Directors Meeting
May 20, 2021	Diversity & Inclusion Committee Meeting
May 26, 2021	LAW DAY General Membership Meeting
June 2, 2021	Board of Directors Meeting
June 9, 2021	YLD Board of Directors Meeting
June 17, 2021	Diversity & Inclusion Committee Meeting
June 30, 2021	Annual Meeting: General Membership Meeting

*dates are subject to change - check your weekly News You Can Use email for updates

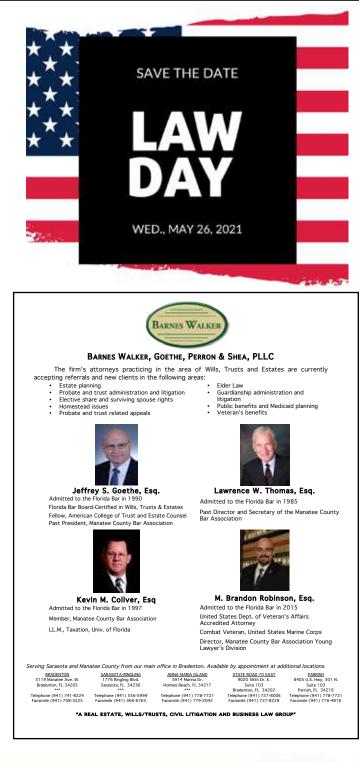




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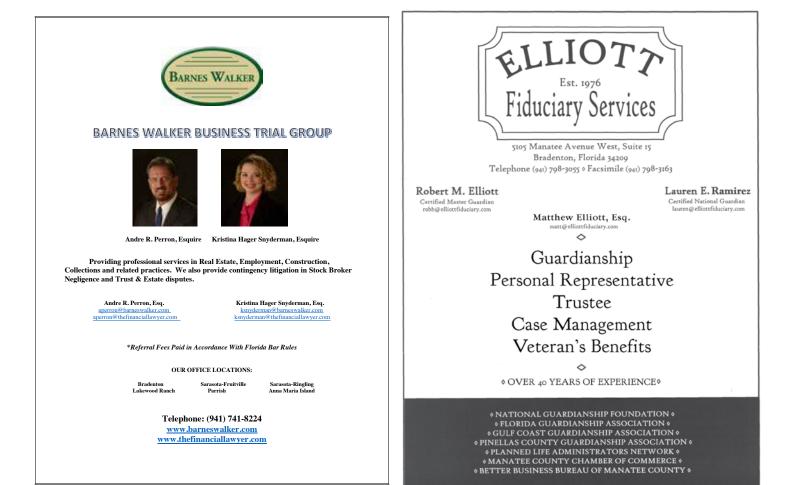






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We've provided financial solutions to individuals, families and businesses throughout the Southeast for more than 100 years. Both companies were built on the same founding principles of relationship banking and investing in the communities we serve. It's the commitment to these values that made us the strong and successful companies we are today and these values will continue to guide us in the future.

Together, we're Banking Forward.



Brian Hall SVP, Market President Manatee/Sarasota



Chris Perkins SVP, Area Executive Manatee/Sarasota



Renee Brady FVP, Private Banking Relationship Manager



Diversity Committee Holds CLE Presentations

Recently, the MCBA Diversity and Inclusion Committee, in partnership with the Council for Diversity and Inclusion of the Sarasota County Bar held a series of wonderful programs and CLEs in February as part of Black History Month. The programs were filmed by METV.

Between Brown v. Board of Education and Integration: Black and White Education 1954-1970. This program featured retired Judge Durand Adams, Sarasota Commissioner Willie Charles Shaw, retired NFL Raider, Henry Lawrence and ABC 7 WWSB journalist, Renee Gilmore.

Finding Angola – Manatee's First Black Settlement. This CLE told the history of the Angola community along the banks of the Manatee River. From about 1812 to 1821, more than 700 escaped slaves and their descendants called this area their home. Vickie Oldham, Uzi Baram, Ph.D. and Rosalyn Howard, Ph.D., shared the fascinating story about how this community was discovered and what happened to these people. Our very own Past President Dewey Dye played an important role in the preservation of Angola's history and it is only fitting that the MCBA share this information with the community.

Links for the presentations can be found on METV's YouTube site at: https://www.youtube.com/user/ManateeEducationalTV/videos



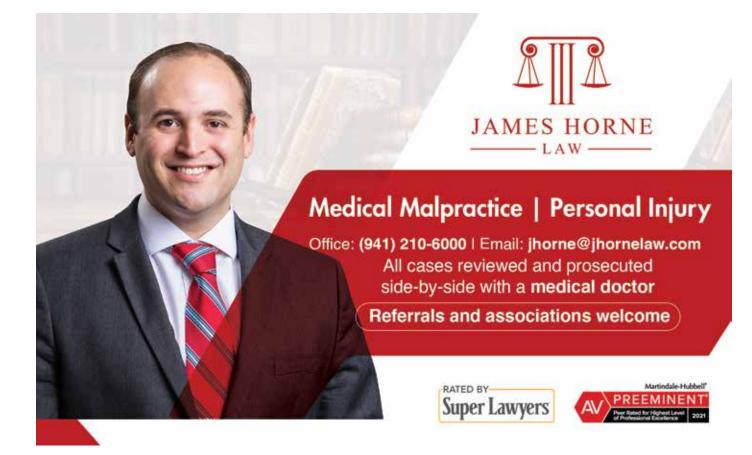
Dr. Uzi Baram and Charles Clapsaddle, Director of METV

Filming Finding Angola, left to right: Dr. Rosalyn Howard, Professor, UCF, Dr. Uzi Baram, Professor, New College of Florida, Vickie Oldham, President of the Sarasota African American Cultural Coalition

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Member Appreciation Barbeque – a very, very, very good time! In February, the MCBA held its first "Member Appreciation BBQ" under the stars at Willis Smith Construction in Lakewood Ranch.

In February, the MCBA held its first "Member Appreciation BBQ" under the stars at Willis Smith Construction in Lakewood Ranch. The first in-person event in almost one year due to Covid-19, over 50 members turned out to relax and reconnect at the "Swamp Shack" complete with culinary delights from a food truck! TK Grill rolled up to serve attendees a delicious array of local cuisine, and beverages were provided by Gold Coast Eagle Distributing. Our very own DJ Lynch spun tunes as members relaxed under a canopy of oaks and glistening lights. Complete with a firepit, Adirondack chairs, and a lot of laughs, a good time was had by all. The MCBA sends special thanks to our annual sponsors, Peggy Kronus of Willis Smith Construction, Hugh Shields of Gold Coast Eagle Distributing, the TK Grill Food Truck crew, and James Lynch, Esq. for making the event a huge success.



Special Thanks to our Sponsors

Member Appreciation BBQ February 5, 2021









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Job Postings

Bradenton based law firm is seeking an **associate attorney** with 1-3 years' civil litigation experience preferably in the area of Construction Defect and/or Personal Injury. Must be an active member of the Florida Bar with strong communication, writing and interpersonal skills. A successful employment history is also required. Salary is commensurate with experience and benefits are provided. Send resume to Hamilton, Price & Marshall, P.A., 2400 Manatee Ave West, Bradenton, FL 34205 or via email to belinda@hamiltonpricelaw.com.

Bradenton based law firm is seeking an **associate attorney** with 1-3 years' experience in the areas of Wills, Probate, Estate Planning and Real Estate. Must be an active member of the Florida Bar with strong communication, writing and interpersonal skills. A successful employment history is also required. Salary is commensurate with experience and benefits are provided. Send resume to Hamilton, Price & Marshall, P.A., 2400 Manatee Ave West, Bradenton, FL 34205 or via email to belinda@hamiltonpricelaw.com.

ASSOCIATE ATTORNEY

Detail-oriented associate needed for transactional work. Good legal research & writing skills, along with self-motivation, a must. MS Word and Lexis Nexis proficiency required. 1-4 years experience. Must be a member of the Florida Bar. Salary & benefits commensurate with experience. Email resumes to Barnes Walker, Goethe, Perron & Shea, PLLC, Bradenton, FL 34209. CCoey@BarnesWalker.com.

BUSINESS LITIGATION ASSOCIATE

Experience preferred, but not required. Active involvement in case preparation and discovery. Must be licensed and have strong research and writing skills. Salary, bonus & benefits provided. Submit resume to ccoey@barneswalker.com or fax to 941-708-3225.



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To Learn More or to Get Started:

- Visit our website: www.manateebar.com
- Contact Graceann Frederico, Executive Director at mcba@manateebar.com
- or call 941-741-4091

OLD COMPUTER?

YOU CAN USE IT TO HELP OTHERS.



Laptop Donation Drive for area foster kids

The Children's Guardian Fund (CGF) and Sarasota Technology Users Group (STUG) have teamed up to collect used computer laptops. With a long history of recycling and safety, the STUG *sonitizes* the hard drive with a seven-step process that protects the donor's information. They then refurbish the laptop and install software that is typically required for school. Refurbished laptops are distributed to area students in foster or state care through the CGF and the Guardian ad Litem Program.

Drop off at: Manatee County Judicial Center, 1051 Manatee Avenue Third Floor, Guardian ad Litem office door. Or MARK SHARFF will come to your office and pickup, 941.374.1107 msharff@gmail.com



TRUST SEARCH

Doren E. Stubbs, Jr.

DOB: 5/10/1935 DOD: 9/14/2020 Ogdensburg, NY

Last known address: 6515 15th St. E., Apt. L-10, Sarasota, Florida 34243

Known to family & friends as "Stubby".

Beneficiaries: Laura & Thomas Goss, Patricia DeVito

Please contact with any information:

Laura A. Goss, 576 Focis St., Metairie, LA 70005, call (540) 521-2649 or email: lagoss21@msn.com

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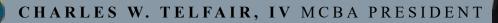
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Avvo 10.0 Rating Superb

RATING

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