



# CALSPRO PRESS

THE OFFICIAL QUARTERLY NEWS & OPINION MAGAZINE OF THE CALIFORNIA ASSOCIATION OF LEGAL SUPPORT PROFESSIONALS

Volume 4 / Issue 1 / Spring 2011



LEGISLATION

## ■ The State Budget Crisis

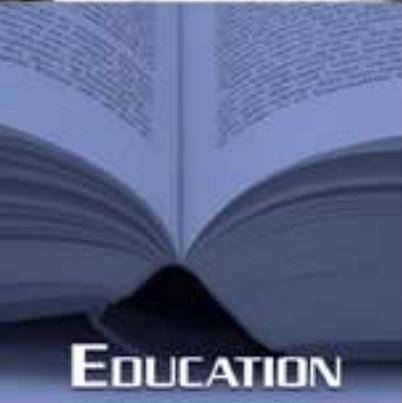
CCMS tops the at-issue list.



MEMBERSHIP

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CONFERENCE

## ■ Reno 2011: September 23-25, 2011

Remember it's a month early this year.



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## CALENDAR Of Events...

### 2011 BOARD OF DIRECTORS MEETINGS

March 12, 2011 – *San Diego*

June 11, 2011 – *San Jose*

September 24, 2011 – *Reno*

December 10, 2011 – *San Jose*

## CALSPRO 43<sup>rd</sup> Conference

Register now to join your fellow Legal Support Professionals at this year's Conference at the Peppermill Resort in Reno, Nevada, September 23-25.

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# PRESIDENT'S MESSAGE

**CHAD BARGER**

2010-2011 CALSPRO PRESIDENT

## Take the Time to Make the Time!

**E**ach January I reflect on how my business progressed during the past year and then lay out a path to steer my business development through the coming year. I measure success as a balance between growth, increased revenue and market share, and the ability to spend more time enjoying the benefits that success brings. Here are ten principles that have helped me strike a better work-life balance, which has provided a truly satisfying deluge of success each year.

### **MARKET YOUR BUSINESS REGULARLY AND CONSISTENTLY**

Too often the task of promoting your business slips to the bottom of your to-do list in the presence of urgent tasks. To attract new customers, promotion must be a priority. Decide to hire a marketing expert, or create your own marketing plan and stick to it. Take Advantage of the opportunities readily available to you. CALSPRO offers several ways to promote your business. Enhance your listing on our online directory; place a banner ad on our website and/or become a sponsor of the CCPS workshop program or the annual conference.

### **MAKE BUSINESS PLANNING A REGULAR EVENT. PLANNING IS A VITAL PART OF A HEALTHY, GROWING BUSINESS**

Draw upon experience and take stock of what worked and what didn't work, set new directions or adjust old goals. Set aside time each month to review and adjust the plan, or make business planning a part of each day. Not only will this help you avoid costly mistakes and stay on track, but you'll feel more focused, in control and relaxed.

### **LEARN TO DELEGATE**

There are so many things to stay on top of and that must get done when running a business; and it's easy to convince ourselves that we need to do all of them. Then we wonder why we're so tired and frazzled and have no time to do anything else! Determine your level of personal involvement with these tasks and decide to delegate what can be done by others with your oversight. Set up a system that keeps you in the know while providing an opportunity for someone else to impress you and shine on their own. You will probably be pleasantly surprised if you let someone else do some of the tasks for a change. Delegation is the key to a healthy work-life balance.

### **LEARN SOMETHING NEW**

The process of seeking knowledge is inspiring in its own right. Whether you choose to learn something directly related to your business or completely unrelated; learning something new provides creative stimulus that will benefit you in all areas. New knowledge and skills add a new dimension of interest to your life - another important part of achieving a healthy work-life balance. Consider selecting an avenue of learning that could lead to meeting new and interesting people who may become customers, colleagues, or friends.

### **JOIN A BUSINESS ORGANIZATION OR NETWORKING GROUP**

There's nothing like talking to other business people for sparking new ideas, refining old ones, and making contacts. Whether it's a group specifically designed for networking or an organization dedicated to a particular type of business,

in person or over the net, making the effort to be a part of a group will revitalize you and your business. Our annual conference is a great place to meet new people or finally put a face with a name. You can also check out CALSPRO's new Facebook page and join a blog like "Service of Process Looking Forward" or "Serve-Now."

### **GIVE SOMETHING BACK TO YOUR COMMUNITY**

There are many worthy organizations that make a difference in your community. Make a decision to find a cause that matters to you, get involved and give what you can. Make this the year that you serve on a local committee, be a mentor, volunteer, sponsor a team or youth group or make regular donations to the groups in your community that try to make where you live a better place.

### **MAKE TIME FOR YOURSELF**

A healthy work-life balance demands time out. All work and no play is a recipe for mental and physical disaster. Find a hobby that you enjoy, and that provides a diversion from the everyday routine. Join a softball or bowling league, take piano lessons, restore a classic car, throw a Frisbee, sing, dance, exercise, or read a novel. The point is to "take the time to make the time." If you have trouble freeing up time to do the things you enjoy, then simply pencil the time into your schedule on a regular basis. Even if it is just to "meet with yourself," put aside that time and stick to that commitment. If you won't invest in yourself, who will?

*Continued on page 7*

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# CAPITOL REPORT

**MICHAEL D. BELOTE, ESQ.**  
CALIFORNIA ADVOCATES, INC.



## The Song That Never Ends

**D**oes it only seem as though the state has been in a budget crisis forever? By this time it is hard to remember a time when the state had no shortfall, with the accompanying potential for dire calamity. As the kids song says "This is the song that never ends."

In California, the judicial branch reflects only a few percentage points of the general fund. But in recent years the volume of debate in Sacramento over court budgets has been far higher than this percentage would suggest. Particularly when the branch elected to close courts statewide for one day per month, the intensity of the debate in the Capitol became very intense indeed.

The court budget shortfall of approximately \$400 million in fiscal year 2009-2010 was addressed last year with a combination of fund transfers, including funds intended for court construction and case management, fine and fee revenue increases, and restoration of previous general fund cuts. Unfortunately, the state budget picture has certainly not improved over the past year, and Governor Brown's proposed budget for the 2011-2012 fiscal year calls for an "unallocated reduction" to the courts of \$200 million. When this amount is added to one-time fund transfers not intended to be implemented every year, and other miscellaneous items, the court "hole" for the coming fiscal year is over \$350 million.

The problem created by a court budget shortfall of this magnitude is exacerbated by the speed in which the budget process is moving this year. Governor Brown's budget depends on voter approval of tax extensions intended to appear in a June ballot measure, and both the Governor and legislative leaders want to finalize budget items well in advance of the June measure. In fact, the goal is to have at least the cuts element of the state budget in place by early March, when both the Assembly and Senate will be voting on putting tax extensions on the ballot.

There are as many ideas for solving the court budget problem as there are interest groups interested in the issue, and none of the ideas are happy ones. Everyone agrees that mission number one is to keep the courts open, but the "way forward" is not at all clear. Potential elements of a budget package include eliminating future funding of CCMS (the case management system), further slowing down the court construction program, re-directing funding for court security to the counties or to sheriffs themselves, further raising civil fees, further exhausting already diminished local trial court reserves, scaling back operations of the Administrative Office of the Courts (AOC), and many more. As this column is written, meetings of "stakeholder" groups interested in the court budget are occurring, and they are contentious. At the same time, subcommittees of the Assembly and Senate budget committees

are meeting, indicating that they would like to finish their work in the next two weeks.

Easily the most contentious issue is CCMS. Some judges, and some labor groups, argue that the system is an "abysmal failure," and should be scrapped entirely. As vehemently as one side argues that we cannot afford CCMS, others argue that we cannot afford not to continue gradually deploying the system. The latter group argues that courts are struggling with dozens of different platforms, and legacy systems which can no longer be maintained.

In the face of declining funding, and uncertainty for the future, trial courts are responding by reducing hours and in some cases, closing courtrooms. In order to implement such reductions, courts are required to provide advance notice to the Judicial Council, who now lists the notifications on their website, [www.courtinfo.ca.gov](http://www.courtinfo.ca.gov).

CALSPRO members obviously have an abiding interest in court funding. Over the next few months, very momentous decisions will be made relative to court budgets. The cloud on the horizon, though, the "Big One," the "doomsday scenario" however one wishes to describe it, is the June ballot measure. If the tax extensions fail, the state and by extension the courts, will be looking at really, really difficult cuts. ☹



# WHY LEAVE THE SUCCESS OF YOUR BUSINESS TO CHANCE?

by Michael Kern, Advertising Chairperson

## CALSPRO AFFORDABLE MARKETING & UPGRADES

**F**or the 2011 membership year, the Board approved several new programs to enhance your membership and create affordable marketing at the same time.

### ENHANCED LISTING

We recognize that one of the best ways for new customers or members to find you is via the Internet and the board has created an enhanced listing opportunity for your Company membership for the CALSPRO website. For \$100 per year, you can enhance your Company membership listing and would receive add-on enhancement with your logo and a hyperlink to your company's website

including, color, and larger text print, all for an affordable rate. Don't forget to take advantage of placing a banner ad on the CALSPRO website to promote your company. The company banner, available to Company members only, is placed on all pages of the CALSPRO website except the main page for \$300 per year. By advertising on the CALSPRO website, you have the opportunity to promote your company to potential customers for a low cost basis.

### UPGRADE DISCOUNTS

This year you can receive a \$100 discount when you add on a Company Membership to your Individual Membership or new

Individual Membership added to your existing Company membership. We think incentives will make it easier to afford the additional benefits of a Company or Individual membership as well as encourage you to invite your staff members to join our association.

### SUPPORTING MEMBERS

This category includes other members of the legal community who may want to be part of our association (court clerks, attorneys, law office staff, legal document assistants, etc.) The annual dues for this new category are \$50. Please invite someone to join us! 🐾

## Your 2011 Continuing Education and Technology Committee consists of:

**Cliff Jacobs**, Chair, CCPS Workshop & Exam Director

**Jeremiah Jones**, Co-Vice Chair Southern CA, CCPS Workshop Administrator

**Jennifer Bazemore**, Co-Vice Chair Northern CA, CCPS Workshop Administrator, Presenter Trainee

**Pat Woodman**, CCPS Workshop Presenter

**Chad Barger**, CCPS Workshop Presenter, CCPS Workshop & Exam Assistant Director

**Mark Manchester**, CCPS Workshop Presenter

**Mark Schwartz**, CCPS Workshop Presenter Emeritus

### Contributing Members:

**Andy Estin**  
**Gary Hansen**

**Alan Meindersee**  
**Hope Peck**





# THE COPY INDUSTRY

by *Stephanie Saylor,*  
2011 Conference Chairperson

**O**ur copy members are attempting to obtain records for their clients economically and expeditiously. We are fortunate to have educated and streetwise companies that know how to stay in compliance with the law and provide records to their clients. Any industry that is surviving these economic times should be proud, but also aware of outside pressures and changes in the business climate. After receiving input from several of our members, I've compiled the below lists which summarize their comments. This information will likely not surprise any of you, but hopefully provides some comfort in knowing that you may not be the only company out there doing battle in the fields for your clients.

## TRENDS

- Like other industries, there are fewer and larger players and those big firms have the majority of the insurance contracts.
- Some copy businesses are experiencing increased shredding costs due to records being received on paper, but forwarded electronically. Also, due to some page numbering software, etc., original records may be scanned and then the original paper copies shredded.
- Our industry is bucking one popular technological trend, as many of our members are reporting that their clients still want their records on paper. In addition to the paper, they may ask for a CD copy, but the paper is still appealing to their clients. This may be a short-lived situation, but as long as courts still accept discovery on paper, this old method may continue for longer than expected. This did surprise me.

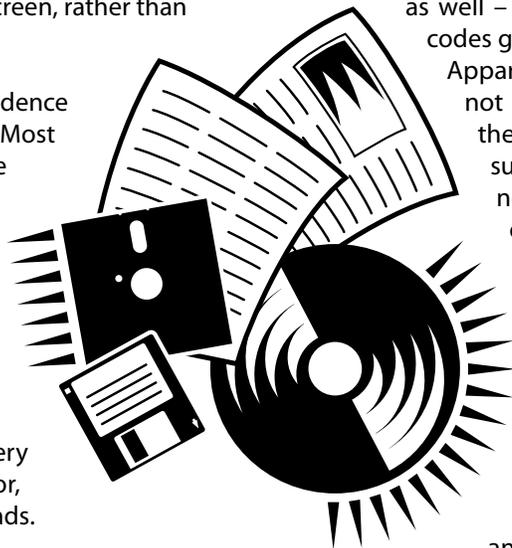
- Facilities are converting to digitally stored records. This is not only occurring with medical records, but also diagnostic images. More facilities are providing records on CD to copy services, or they print the records out from electronically saved files.
- Many facilities are contracting with third party record management companies, especially if they've gone digital. This is similar to off-site billing providers. This delays record production and increases costs in most circumstances.
- Many medical providers are trimming staff in tough economic times and our industry is experiencing an increase in missed compliance deadlines.
- Banks and some diagnostic facilities are still on the same trend – Charging exorbitantly for records.

## DAILY PROBLEMS OUR INDUSTRY FACES

- Lack of understanding by the records custodian as to what a subpoena requires and their responsibility to produce records on the deposition date. Many custodians do not know the difference between a Deposition Subpoena for Business Records and a Civil Subpoena to produce records to court for trial.
- Custodians not complying with Evidence Code 1560(e) – Making records available during normal business hours. Many custodians limit copy days and times to inconvenient windows for the copy services.

*Continued on page 6*

- Short-staffed offices have less time to comply with subpoenas. Field copiers are experiencing more hostility and find locations less accommodating.
- Some facilities that convert to digitally stored information are charging additional expenses for retrieval/production. The current codes are limited to what can be charged by locations for paper records (Evidence Code 1563(1)).
- Digital diagnostic images stored by facilities are making it increasingly difficult to obtain an accurate count. Many facilities still charge per image, even if all images are supplied on one CD. Quotes provided to clients are increasingly inaccurate due to the custodian's visual review of the electronic images. There appears to be an increased tendency to miscount images on a screen, rather than counting physical films.
- Clients not enforcing the civil and evidence codes that we already have in place. Most law offices know that it will cost more to force a physician and/or facility to comply, rather than to pay what they demand. If a doctor demands \$75, rather than \$15 to be in compliance with Evidence Code 1563(6), the attorney will consider the expense of his time and more often than not, he'll pay the demand of the physician. For every occurrence of rewarding bad behavior, the bad behavior increases and spreads.
- Third party record management companies not only cause delays, but they are making it more difficult to obtain a signed Declaration of Custodian of Records form.



## BENEFITS OUR INDUSTRY IS EXPERIENCING

- Some cost savings when records are supplied electronically without additional fees.
- Some cost savings by supplying records electronically to clients who have gone paperless.
- Cost savings in storing records that are already provided in digital format.
- Benefits to the environment with more “green” transfer of information between parties.
- Less shipping costs in providing hard copy records to clients.
- Diagnostic images provided on CD tend to be offered at reduced rates.
- Technology has not replaced the Deposition Officer. Motions to quash subpoenas and record limitation

agreements during the course of discovery keep this role viable. This title is one of leadership. The Custodian of Records have proven time and again that they need our assistance to guide them in complying with subpoenas and staying in compliance with CCP2020.

Most law firms choose to cancel record requests from uncooperative copy locations or pay fees exceeding code limitations. Very few choose to pursue records with full force with every avenue available to them. Most copy services send a “demand letter” to the uncooperative locations; and if this fails, they request the law firm to prepare a letter on their letterhead.

But how valuable is our service if we have to ask the law firm to prepare a letter? Our letterhead should pack some power as well – we are the Deposition Officers! The current codes give us power, but we have no proverbial “stick.” Apparently the sanctions for non-compliance are not great enough to be perceived as a threat by the physicians/facilities. And since receiving a subpoena is never truly a “carrot,” then we have no push or pull. If the sanctions can be increased, or the process made more efficient for enforcing the subpoena, the Deposition Officer would become more powerful.

Currently, we must present the options to our clients and the do the best we can to provide the records within an acceptable time frame and at an acceptable cost. Our members do this daily and for that I’m grateful. Thank you for your professionalism, knowledge and support of our industry.

Your ideas and feedback are always welcome. And may I please encourage you to write articles on this topic and present them to CALSPro for our newsletter. Any beneficial procedures that you have implemented at your company perhaps could be shared with other members. Educating the Custodian of Records takes a group effort and I appreciate the entire copy industry for doing that daily.

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***P.S. Did you know that if you supply records to your client on CD or on paper, that you must charge sales tax for those images (pages). If you send the records to your client electronically (downloaded from your website, for instance) no sales tax applies to those images. If you didn't know this, you may not have attended the 2010 CALSPro Conference in Palm Springs!***

***This information was provided by our educational speaker Johanna Sweaney Salt, CPA with the accounting firm Kaufman Schmid Gray & Salt. PLEASE DON'T MISS THE CALSPro CONFERENCE IN SEPTEMBER 2011 IN RENO. The speakers are informative, the networking beneficial, and I always learn something at conference that I find advantageous to my business. See you there!***

## PRESIDENT'S MESSAGE

– continued from page 1

### SET ATTAINABLE GOALS

Goal setting is valuable, especially when the goals lead to success rather than distress. Make a decision that the goals you set will be achievable, rather than unrealistic pipe dreams that are so far out of reach they only lead to frustration. Setting attainable goals will not only keep you on the track to success but also give you a feeling of accomplishment and pride in your work.

### DROP WHAT'S NOT WORKING FOR YOU

All sales methods aren't going to work for everyone, and all suppliers or contractors aren't going to be ideally suited to your business. If a technique, a product or a business relationship isn't working for you, stop using it. Don't invest a lot of energy into trying to make the unworkable workable.

### DON'T MAKE DO, GO NEW

If there is a piece of equipment in your office that's interfering with your productivity, efficiency or success; or if something that you lack is making your working life harder; then make a decision to make the decision. Whether it's an old fax machine that's a pain to use, a phone system that has not grown with your business, the need for more or faster printers, or for a new employee to lighten your work load, stop putting it off and get what you need. People always say "I should have done this a long time ago," so do it!

This is the year for acting on opportunities and setting a real and workable plan for ourselves and our businesses. Achieving a healthy work-life balance is like maintaining a good relationship; you have to keep working at it. As your Board and I begin to implement our plans, it's a great time to put one together for yourself.



## MEMBER PROFILE



### Zakari and Rich Stitts

**Employed by** Big Sky Attorney Service

**Current Position:** Owner & CEO

**Family:** Rich has a 20 year old son, Zakari, who is currently in basic training at Camp Pendleton Marine boot camp and is in a long-term relationship with Mayu.

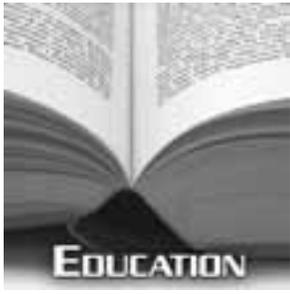
**What are you working on today?** (I.e. new responsibility, new endeavor, new hobby, etc): I am in the middle of training a temp, Kristin, who will be filling in for Sarah, my office manager, while she is on maternity leave. Besides training, I am always out looking for new opportunities to grow my business.

**Year you began in this industry:** 2007

**What brought you to our industry?** I was working for McAfee Software in their legal department reviewing and revising contracts. I was able to "retire early" after leaving that position. After some time traveling and relaxing, I decided I wasn't ready to retire. Wanting to stay involved in the legal field, I found openings on Craigslist for several different legal positions including process servers and contract attorneys. I was immediately interested in the attorney services field and dove in. After six months as a server I decided to incorporate and open a full-time business. Big Sky currently has two full time staff members and five process servers.

**How has membership in CALSPRO benefitted you or your company?** In a word... Immensely! CALSPRO has made me aware of important industry news, changes in legal precedent concerning process service and civil procedure and given me opportunities to pick the brains of industry veterans like Mike Belote, Tony Klein and Cliff Jacobs. I recognized all three of these men as tireless workers and fountains of knowledge. Another key benefit of membership is going to the annual conference and meeting the people you do business with throughout the state.

**If I had a million dollars, I would:** Work seven more years and then retire ... again and move back home to Big Sky Country of Missoula, Montana.



# CONTINUING EDUCATION & TECHNOLOGY REPORT



by **Cliff Jacobs**  
2010-2011 Continuing Education Committee Chairman

## The Way to Go is to Learn and Grow

**E**arlier in this issue, President Barger spoke about “taking the time to make the time”. Along that same line of thought, Continuing Education is asking that you make use of your time and money wisely by investing in two of your most important assets: You and your staff. There are two distinct ways in which we can help enhance your knowledge within this profession, and your business, career and personal acumen overall. The benefits of the additional knowledge will show up time and again in the years to come.

The first way to gain this extra knowledge is for you and your staff to attend the CCPS workshop when it is presented in your area. This workshop is not just for your process servers, and independent contractors but is also very beneficial to business owners, service of process managers and supervisors, dispatchers, customer service/

support specialists, process service data entry staff, and anyone even tangentially related to the Process Serving Profession. Each year codes, statutes, fees and procedures change, and we at Continuing Education keep pace with those changes and update our materials immediately to accurately reflect the most current “in the moment” information. This year, as in the past three years, all of the Workshop materials went through an extensive overhaul and were revised at the beginning of this year. In addition to this, we saw the wisdom in bifurcating the CCPS Exam, and now have two versions containing the same information but presented in a different order. This enables us to make the best use of space when testing.

On January 22, 2011 Continuing Education held an historic CCPS event in Oakland. This was the very first ever PowerPoint assisted

CCPS Workshop and Exam in our history; and it was a big hit. Congratulations to the 11 new CCPS designees resulting from this event. Special thanks go to Chad Barger and Jennifer Bazemore for their tireless effort in working with me to reach this milestone. I am also very proud to officially announce that an online CCPS workshop is being created as an alternative to attending the CCPS Workshop in person. Our goal is to have it ready by Conference in September 2011, and there is growing momentum leading to the possibility of a mid-Summer Beta Version release. It is being modeled after the live workshop and will cover in narrative form everything that is covered at the live workshop, including an enhanced visual presentation. Those doing the online workshop will be eligible for taking an “in person” CCPS test at locations near them throughout CA. Special arrangements will also be made upon request to accommodate testing in remote areas.

### 2011 CALSPRO CONTINUING EDUCATION EVENTS CALENDAR

<b>February 26 – Saturday:</b>	CCPS Workshop and Exam – Visalia
<b>March – TBD:</b>	CCPS Workshop and Exam – San Diego
<b>April 16 – Saturday:</b>	CCPS Workshop and Exam – Riverside
<b>May 21 – Saturday:</b>	CCPS Workshop and Exam – Sacramento
<b>June 11 or 12 – Sat. or Sun:</b>	CCPS Workshop and Exam – San Jose
<b>July 16 – Saturday:</b>	CCPS Workshop and Exam – Buena Park
<b>September 25 – Sunday:</b>	CCPS Exam – Reno (Conference)
<b>October 22 – Saturday:</b>	CCPS Workshop and Exam – Modesto

*We are looking at the possibility of holding the CCPS workshops right after the Saturday CALSPRO Board meetings in March (San Diego) and June (San Jose) of this year depending on room availability and Board Meeting Agenda. Your feed back on holding Sunday workshops in these two areas as an alternative is greatly appreciated. Please send your comments to [cjacobs@onelegal.com](mailto:cjacobs@onelegal.com).*

*Continued on page 9*



The second way to gain the extra knowledge referred to at the beginning of this article is through a very special member benefit. The Continuing Education Committee in conjunction with the Technology Committee is pleased to offer a valuable new online educational opportunity aptly named CALSPRO Online Learning, which was first announced at conference last October. This great benefit is easily accessed through the “Members Only Area” section of the CALSPRO website. If you have not visited the Members Only Area yet, you should go and take a look at all that is there especially for you, the member. To get to the “Members Only Area” simply go to [www.calspro.org](http://www.calspro.org) and near the bottom of the left side bar you will see the link.



After clicking, you just enter your e-mail on file with CALSPRO and your password. If you can't remember your password, there is a way to easily and quickly retrieve it. If you are not sure of the e-mail associated with your membership, you can look at your listing, or the CALSPRO Home Office in Sacramento can look it up for you.

Once inside the Members Only Area you will be able to access upwards of 2900 inexpensive online educational courses for businesses and individuals to enhance their knowledge or fulfill compliance requirements.

Just a few of the categories of courses include Career & Personal Development, Communication Skills, Management and Leadership Skills, Desktop and Software Applications (MS Word, Excel, Outlook, and PowerPoint) and many more.

The courses are a great value, and the low prices will surprise you (the Microsoft WORD, Outlook, PowerPoint or Excel 7 hour course are only \$25.00 each). Prices vary for different courses and packages and there are volume discounts and packages available for additional savings. Registering for a course or package is easy, and once registered you have up to a

## ONLINE EDUCATION TRAINING CATEGORIES

- Career & Personal Development
- Communication Skills
- Compliance
- Continuous Improvement
- Customer Service & Relationship Management
- Customer Service & Telephone Skills
- Desktop & Software Applications
- Finance
- Harassment Prevention Training
- Health & Safety
- Human Resources
- Human Resources Generalist Certificate
- Interior Design
- International Business
- Management & Leadership Skills
- Packaged Courses
- Privacy & Security
- Purchase License for All Courses
- Sales
- Small Business & Non-Profit
- Management
- Strategic Management

Continued on page 10

year to complete the training. For business owners, there are courses and packages perfect for enhancing your staff's desktop and customer service skills; as well as the mandatory compliance training required for supervisors and managers. There are even certain compliance courses where you will receive a certificate of completion (suitable for framing).

I believe that these online educational opportunities will make a difference for you and your staff, and I encourage you to register for one today and give it a try. Make this year extra special for you, your staff and your business. ☺



# CALSPRO COMMITTEES

**Hoping to tap into somebody else's expertise? Join a CALSPRO Committee. The current chairs of the CALSPRO Committees are as follows:**

## ADVERTISING

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# MEMBERSHIP COMMITTEE REPORT

*by Larry Kirlin*

*2010-2011 Membership Committee Chairman*

In my position as the Membership Committee Chairman, I feel that I am more or less the captain of the pep squad for CALSPPro. In this role, I like to remind all of our members of why they joined and why they are part of a winning team.

## EDUCATION! LEGISLATION! RAH! RAH! RAH!

When I think of ways to cheer about the value of our organization, I often turn to the listing of member benefits on the website. As I was reviewing the inventory recently, I realized that the most fundamental reason was missing from the list. So obvious that it goes without mention, but yet our most vital resource ... each individual CALSPPro member! I personally wish I would have taken more advantage of this benefit years ago.

I've been in the industry nearly 20 years but only joined as an individual member in 2008. Even then I didn't see the full benefit of membership until I attended my first conference in 2009. After that conference, I realized the importance of the people I met and the business connections available through CALSPPro.

In the time following my first conference, I have continued to develop and cultivate the relationships with other members of CALSPPro. They have shared their knowledge and experiences with me, and in turn I have become a more valuable asset to my company and our clients.

As Membership Chairman, I've had the opportunity to speak to newly found members, 40 year veterans and everyone in between. One thing they all have in common is the need for each other. There isn't a single company that can cover the whole state without help. Whether it is a forwarded job from another part of California or help with a clerk in an out of town court, you can always count on a fellow member.

In years past, the larger attorney services with multiple offices had a big advantage over the mom and pop businesses. The advantage is no longer as great. Now with the pouch network

and e-mail we can link with other members to create a virtual branch office in hundreds of locations. Talk about leveling the playing field! 🐾

**2-4-6-8**

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Integrity above all else!*

# CALSPRO ADVERTISING OPPORTUNITIES

## PROACTIVE OPTIONS TO GROW YOUR BUSINESS

Tap into a **lucrative** resource, The CALSPRO Membership Directory & Newsletter for legal support professionals throughout California by advertising in its publications. **CALSPRO** is a primary business resource to the industry's finest and most successful legal support providers. What better exposure for your company's advertisement!

Here are just a few reasons why you should consider advertising in CALSPRO:

- Establish credibility
- Capitalize on unique or progressive services offered
- Promote a newer company in an industry that continues to grow
- Exchange work with other vendors Statewide and Nationwide
- Newsletter distributed quarterly to the membership
- Advertising with CALSPRO in the directory and newsletter has the potential gain of over 400 new clients in California and others around the country that serve process.

With limited space available, be sure to contact us right away to reserve your ad space. By advertising in our directory or newsletter, you have the opportunity to promote your company throughout the year for a **low cost** basis! If you wish to advertise in the 2011 Membership Directory, please complete the form from the CALSPRO Website link below and return it with your ad and payment **NO LATER THAN MARCH 12, 2011** to the CALSPRO office at **2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833** or e-mail to [bonnie@camgmt.com](mailto:bonnie@camgmt.com).

### CALSPRO 2011 MEMBERSHIP DIRECTORY Advertising Rates (per ad):

<b>Back Cover</b>	Full page (7 1/2" x 10")	<b>\$920</b>
<b>Inside Front Cover</b>	Full Page (7 1/2" x 10")	<b>\$750</b>
<b>Inside Back Cover</b>	Full Page (7 1/2" x 10")	<b>\$690</b>

### CALSPRO 2011 MEMBERSHIP DIRECTORY Geographical Section or Yellow Pages

Full Page (7 1/2" x 10")	<b>\$520</b>	<b>\$300</b>
3/4 Page (7 1/2" x 7 1/2")	<b>\$400</b>	<b>\$250</b>
1/2 Page Horiz. (7 1/2" x 5")	<b>\$290</b>	<b>\$150</b>
1/2 Page Vert. (3 3/4" x 10")	<b>\$290</b>	<b>\$150</b>
1/4 Page (3 3/4" x 5")	<b>\$145</b>	<b>\$ 75</b>
1/8 Page (3 1/2" x 2")	<b>\$110</b>	<b>\$ 50</b>

[http://www.calspro.org/docs\\_members\\_only/Ad-Contract-CALSPRO-Directory.pdf](http://www.calspro.org/docs_members_only/Ad-Contract-CALSPRO-Directory.pdf)

### CALSPRO PRESS Newsletter Ad Size – Single Ad Rate or Full Year Commitment:

<b>Full Page</b>	(8 1/2" x 11")	<b>\$240</b>	<b>\$225</b>
<b>3/4 Page</b>	(7 1/2" x 5 1/2")	<b>\$190</b>	<b>\$175</b>
<b>1/2 Page Horizontal</b>	(7 1/2" x 4 3/4")	<b>\$135</b>	<b>\$120</b>
<b>1/2 Page Vertical</b>	(3 1/2" x 9 1/2")	<b>\$135</b>	<b>\$120</b>
<b>1/4 page</b>	(3 1/2" x 4 3/4")	<b>\$ 85</b>	<b>\$ 70</b>
<b>Business Card</b>	(3 1/2" x 2")	<b>\$ 60</b>	<b>\$ 45</b>

[http://www.calspro.org/docs\\_members\\_only/Ad-Contract-CALSPRO-Newsletter.pdf](http://www.calspro.org/docs_members_only/Ad-Contract-CALSPRO-Newsletter.pdf)

If you have any questions, please feel free to contact Michael Kern (2011 Advertisement Chair) at (213) 483-4900 or you may contact our administrator's office at (916) 239-4065 and speak with Bonnie Estep.



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