



Looking back...



Bader

BY DONNA BADER

In Spring of last year, I was asked to be editor of Plaintiff magazine. I have to admit that starting a magazine seemed a little daunting yet exciting. I was worried about whether I could fill up Plaintiff with interesting articles month after month – not the sort of lengthy articles that you might scan for a few minutes before deciding if they were relevant to you, but articles that touched on your practices and your lives.

I had hoped to enlarge the definition of “plaintiff” to include areas of law that weren’t typically associated with plaintiffs’ attorneys. We opened up our doors to articles on public interest, civil rights, disability rights, the subprime mortgage crisis as well as current events. We searched and found writers who were, well, dedicated to writing. We also found lawyers who were willing to share their expertise.

I suppose I should be more modest, but I am proud of all that we have accomplished. The feedback we get is so positive and rewarding. Through it all, I have had the opportunity to work with some fine people. Not just our writers but the people behind the scenes, such as Eileen Goss, who helps with editing and whips those articles into shape; our art director, David Knopf, who puts to-

gether the cover and the rest of the magazine in a way that invites your attention; Jean Hutchins, who can research almost anything; Chris Neubauer, who fills up the magazine with advertising that is relevant to our practices; and finally, Richard and Debbie Neubauer, who make it all work. I am grateful for the opportunity to have worked with all of you.

Now the time has come for me to turn over the title of editor to A.T. Kippes. If you have been reading Plaintiff on a regular basis, Althea is the one who has been writing our technology column. If you have followed her advice, you have probably saved hundreds of dollars in billing and calendar programs, telephone services, etc. She is herself a practicing plaintiff’s attorney, a life-long resident of Northern California, an at-large board member of Consumer Attorneys of California, and a dedicated animal rights advocate. I think you will agree that Althea is a fine choice, and I am hoping that you extend your support to her.

For me, I have so many directions to pursue that I am beginning to feel a bit like Dorothy on that Yellow Brick Road. But I will still be around, writing about appellate matters and such. And you are welcome to write me at Dbader1@cox.net or follow my blog at www.AnAppealtoReason.com.

Looking forward...



Kippes

BY A.T. KIPPES

Following in Donna Bader’s footsteps as editor of Plaintiff magazine will be difficult. Through her vision and dedication, Donna has created a magazine that truly captures the essence of a plaintiff’s attorney. Plaintiff is not only an educational and informative magazine, it is fun to read. That’s what attracted me to the very first issue, and that’s the way I intend to keep it.

Donna’s expertise enabled her to recruit writers who brought us not just trial topics, but articles about attorneys who suffer from depression, attorneys who find spirituality in the practice of law, and wisdom from attorneys on how to achieve balance in our lives.

As the new editor, I want to build on what Donna has created. As a plaintiff’s lawyer myself, I know that being successful is more than just knowing how to win a case at trial. We need to know how to run our firms so that we can stay in business and continue to help our clients. We need to know about the various financial, medical and therapeutic resources that can help our clients survive the litigation process, and we need to maintain balance in our own lives so that we can continue to achieve peak performance.

This magazine is for you. If you have any comments, want to suggest story ideas, or are interested in writing an article, please e-mail me at atkippes@plaintiffmagazine.com.