Spring 1998

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Golden Gate University School of Law

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Dean Tony Pagano
Stepping down after ten years

Also:
Taking on RJ Reynolds: how two GGU alumni conquered Joe Camel
As you probably already know, I am planning to step down as dean in December. I've learned a lot during the past ten years and appreciate having had the opportunity to work closely with an extraordinary group of faculty and students and to meet so many wonderful graduates.

One of the Law School's greatest assets has always been our dedicated faculty. We continue to hire people who are outstanding classroom teachers and first-rate legal scholars. They are committed to legal education and have helped develop strong new programs. While I am sad to see a veteran professor like Mike DeVito retire after thirty-three years of teaching, I am confident that we will be in good hands.

Our most recent faculty addition is Law Librarian and Associate Professor Sarah Hooke Lee. She comes to us from William Mitchell College of Law where she served as associate director and head of public services. Prior to that, she was the law library director at Massachusetts School of Law. You can read more about her on page 14.

I congratulate Professor Markita Cooper on recently achieving tenure at Golden Gate. Markita is an example of the outstanding teachers/scholars we have added to the faculty. She joined us in 1991 and, in addition to her teaching and writing, has spent much of the last three years developing leadership skills as a Kellogg Fellow.

In recent years, the Law School has become a center for graduate legal study. I am pleased to report that we recently received ABA approval for two new LL.M. programs, one in United States Legal Studies and the other in Environmental Law. For years, many of our International Legal Studies students have been interested in learning more about U.S. law. The new U.S. Legal Studies Program will enable non-U.S. lawyers to focus their studies on the American legal system. The LL.M. in Environmental Law is a natural outgrowth of our excellent J.D. environmental law program. These two LL.M. programs join our LL.M. in Taxation and LL.M. and S.J.D. in International Legal Studies.

Please take a minute to review the 1997 Annual Report, which you will find in the middle of this issue. I am gratified that the Law School received close to $500,000 in private support during 1997 — our best fundraising year ever. We greatly appreciate the generosity of our donors and volunteers. It is your assistance and commitment to Golden Gate that help us create strong programs, hire outstanding faculty, and offer students an excellent, practice-oriented legal education. I thank you.

Sincerely,

Anthony J. Pagano
Dean
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1997 Annual Report

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DEAN
TONY
PAGANO

STEPS
down

TEN YEARS OF GROWTH AND CHANGE AT GOLDEN GATE
Tony Pagano has announced his intention to step down as dean in December 1998. As the Law School searches for a new dean, we remember Tony's contributions during his ten-plus years as dean.

Ten years ago, Golden Gate was a troubled law school. The school had a deficit, and budgets were being slashed. The Law School had a strong J.D. program, but its reputation was primarily in public interest, and in the late 1980s, few students were drawn to public interest law. J.D. applications were down, yet the Law School had almost no special programs to attract J.D. and graduate students. The school needed a new vision and new ways to attract students.

Far from being overwhelmed by the difficulties, Tony saw them as challenges. According to Professor Mike DeVito, who was on the dean search committee, "Tony's genuine enthusiasm for the Law School, the students, and the future was the reason he was chosen to be dean. What made him stand out was his belief in this school."

Tony admits that he did not see himself as a long-term dean. "I took this job because I liked teaching," he explains. "I was afraid that this place might close. I was 48 years old, and I did not want to be out starting a new law practice at 50. I became dean thinking I would stay on for two years until we could find a 'real' dean. But then I liked the job and one thing led to another."

Over time, Tony did become a long-term dean. When he steps down, he will have served for ten and one-half years. Only 19 out of 180 law school deans in the U.S. have held the position for a longer time.

Facing the Problems
Tony quickly discovered what he was up against. He explains, "At my first ABA meeting, in August of 1988, three deans came up to me and asked if we were still in business. They thought we had closed."

To increase Golden Gate's visibility, Tony realized that he and other faculty members needed to attend more conferences and meetings. However, there was no money in the budget for travel. Tony was so desperate for travel funds that he "would go to Lucky Markets and get the receipts out of the garbage cans because if you had enough of those, you could buy a domestic ticket for only $200."

Demographic studies indicated that the "pool" of potential law students would decrease in the late 1990s, so Tony knew that Golden Gate had to develop new programs to attract students. Faculty members spoke with students at recruiting events and learned that they were interested in three areas: international law, environmental law, and entertainment law. "I thought that we could do a good job in two of those areas," Tony explains. "The faculty chose international law and environmental law — and now we're developing the third area as intellectual property law."

International law came first. Tony credits Professor Marc Stickgold with beginning the process of internationalizing the curriculum. In 1990, Golden Gate hired Sompong Sucharitkul "sight unseen." Still suffering from budget shortfalls, the Law School did not have the money to fly Professor Sucharitkul to San Francisco for an interview. He was in The Hague, and Marc Stickgold interviewed him over the phone and conducted negotiations via fax.

With the arrival of Professor Sucharitkul, the Law School began offering an extensive array of international and comparative law courses. In 1992, Golden Gate scheduled its first Bangkok summer abroad program. The Law School has subsequently held summer abroad programs in Istanbul, Bologna, and

"Before coming here, my experience had been that law school deans tended to be mild-mannered, understated, somewhat formal, excessively polite, tweed-jacketed types. Tony smashed that image. Within minutes of meeting him, I knew that Tony was more brash, less conventional, more open to innovation, less restrained, more entrepreneurial, less cautious, and much funnier than any dean I'd previously known. My evaluation was that those qualities were sorely needed in legal education. Indeed, Tony's personal strengths are behind much of what's best about the Law School, including its lively, innovative spirit."

—Professor Joan Howarth

"Quite frankly, I think most of the senior faculty are a little amazed at what a good dean Tony became. He certainly kept his administrative strengths well hidden while he was a member of the faculty. But once he became dean, he blossomed into a real leader — with real foresight about the needs of the Law School and a remarkable ability to get people to do what was necessary to serve those needs."

—Professor Bob Calhoun

"Tony is very bright, but it is brightness informed by a great deal of common sense. Of the two, I think the latter is the rarer and more valuable attribute. He is also highly energetic, and his efforts to create and nurture new initiatives at the Law School will stand us in good stead for years to come. We can be characterized now as much more than a basic J.D. program, and while many people can justly lay claim to our applause for this change, he surely was the godfather. It has been a job well done."

—Jack Wilson
Dean, 1982-1988

BY LORRI UNGARETTI
"Tony has been the exemplary leadership dean at Golden Gate University for over a decade. The most important things that he has done include attracting impressive and nationally ranked new faculty members, building strength in the student body, internationalizing the Law School, advancing technology in almost every dimension, bettering student services, raising the Law School's national profile, and following a clear plan of curricular improvement that deals squarely with the realities of legal education today."
- Tom Stauffer
Golden Gate University President, 1992–present

"Who would have guessed that Professor Tony Pagano — brash, bright, irreverent, and the occasional terror of students — would become such a wonderful dean! Because of his vision, energy, and remarkable leadership over the past decade, Golden Gate Law School now stands on the brink of greatness."
- Judy McKelvey
Dean, 1974-1981

"The hundreds of students who have gone through Golden Gate to successful careers as litigators owe a debt to Dean Pagano that they are hardly aware of. It has been his unwavering support and encouragement of the litigation program that has put it at the top of all law schools in the country. We will miss his leadership."
- Professor Bernie Segal

"You have enlarged the faculty, increased the enrollment, and, best of all, raised the quality of the school in every way. This will be your permanent contribution as dean, and, as a leading faculty member, you can take quiet pride in it."
- Fred Drexler, J.D., 1947; LL.D., 1971

Malta. The LL.M. in International Legal Studies Program began in 1994, and in 1997, the ABA approved an S.J.D. program in International Legal Studies. As a natural outgrowth of the international program, an LL.M. program in U.S. Legal Studies for foreign lawyers will be inaugurated this fall.

Next, the faculty voted to focus on environmental law, and in July 1993, Professor Cliff Rechtschaffen was hired to develop and direct the environmental law program. This program now boasts more than fifteen courses, a prestigious on-site Environmental Law and Justice Clinic headed by Associate Professor Alan Ramo, and an environmental law summer institute now in its third year. An LL.M. program begins this fall.

In 1988, the LL.M. in Taxation Program was not part of the Law School; it was run by the School of Taxation and was not doing well. In fact, the University's vice president of finance suggested closing the program, saying it would never pay for itself. Despite the risk, Tony convinced the University to transfer the program to the Law School. In 1991, he hired Associate Dean Marci Kelly to direct it. Tony credits Marci for turning the program around and making it academically and financially strong. In 1995, it expanded to Los Angeles.

One way to draw and keep students is to help them financially. When Tony became dean, the Law School Financial Aid Office was set up by the University. Tony moved it to the Law School and worked to increase the number of scholarships. In the late 1980s, the Law School earmarked about 3% of its revenue for scholarships; now it spends about 12% for financial aid.

Recognizing the importance of serving the community while giving students practical legal experience, the Law School started two on-site clinics in 1993. In the Environmental Law and Justice Clinic, students represent low-income and minority communities disproportionately affected by environmental degradation. Students in the Women's Employment Rights Clinic represent clients in employment disputes. Together, the clinics employ four full-time faculty and two fellows. Half of the funding for these clinics comes from grants, donations, and legal fees.

Expanding Faculty and Staff

Tony made a conscious effort to enlarge and diversify the Law School faculty. In 1988, Golden Gate had 17 full-time faculty members; today there are 32. There was 1 minority; now there are 5 faculty members of color. There were only 2 women; now there are 16. "I'm really happy that we were able to expand and diversify the faculty and have done so with such a superb group," Tony says.

As Law School programs grew, Tony enlarged the administrative staff as well. Sue Schechter, hired as assistant dean of Law Career and Alumni Services, transformed a bare-bones office into the first-rate center for legal employment that we see today. (See "Hire Grounds," beginning on page 6.) The Law School also hired Susan Worth as full-time development director to manage fund-raising efforts and Debra Holcomb, the Law School's first alumni relations coordinator, to plan alumni events and help alumni stay in touch. Working to improve the Law School's promotional materials (he had the Law School bulletin completely redesigned during his first year as dean), Tony recently added an in-house production department, with a full-time publications director and a graphic designer.

The Efforts Pay Off

By the end of Tony's third year as dean, the deficit had been repaid to the University. From then on, the Law School has ended each year with a surplus, as the student body
When asked if there were any goals he did not achieve as dean, Tony explains, "I am disappointed that we have not moved further along on creating a separate building for the Law School. Students come here in spite of our facility because of our great programs and great faculty. With a first-rate facility, we would be able to attract even more students to Golden Gate."

Does he have any advice for the future dean? "Retain a sense of humor and don't take yourself too seriously. Remember that there's no training for the job. On the other hand, being dean has given me the opportunity to develop talents I never thought I had. I'll always be grateful for that.

"It's a funny job because you're middle-management. The faculty thinks you're in bed with the president, and the president thinks you're this radical representing the Law School. If you have to err on one side, be someone who represents the Law School. You're more of a faculty member than a university administrator."

Tony's immediate plans include travel to Italy and possibly Egypt during his semester sabbatical. Then he plans to return to the Law School to teach — probably Wills and Trusts — and write about tax policy.

**Tony's Legacy**

Tony's lasting influence on Golden Gate might best be summed up in a letter he received recently from Otto Butz, president of Golden Gate University from 1970 to 1992:

"Your leadership of the Law School has been brilliant and outstandingly effective. Why? Because you brought to the position the character traits the school has needed: inner self-assurance, independent-mindedness, integrity, creativity, spontaneity, a sense of humor, and personal graciousness. And also because you have understood the Law School and the University and have earned and enjoyed the respect, trust and affection of your colleagues.

The caliber of leadership really matters. When you accepted the deanship, the Law School was in deep trouble, academically and financially. Ten years later, it is in better shape than ever before and the strongest part of the University. And in the process of accomplishing all of this, you have facilitated and in many ways enriched the careers and lives of the people who've had the privilege of working with you — including me. Thanks! 🎉

"During his first year as dean, Tony worked nearly every day and didn't take time off for a vacation. After fifteen months, we planned a vacation to Greece in October 1989. Before we left, a staff member worried aloud about how things would run with Tony gone. I remember saying, 'Don't worry. The building won't fall down.' But we were gone on October 17, 1989, when the Loma Prieta earthquake hit. In a way, the building did fall down. Due to structural damage, the administrative offices had to move out of 536 Mission and did not return until July 1997."

- Chris Pagano
wife of Tony Pagano

"Other than his boundless energy, Tony's two strongest qualities as dean are, one, his genuine belief in the quality of our school and its students. You can't fake that. And, two, he treats us as individuals and asks us to do that which we do best. He doesn't force us to do things we don't like or aren't good at. He maximizes what he gets out of the faculty."

- Professor Mike DeVito

"The nascence of LL.M. programs at Golden Gate was at times more difficult than might have been apparent to those not directly involved. Even when Tony was unable to bring good humor to the process, he always brought pretzels and chocolate. I appreciated that."

- Marci Kelly, Director of the LL.M. in Taxation Program
From your days at Golden Gate, you might remember a cramped Law Career Services Office with one staff person and one part-time administrative assistant. Times have changed, and much more is available to students, alumni, and employers. Located in spacious offices on the second floor of 62 First Street, the Law Career and Alumni Services Office (LCAS) now includes five full-time and several part-time staff to serve the needs of both current students and alumni.

To provide a more complete range of services, LCAS hired Debra Holcomb as its first full-time law alumni relations coordinator in January 1997. The integration of the alumni and career services seemed to be a natural fit, although the services to alumni go well beyond assisting them with career-related issues. While the general university continues to provide benefits and services to all GGU graduates, Debra plans events specifically tailored to individuals with law degrees.

SPECIAL EVENTS
Do you wonder what your Law School friends are doing now?
The Law School offers plenty of opportunities for you to network with other attorneys. For example, Golden Gate recently held a reception to honor alumni judges (see page 9). The Law School also holds a reception for alumni at the annual State Bar convention and occasionally hosts local gatherings in conjunction with faculty trips around the country. If you are willing to help, the Law School may be able to host a reception where you live.

Class reunions are one way to reconnect with friends you may not have seen in years. LCAS assists alumni in planning five to ten gatherings a year. It is easy to put together a reunion and well worth the effort. For tips on getting started, see the box on the facing page.

Periodically, the Law School produces an alumni directory and makes it available to its graduates. The last directory was published in 1997, and next year LCAS will begin work on the centennial year directory. It is always interesting to see where your old friends are now. You never know; they might be just across the street.

If you have a suggestion for a program you would like the Law School to host, contact Debra Holcomb. She is always happy to hear from alumni and will do whatever possible to make new events happen.
Planning a Class Reunion or Regional Reception

1. Contact LCAS to express your interest in holding a program. The staff will provide you with a list of your classmates or other grads in your area.
2. Contact several other alumni to see if they share your interest in the program.
3. Talk with LCAS to select the date and location for the event. Planning should begin several months in advance. The office can make the administrative arrangements, including working with the venue, publicizing the program, and receiving RSVPs.
4. Call classmates or alumni in your region and encourage them to attend the program.
   (This is the most important step for making the program a success.)
5. Show up and have a good time!

VOlUNTEER OPPORTUNITIES

When you were a law student, did you wish someone could have helped you learn what it would really be like to practice law?

Current Golden Gate students are eager to meet alumni and learn from them. Your experiences can help students understand how the lessons they learn in the classroom relate to their career goals. In addition, your guidance can ease students’ transition into the legal community. LCAS provides several opportunities for you to make a difference in students’ career development:

- Mock Interviews: Sharpen your own interviewing skills as you give a student the opportunity to practice his or her presentation techniques.
- Career Panels and Brown Bag Lunches: Describe and discuss your career experiences with students.
- Student/Alumni Mentor Program: Meet one-on-one with a student to share the benefit of your experience and provide advice and support. Students are not the only ones who benefit from these programs. Alumni often report that they learn more about their own careers and job search skills while meeting with students. For more information about volunteer opportunities, please contact LCAS.

Another rewarding and critical alumni volunteer activity is in the admissions process. Newly accepted students are eager to hear about your experiences, including why you chose Golden Gate and how you developed your career path. You can talk with prospective students through informal telephone calls and by attending (or even hosting) special receptions.

Want to be judge for a day?

Our appellate advocacy and award-winning mock trial programs rely on Golden Gate alumni to serve as judges and advisors for appellate and trial competitions. These experiences can help alumni sharpen their own litigation skills while shaping the next generation of attorneys.

Would you like an easy way to earn MCLE credit?

Golden Gate provides MCLE credit for some on-campus events. Recent events include talks by Justice Albie Sachs of the Constitutional Court of South Africa and Anthony Lewis, Pulitzer Prize-winning New York Times columnist.

RECOGNITION

Do you have good news to share?

If you have something to share about yourself or a classmate, be sure to let the Law School know. Each issue of Class Action includes a “Class Notes” section that highlights alumni news and accomplishments. It is always fun to read about the success of someone you know and even to see your own name in print.

Each year, the Law School selects one graduate to receive the Judith G. McKelvey Outstanding Alumnus/a of the Year Award. When you receive nomination materials in the fall, be sure to share your recommendations with Law Alumni Services.

GENERAL INQUIRIES

Do you have a question about the University or Law School but don’t know where to begin?

Use LCAS as a resource. Office staff can answer general questions, help you track down former classmates, and locate alumni in a particular region of the country. In turn, office staff can help others find you (if LCAS has your correct business address and phone number on file).

“The alumni who participate as judges and advisors are an indispensable part of Golden Gate’s litigation program. We rely on alumni to offer critical feedback and illustrate effective lawyering strategies to students.”

— Stephen Lightfoot (91)
Partner, Bledsoe, Cathcart, Diestel, Livingston & Pedersen
ASSISTANCE WITH STAFFING NEEDS

Your firm needs to add a lawyer who specializes in a particular area of law. Where do you go to find that person?

As an employer, you can advertise positions free of charge to Golden Gate law students and alumni through job listings (print and online) and the Graduate Job Bulletin. Whether you're looking for a law student to help with a research project or an attorney with significant trial experience, LCAS can help you reach the ideal candidate. Assistant Dean Sue Schechter remains in contact with many employers, learning about their needs and working to fill existing positions with qualified students and alumni.

LCAS can also help if you are seeking a candidate with expertise in a specific area. Technology Program Coordinator Phoebe Burns maintains a database with background information on students and graduates. She can search the database to identify candidates with the combination of skills and knowledge you are seeking.

To advertise a job vacancy, simply fax a job description or a completed Job Listing Form to LCAS at (415) 543-6680. (Call (415) 442-6625 to get a Job Listing Form.)


LCAS, in conjunction with the University Alumni and Career Services Offices, will host a day of programs to help you prepare your career for the twenty-first century. Session topics include career self-reliance, basic and advanced job search strategies on the Internet, career assessment tools, non-traditional employment opportunities, starting your own practice, job search resources, and panels of professionals working in various industries.

Watch for information in the mail or contact LCAS for more details. Cost for GGU alumni is $20, which includes lunch. (Please contact LCAS if this fee creates a hardship for you.)

“Cheresh Finer (95) from Cooper & Lybrand was very helpful during the mock interview. She seemed interested in me and my interviewing skills. She gave me several ideas about how I might improve my resume, cover letter, and responses to questions. She was great!”

— Jakob Lipman (class of 1998)

JOB SEARCH ASSISTANCE

You've been working in the same firm for a number of years and decide to make a change — either to start out on your own or look for another legal position. Where do you begin?

Whether you graduated 12 months or 12 years ago, LCAS can help you with your job search. All graduates are eligible for free career counseling services, which are conducted in person or over the telephone. Assistant Director Susanne Aronowitz can help you revitalize your job search plan, learn more about the employment market, and present your credentials in the strongest possible light. Susanne also conducts periodic workshops specifically for Golden Gate law graduates to demystify the job search process.

To inform you of job vacancies, LCAS publishes a semi-monthly Graduate Job Bulletin. Over the past year, employers have listed approximately 150 positions per month for students and graduates.

LCAS maintains an extensive resource library containing newsletters with job listings from around the country, employer files, directories, career development guides, and instructional videotapes. Graduates may check out many of the books and videotapes for review. The resource library also contains computers for graduate and student use, providing access to a host of online career resources. If you are not located in the Bay Area, LCAS can contact a local ABA-approved law school to request that you have access to their services.

LAW CAREER AND ALUMNI SERVICES

For More Information:
Phone: (415) 442-6625
Fax: (415) 543-6680
Offices: 62 First Street, Suite 200
San Francisco
Mailing address: 536 Mission Street
San Francisco, CA 94105
E-mail: lawcareer@ggu.edu
Website: www.ggu.edu/law

Job Search Services

- Career Counseling: Call (415) 442-6625 to schedule a thirty-minute counseling appointment. Appointments can be conducted in person or by telephone.
- Resume/Cover Letter Review: Mail or fax your resume and cover letter to LCAS for review. Susanne Aronowitz or Debra Holcomb will offer comments and suggestions.
- Workshops: Graduate Job Search Workshops are advertised in the Graduate Job Bulletin. (A twice-weekly, e-mail version is also available.)
- Graduate Job Bulletin: Job listings are published twice a month. During your first year after graduation, you are entitled to a free one-year subscription. After that time, a six-month subscription costs only $20. Just send your check (payable to Golden Gate University) to Law Career and Alumni Services. Indicate your year of graduation and whether you prefer to receive the Bulletin via U.S. Mail or e-mail (include e-mail address).
ALUMNI JUDGES RECEPTION

The faces on the moot courtroom wall came to life when our alumni judges, commissioners, and magistrates gathered with Dean Pagano for our first judges reunion in more than six years. Graduates mingled with fellow alumni they might otherwise only see sitting on the opposite side of the bench. The Law School has more than sixty alumni serving in a judiciary capacity throughout the country, many of whom are located in the Bay Area.

ALUMNI AND ADMISSIONS PROGRAM

Alumni in six different California cities hosted receptions for prospective students who have been admitted to the Law School to offer them a first-hand look at life as a lawyer. Thank you to Doug Aberle (83), Beverly Hills; Carl Adams-Duma (97), San Francisco; Shelley Gordon (79) and Mike Sullivan (90), Oakland; Linda Barr (83) and Bref French (79), Sacramento; Vicki Clark (95), Santa Barbara; Karen Betaque (83), Santa Rosa; and William Audet (84), San Jose.

THE CLASS OF 1976

Members of the class of 1976 held an informal reunion at the Left Bank in Larkspur on December 8, 1997. A small group gathered to reminisce and laugh over long forgotten memories. Thank you to Matt Shier and Andrew Allen for putting this event together.

FREE MCLE PROGRAMS

More than 30 alumni earned MCLE credit by attending a presentation by the Honorable Albie Sachs of the Constitutional Court of South Africa. Close to 40 graduates attended an MCLE lecture entitled "Civil Liberties and Immigration" presented by New York Times columnist Anthony Lewis on March 31. Both of these events were provided by the generosity of the Helzel Family Foundation.

CLASS OF 1977 REUNION

The class of 1977 met at the Law School in June to celebrate its 20-year reunion. Forty-four graduates, faculty, and guests were on hand to reflect on the years since graduation and update one another on all the changes in their lives. Many thanks to Marjorie Randolph and Karen Kadushin for assisting with the organization of this wonderful reunion.

Top: Marcia Meyers, Marc Van Der Hout, Les Minkus, Susan Pintar, Jonathan Siegel, and Michael Keenan.
Bottom Left: Mary (Mattson) Elieisarn (right) and her partner, Mel Martynn, greet former classmate Randy Berning (left).
Bottom Right: Dale (Howard) Sipes, Jeff Appleman, and Marilyn Teeter.
On January 29, Professor Roger Bernhardt was a presenter at a symposium on the new Restatement of Mortgages at Brigham Young University. He spoke on “What the Restatement Says (and Doesn’t Say) About Foreclosures and Deficiency Judgments.” Organized by the Reporters of the Restatement, the program had six presenters whom the moderator referred to as the “six major writers on mortgage law in America.” Professor Bernhardt has been one of the consultants on the Restatement. His paper will appear in the Brigham Young University Law Review later this year.

On January 31, Professor Bob Calhoun gave a talk on “New Evidence Law Issues in Criminal Practice” for the First District Appellate Project Legal Practice Update Seminar, held at Golden Gate University.

Adjunct Professor M. Scott Donahay has been appointed to the Copyright Arbitration Royalty Panel for the 1998-99 term. An act of Congress created the panel to review and set statutory royalty rates for the use of copyrighted material in the telecommunications field.

Associate Professor Rod Fong was elected the 1998 section secretary for the Section on Academic Support Programs, Association of American Law Schools. He co-authored the article, “Inclusive Teaching Methods Across the Curriculum: Academic Resource and Law Teachers Tie A Knot at the AALS,” published in the University of San Francisco Law Review last year. At the National Asian Pacific American Bar Association Conference last November in San Francisco, Professor Fong moderated a panel of law professors on “The Role of Law Schools in Empowering the Asian Pacific American Community.” In January, he participated in a panel on “The Future of Academic Support in a Changing Admissions Environment” for the Section on Academic Support at the Association of American Law Schools Annual Meeting in San Francisco.

At the Fall Conference of Women Defenders, Professor Joan Howarth gave a presentation on “Representing Black Male Innocence,” based on her article of the same name published in the University of Iowa’s Journal of Race, Gender and Justice. Her article, “Teaching in the Shadow of the Bar,” about the negative impacts of the bar exam on legal education, was published in the University of San Francisco Law Review. Last November, Professor Howarth was a group leader at the Mills College Summit on Women in Legal Education.


Last December, Associate Professor Maria Ontiveros attended a meeting of the National Advisory Committee for the NAFTA labor side agreement. The NAC was charged with writing an evaluation of the operations of the labor side agreement through its first four years. Professor Ontiveros was also appointed chair of the working group on cooperative activities. During the fall 1998 semester, she will teach Labor Law and Alternative Dispute Resolution as a visiting professor at the University of Michigan School of Law.

Last November, Associate Professor David Oppenheimer was among thirty legal scholars and social scientists from three continents who gathered at Washington University in St. Louis to discuss the policy of affirmative action in the United States, South Africa, and India.
Oppenheimer was on a research leave this past semester and will return to teaching in the fall. While on leave, he was a visiting scholar at the Institute for the Study of Social Change at University of California, Berkeley, where he worked on a book about discrimination in the 1990s, *Discrimination and Affirmative Action — A Primer*. He has agreed to submit a chapter on sexual harassment liability for a book being published by Yale University Press. In addition, he drafted chapters for a book on Angela Davis and a book on reparations.

In January, Oppenheimer helped organize and lead a demonstration of more than one thousand law professors, law students, and lawyers in support of affirmative action in legal education. The demonstration, held in San Francisco in conjunction with the annual meeting of the Association of American Law Schools, included many GGU staff, faculty, and students. It was followed by a conference on affirmative action held at GGU, co-sponsored by the Law School and the Society of American Law Teachers.

On February 28, Oppenheimer delivered a paper on "Employer Liability for Sexual Harassment under the Law of Agency" at Yale University Law School. The conference was convened by Michigan Law Professor Catherine MacKinnon and celebrated the twentieth anniversary of her book *Sexual Harassment in America*.

Oppenheimer has been elected to the board of directors and executive committee of the Lawyers' Committee for Civil Rights of the San Francisco Bay Area, the board of directors of Equal Rights Advocates, the executive committee of the ACLU of Northern California, and the National Board of Governors of the Society of American Law Teachers.

On January 7, Associate Professor Alan Ramo represented the Environmental Law and Justice Clinic at the plenary meeting of the American Association of Law Schools' workshop on "New Strategies for Inner Cities: Academics, Professionals, and Communities in Partnership." His presentation involved a multimedia discussion of the clinic's Hunters Point toxic program and included members of the community.


Assistant Dean Sue Schechter was busy at conferences this past March. At the Learning from Practice: Developments in Legal Externship Pedagogy conference, held at The Catholic University of America, Columbia School of Law, she was a co­ presenter of two sessions — "Making Site Visits Worthwhile" and "Use of Externships in Career Planning." At the National Association of Law Placement (NALP) national conference she co­ presented a workshop on "Job Search and Workplace Issues Facing Gay-Lesbian-Bisexual Students and Attorneys." At that conference she also coordinated and presented the workshop "From Experience to Employment: Educating Students and Faculty on the Importance of Clinics." She also coordinated two workshops at the 23rd Annual Women and the Law Conference at Golden Gate University. Also in March, Dean Schechter was elected regional coordinator of NALP's West/Rocky Mountain Region.

Professor Bernie Segal coached the Law School's mock trial team to the Western Regional Championship of the ABA's National Mock Trial Competition. The GGU team came out number one against a field of 22 law school teams. Another Golden Gate team won the ATLA Regional Championship. (See page 15.) Bernie has coached every GGU team since the competitions began 20 years ago. In that time, the Law School won regional championships eight times and also captured silver and bronze medals seven times.
1960s

Ron Bass (69) is in charge of the appeals, writes, and trials section of the California Attorney General's Office Criminal Division in San Francisco. Additional GGU grads in the San Francisco office include Juliet Haley (92), Michael Banister (91), and Greg Zywicke (94).

1970s

Ronald A. Goularte (70) now serves as a private arbitrator, mediator, and neutral evaluator and continues to serve as an arbitrator for the Santa Clara County Superior Court. He joined the faculty at DeAnza College teaching Law and Real Estate. He is also teaching Mediation and Dispute Resolution for the private sector in Silicon Valley.

George Holland, Sr. (72) was inducted into the Charles Houston Bar Association Hall of Fame on December 6, 1997.

Peter Foor (73) was appointed by Governor Pete Wilson to fill one of two newly created Solano County Superior Court seats in November. Prior to his appointment to the bench, Judge Foor served as a district attorney in Tulare County, ran his own private practice, and handled a number of high-profile criminal cases in Solano county as a deputy public defender.

Ruth Astle (74) co-authored a chapter in the new CEB Administrative Law Book entitled Administrative Law Hearing Practice. She writes, "my youngest son just started at Vassar College (yes, it's been coded since 1969), and I have a three-year-old granddaughter."

Warren Siegel (74) opened his own mediation business, "We Can Work It Out Mediation Center," in January 1998. It specializes in family law mediation and litigation, wills, and probate. He is also working with the California Judicial Council to write pamphlets, training materials, and videotapes to help explain family law and restraining orders to the public. The fourth edition of his book, How to Raise or Lower Child Support in California, will soon be released by Nolo Press.

Joel M. Blackman (76) was appointed assistant general counsel of the San Francisco Housing Authority on December 1, 1997. Prior to his appointment, he was chief counsel at Mission Community Legal Defense, a nonprofit law firm in the San Francisco Mission District. Mr. Blackman's first child, Rachel Kelly Rose Blackman, was born on September 14, 1997.

The class of 1976 held an impromptu reunion at the Left Bank in Larkspur on December 8, 1997. Thank you to Matt Shier and Andrew Allen for putting this event together. (See Alumni Activities on page 9.)

Richard J. Idell (76) formed a new law association, Idell, Berman & Seitel, which will counsel clients in civil litigation and business transactions with an emphasis on entertainment law, copyright, trademark, Internet law, new media law, infringement and unfair competition, merchandising, performance arts, sports law, licensing, privacy, publicity rights, negligence, insurance, and real estate.

The Class of 1977 held its twenty-year reunion at Golden Gate University on November 21, 1997. Thank you to Karen Kadushin and Marjorie Randolph for their help in coordinating this event. (See Alumni Activities on page 9.)

M. Henry Heines (78) was elected to Townsend and Townsend and Crew's three-member executive committee. He currently heads up the firm's chemistry group and is a specialist in patents involving chemistry, biotechnology, and medical devices.

Ruth E. Ratzlaff (79), a sole practitioner in Fresno, completed the National Elder Law Foundation (NELF) certification process and is now a certified elder law attorney. Ms. Ratzlaff has practiced elder law for 18 years and focuses her practice on estate planning and probate, planning for the cost of long-term care, powers of attorney, and conservatorships.

1980s

Eva Herzer (80) is a mediator in private practice in Kensington, California. She mediates family, inheritance, personal injury, and small business disputes. In August 1997,
she was appointed chair of the International Law Committee of the National Association of Women Lawyers. In October, she was elected for a third term as president of the International Committee of Lawyers for Tibet, a legal advocacy group she co-founded in 1989. She works closely with the Tibetan Government-in-Exile, which is headed by the Dalai Lama. In the past two years, she has advised Tibetan delegations to the U.N. Fourth World Conference on Women in Beijing, the U.N. World Conference on Human Settlements in Istanbul, and the U.N. Commission on the Status of Women.

Charles Pernice (81) relocated his tort, business, and wrongful termination law practice to 5 Park Plaza, Suite 1500, in Irvine, CA. Mr. Pernice was recently re-elected to a board position with the Orange County Trial Lawyers Association and re-appointed as a probation monitor with the State Bar of California.

Catherine Yanni (81) joined JAMS/Endispute as a mediator in March.

Thomas P. Keeler (82) transferred offices on July 1, 1997 to practice with Dooley Lannen Keeler & Roberts LLP in Agana, Guam.

Sue Alexander (83) has been appointed commissioner at Department 24 (family law) of the Alameda County Superior Court.

Leslie Rose (83) is the president of the San Francisco Bay Area chapter of the National Lawyers Guild. A former deputy state public defender, Ms. Rose has been teaching appellate advocacy at Golden Gate for the past two and a half years.

J. Virginia (Stevens) Peiser (L.L.M. 84) has opened a law office in Walnut Creek, focusing on taxation, estate planning, real property, and general business matters. She is a certified specialist in taxation law by the State Bar of California Board of Legal Specialization, and she has received an AV rating from the Martindale-Hubbell Law Directory. She is a regular speaker and author on taxation and estate planning issues. She sits on the board of directors for the Taxation Section of the Contra Costa County Bar Association and has served as chair of the Taxation Section for two year-long appointments. Ms. Peiser lives in Orinda with her husband Michael and their two children, Jason (age 12) and Erica (age 10).

Scott F. Handelman (85) opened his own law offices in Walnut Creek and Oakland in March 1997. The firm's practice consists primarily of general civil litigation and transactions.

Joshua M. West (85), a partner with DeMeo & DeMeo, was elected vice-president of the Consumer Attorneys of Sonoma County. The association represents the needs of local plaintiffs' attorneys, educates its members to improve their litigation skills, and lobbies on behalf of the consumer.

David A. Simpson (86) became president of the Board of Directors for Back On Track, an after-school mentoring/tutoring program for San Francisco's K-12 students. Mr. Simpson writes, "We could always use more volunteers!" You can contact Back On Track by calling (415) 346-9316.

Jennifer W. Suzuki (88) was elevated to partner in Long & Levi's construction practice in January. She focuses on corporate and partnership transactions, loss prevention, and construction litigation.

Semha Alwaya (89) joined the firm of Lillick & Charles as senior counsel last fall.

Mark Anderson (89) became a partner with Farella Braun & Martel in October 1997. Formerly a special counsel with the firm, he practices general business and real estate law.

1990s

Carin (McCulley) Johnson (92) and Peter Johnson's (92) first son, Roc Wayne Johnson, was born on August 9, 1997.

James Treppa (92) was promoted to partner at Bledsoe, Cathcart, Dieselt, Livingston & Pedersen LLP.

Christopher A. Kesler (93), formerly associated with Falh & Takeuchi PC, was admitted to the Texas bar in 1993. He has joined Fleming, Hovenkamp & Grayson PC, a Houston-based law firm that concentrates its practice in the areas of complex product liability, negligence, and consumer litigation, including mass and class actions. Their expertise includes multi-plaintiff litigation in areas such as aviation accidents, property damage, consumer protection, securities fraud, insurance fraud, and toxic tort cases.

Michael D. Rothman (93) established his own investigative practice, Rothman Consulting LLC, specializing in "care giver" (nanny, au pair, and nursing home) background checks and surveillance solutions. His firm is located in New York City.

Timothy Smith (93) joined Carroll, Burdick & McDonough's product liability group as a partner. His practice focuses primarily on personal injury and tort litigation.

Christopher Tilman (93) proudly announces the arrival of Wyatt Randolph Tilman "our sixth generation Nevadan" on January 16, 1998.

Simona (Farrise) Hunt-Morgan (94), an associate with Kazan, McClain, Edises, Simon & Abrams, was appointed to the 1998 Charles Houston Bar Association board of directors on November 20, 1997.

Continued on page 20
NEW LL.M. PROGRAMS
The Law School has received approval from the ABA for two new LL.M. programs, one in environmental law and one in United States legal studies. Both programs are described on our website: www.ggu.edu/law.
- The Environmental Law LL.M. is a natural outgrowth of our well-respected environmental law J.D. program, which includes the prestigious Environmental Law and Justice Clinic. For a bulletin describing the program, call (415) 442-6654 or e-mail envirrlaw@ggu.edu.
- The U.S. Legal Studies LL.M. is designed to help foreign law graduates and attorneys gain a fundamental understanding of U.S. law and specialize in an area where U.S. law plays a significant role in world affairs. For a bulletin describing the program, call (415) 442-6607 or e-mail uslegal@ggu.edu.

NEW LAW LIBRARIAN
Sarah Hooke Lee joined Golden Gate on March 1 as law library director. Ms. Lee's impressive background includes more than seven years' experience directing academic law libraries. During her six-year tenure as library director at Massachusetts School of Law, she planned and built a new 19,000-square-foot law school library. She oversaw planning the new building, moving the collection, installing computer resources, and implementing management systems. Most recently, she was associate director and head of public services at the William Mitchell College of Law.

Ms. Lee earned her B.A., M.L.S., and J.D. from the University of Maine. Before turning her expertise to libraries, she worked as legislative counsel to the Maine Legislature, legal counsel to the Massachusetts Cable TV Commission, and assistant legislative counsel to the John Hancock Mutual Life Insurance Company.

LAW REVIEW ON ENVIRONMENTAL LAW
To coincide with the launch of the new LL.M. program in Environmental Law, the most recent issue of Golden Gate Law Review focused on urban environmental issues. Published in April, The City and the Environment included articles on the Presidio of San Francisco, protecting San Francisco Bay, and the California Environmental Quality Act. Adjunct Professor Paul Kibel was the faculty editor and will also edit next spring's environmental Law Review, which will focus on international environmental law issues.

COURT RULES
Bella, the Law School's student/faculty women's basketball team, completed its second successful season on March 16. The team was undefeated in the San Francisco Recreation and Park Department "C" League regular season, winning its eight games by an average of 20 points. Unfortunately, bella was not so lucky in the playoffs. In one of the most intense games the players can recall ever playing, bella lost 36-34 before dozens of faculty, staff, student, and alumni fans.

GOLDEN GATE CLINIC CELEBRATES VICTORY
On March 30, the California Supreme Court issued a favorable decision in Cuadra v. Millan, a case litigated by the Women's Employment Rights Clinic (WERC). In a unanimous decision, the court found that the labor commissioner had unlawfully refused to calculate wages from the date that workers first filed their administrative claims. Instead, the agency calculated wages back from the date that a hearing was eventually held. The result was that workers lost many months of wages owed to them.

Thanks to some creative research by WERC students, the superior court judge was convinced to keep his January 1996 order in effect during the pendency of the appeal. Thousands of workers statewide have already benefited from the policy change, and many more will benefit in the future from the Supreme Court's ruling. WERC attorneys handled this case along with attorneys from the Asian Law Caucus, California Rural Legal Assistance, the East San Jose Community Law Office, and other Bay Area organizations.
MOCK TRIAL TEAMS
WIN REGIONALS
On February 3, the mock trial team of Jules Binder, Vladie Viltman, and Shahrad Milanfar won the Western Regional Championship of the ABA's National Mock Trial Competition. Professor Bernie Segal is the team's coach. On March 7, Heidi Larsen, Arron Nesbitt, Joanna Opperman, and Frank Adam won the Western Regional Competition of the Association of Trial Lawyers of America Student Trial Competition. At the finals in Washington, D.C., this team placed eighth out of twenty-six teams. Adjunct Professor Stephen Lightfoot (91) is their coach.

The latest victory represents the eighth time that a team from Golden Gate University has won a regional trial championship. The Law School's teams have also captured silver and bronze medals in numerous other trial competitions.

LAW SCHOOL SUMMER PROGRAMS
■ Summer Abroad. This summer we will return to Bangkok (June 1–July 15) and Istanbul (June 22–July 17) to offer students unique opportunities to study with law students from around the world and explore fascinating countries.
■ Environmental Law Summer Program. J.D. students can earn a full semester's credit for environmental law courses taken at the San Francisco campus, June 1–27. They can also gain valuable clinical experience by participating in the Environmental Law and Justice Clinic, June 1–July 24. The summer program offers “brown bag lunch” lectures with leading environmental law experts and practitioners. For more information on these public talks, call (415) 442-6674 or e-mail envirolaw@ggu.edu.

SPECIAL EVENTS AT GOLDEN GATE
■ On February 3, Justice Albie Sachs of the South African Constitutional Court returned to Golden Gate and spoke on some of the issues faced by the court.
■ More than 300 people participated in the 23rd annual Women and the Law Conference, March 19–22.
■ Anthony Lewis, Pulitzer Prize-winning New York Times columnist, returned to Golden Gate on March 31 and spoke on “Civil Liberties and Immigration.” As part of his lecture, he also answered questions about “Bill, Monica, and the Press.”

BEST IN THE WEST IN PUBLIC INTEREST
In the October 1997 issue of The National Jurist, Golden Gate ranked highest among schools in the western United States in its commitment to public interest law. The journal surveyed 167 law schools nationwide, and Golden Gate ranked 13th.

The survey looked at how law schools encourage students to pursue public interest law by providing financial support, public interest opportunities, and public interest curricula. It ranked law schools by a traditional grading system. The Law School's overall “GPA” rating was 2.48 on a 4.0 scale. The highest score was 3.52 earned by Yale.
IN 1988, RJ REYNOLDS TOBACCO CO. (RJR) LAUNCHED A NEW CAMPAIGN TO ADVERTISE CAMEL CIGARETTES. FOR NINE YEARS, THE COMPANY SPLASHED COLORFUL IMAGES OF THE COOL "JOE CAMEL" CHARACTER ON BILLBOARDS AND IN MAGAZINES AND DISPLAYED THE IMAGE ON NUMEROUS CONSUMER ITEMS SUCH AS POSTERS, T-SHIRTS, LIGHTERS, AND HATS. THE JOE CAMEL CAMPAIGN WAS TREMENDOUSLY SUCCESSFUL FOR RJR, INCREASING SALES OF CAMEL CIGARETTES BY AT LEAST 13%.

In 1991, the Journal of the American Medical Association published results of three studies that found that children were more likely than adults to recognize the Joe Camel image and that six-year-olds associated Joe Camel with cigarettes almost as often as they connected Mickey Mouse with the Disney Channel.

Disturbed by this news, San Francisco attorney Janet C. Mangini (79) approached her colleagues, Alan M. Caplan and Philip Neumark, and suggested that they do something. Caplan and Neumark contacted the San Diego firm Milberg Weiss Bershad Hynes & Lerach LLP and convinced them to help stop RJR. The resulting lawsuit — Mangini v. RJ Reynolds Tobacco — eliminated the Joe Camel campaign.

In 1991, there was no public conversation about tobacco and advertising. The public debate about nicotine, youth smoking, and what tobacco executives knew and did not know had not yet begun. Individual smokers who had sued tobacco companies had consistently lost.

"I was the lone voice saying that this advertising campaign was wrong, and we must do something," Janet explains. "It just seemed wrong that an advertising campaign could influence children to begin an addictive habit when they had no ability to say 'no.' They didn't know the consequences of being cool, hip, and happening as Joe Camel was."

Another Golden Gate graduate Patrick Coughlin (83), an attorney at Milberg Weiss, was the lead trial attorney in the case. "When we started in 1991, we thought the best approach was to attack promotional items that displayed the Joe Camel image," he explains. RJR countered with a demurrer arguing that the complaint was pre-empted by the Federal Cigarette Labeling and Advertising Act. The trial court agreed and threw out the case. However, the appellate court overturned the decision, indicating that the attorneys could reframe the complaint to state that an illegal underage market was being targeted, an unfair business practice in California.

In 1994, a unanimous California Supreme Court upheld
the reframed complaint. For the first time, Attorneys General from twenty-three states banded together to file an amicus brief to support the Mangini position. Later that same year, the U.S. Supreme Court declined review and allowed the lawsuit to go forward.

Making the Case

“To get the case ready for trial, we reviewed more than 30 million pages of documents, interviewed more than 150 former RJR employees, gathered hundreds of depositions from previous cases, and took our own depositions,” explains Patrick. “It was a long process, and RJR fought us every step of the way.”

During discovery, RJR tried to hold back internal documents dated prior to 1987 when the campaign began. However, Patrick and his colleagues had discovered that in the 1970s and early 1980s, RJR International had started a similar campaign in France with a different cartoon camel. The attorneys also discovered that RJR had commissioned studies of the underage market as far back as the early 1970s. When Superior Court Judge Paul H. Alvarado was presented with this information, he opened up discovery overseas and back to 1972.

Information in the documents was revealing. For example, after the French government banned the cartoon advertising, RJR International told its U.S. counterpart that the campaign had been successful in “youthening” the Camel market in France. Numerous internal memos and reports also showed that RJR was concerned about the gains their competitor Marlboro was making in the underage (ages 12 to 17) market and that executives at RJR believed they needed to implement changes to reverse that trend. The result was the Joe Camel campaign.

Janet’s attorneys originally believed the only way to prove that RJR had intentionally targeted children was through the use of experts. The experts would assert that the campaign used features known to influence children, including the cartoon character, various color schemes, ad locations, and promotional giveaway items. And, of course, RJR would deny that they had directed their advertising to underage consumers. But, as Patrick says, “We had no idea that the tobacco industry would have internal documents actually stating that this illegal underage market was necessary for the company to survive and prosper. It’s one thing to learn after the fact that your advertising has an effect that you didn’t realize. It’s something else to design a campaign that intentionally lures children to smoke.”

Coughlin believes the documents revealing this intention ultimately brought RJR to the negotiating table.

Settling the Case

In 1996, RJR first discussed a settlement that would remove the Joe Camel ad campaign in magazines and sporting events but allow continued use of the image on billboards. This proposal piqued Patrick’s interest. “The offer was something worth considering, except that I had recently learned that billboards are one of the most effective ways to reach children. Billboards are ‘bigger than life,’ so children see and remember them much more than magazine print ads or even television.”

The Mangini case did not settle in 1996 because, as Patrick explains, “Our main concern was the children. We could not just agree to limit ads to billboards or promotional items; we needed to go further. Also, after reviewing so many of RJR’s internal documents, I believed that we should not settle this case unless we were allowed to release those documents to the public.”

Janet’s response was, “Don’t settle. Don’t lose.” This was important to Patrick. “Another client might have said, ‘Hey, I’m tired of this. We don’t seem to be getting anywhere. I’ve moved on with my life and I don’t want to be subjected to the inevitable discovery.’ But Janet stood firm.”

The trial was set for December 1997, but the opposing sides reached an agreement to pull the Joe Camel campaign and to release the documents to the public. (See page 19 for excerpts from the documents.) The details were wrapped up in October 1997.
A Lasting Effect
This case has emboldened others around the country to take on the tobacco industry. The first state Attorney General case against the tobacco industry was filed in 1994; forty more cases followed. The FDA also entered the picture. The agency had closed its original case against RJR, believing that not enough evidence existed to prove that Joe Camel ads targeted children.

"I could not have brought this lawsuit on my own," admits Janet. "It takes an army to meet an army, and that's what I had in Milberg Weiss. I had an army that was ready to mobilize, could afford to mobilize, and did in fact mobilize and believed in our lawsuit. It was fabulous."

What's Next?
"There are other cases out there that we are looking at," says Patrick. "For example, Nike runs this slick campaign in this country, saying 'Just Do It' and showing young women and minorities succeeding against the odds and how great it is, and they're wearing Nike shoes. At the same time, Nike factory workers in other countries are earning $1.30 a day. We're investigating it, and so far we're appalled at what we've learned. So that might be our next case." In April, Patrick's firm filed suit against Nike, charging deceptive business practices by misrepresenting to the public the company's treatment of its overseas workforce.

At the same time, Janet Mangini is not quite finished with the tobacco industry. This past March, she filed a lawsuit in San Francisco against four tobacco companies (including RJR) for blatantly violating a new state law that prohibits cigarette advertising within 1,000 feet of schools. "It was a natural next step for me. When I realized that the state was doing nothing to enforce the new law, I called Patrick and said, 'We've got to go after them.' He agreed, and we're back at it."
THE EXCERPT FILES
SAMPLES OF RJR DOCUMENTS

The following excerpts are from RJR memos and reports 1973-87. (Source: A Review of RJ Reynolds' Internal Documents Produced In Mangini v. RJ Reynolds Tobacco Co., Civil No. 939359 - The Case that Rid California and the American Landscape of “Joe Camel” by Patrick J. Coughlin and Frank J. Janecek, Jr.)

1974
“In 1960, this young adult market, the 14-24 age group, represented 21% of the population. As seen by this chart, they will represent 27% of the population in 1975. They represent tomorrow’s cigarette business. As this 14-24 age group matures, they will account for a key share of the total cigarette volume – for at least the next 25 years. . . . Our two major brands, Winston and Salem, show comparative weakness against Marlboro and Kool among these younger smokers. . . . This suggests slow market share erosion for us in the years to come unless the situation is corrected.”
From a presentation by RJR’s vice president of marketing to the Board of Directors of RJR’s parent company.

1975
“... virtually all [smokers] start by the age of 25... most smokers begin smoking regularly and select a usual brand at or before the age of 18.”
From a memo by Donald W. Tredennick, RJR director of consumer research.

1982
“This is a follow-up to the memo I sent you earlier that dealt with teenage smokers. Dawn August is doing a resource search for existing data pertaining to incidence and consumption among youth age 12-17.”
From a “confidential” memo by an RJR outside consultant.

“Less than one-third of smokers (31%) start after age 18. Only 5% of smokers start after age 24... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle. . . .

“Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years. They will continue to be just as important to brands/companies in the future for two simple reasons:
• The renewal of the market stems almost entirely from 18-year-old smokers. No more than 5% of smokers start after age 24.
• The brand loyalty of 18-year-old smokers far outweighs any tendency to switch with age.”
From a report by Diane Burrows, RJR senior marketing research analyst. (Note: Her accompanying charts showed “younger adult smokers” as aged 12 to 24.)

1986
“The aging of younger adult smokers combined with their brand loyalty guarantees the growth of a brand for decades. Even if a brand falls from grace among younger adult smokers, the increasing consumption rate of the aging franchise can carry the brand’s performance for years, thus extending its life cycle.”
From an Internal RJR document, the Camel “White Paper.”

1987
“Project LF is a wider circumference non-menthol cigarette targeted at younger adult male smoker[s] (primarily 13-24 year old Marlboro smokers). This product is also being explored as a CAMEL line extension . . .”
From a memo dated several months before the launch of the Joe Camel campaign. (Project LF was commonly known as “Camel Wides.”)
Orlando Gotay, Jr. (94; LL.M. 96) was admitted as a member of the Bar of the U.S. District Court for the District of Puerto Rico at the United States Courthouse in San Juan, Puerto Rico in January. Mr. Gotay continues to provide counsel and representation in connection with taxation matters at the federal, state, and local levels throughout the United States for corporate and individual clients.

Kristine Burks (95) was hired as a law clerk to the Honorable Frank C. Damrell, Jr., Eastern District of California. She spent the previous two years as an associate with the law firm of Damrell, Nelson, Schrimp, Pallios & Ladine working on complex litigation matters in the area of antitrust and employment law.

Michael Keeley (95) is assistant public defender in the Humboldt County Public Defender’s Office.

Olivia Wein (95) accepted the Washington, D.C. Consumer’s Union Economic Justice Fellowship beginning December 1, 1997. In this two-year position, she will work on helping low-income communities gain access to banking, utilities, and healthcare.


Frine Eger-Gelston (96) began working at the San Francisco District Attorney’s Office in February.

Alison L. Hardymon (96) is a criminal defense attorney with the Law Offices of Mark A. Berg, the conflict firm for Placer County.

Roxy Hariri (96) is an assistant district attorney in Humboldt County.

Lorie Komlyn (96) passed the Connecticut Bar Exam and is currently clerking at the Superior Court of Connecticut. She also dances professionally with two ballet companies.

Duncan Lemmon (96) joined the firm of Bledsoe, Cathcart, Dieseld, Livingston & Pedersen LLP as an associate in January.

Deborah Leon (96) started in January as an associate with Whitmore, Johnson & Bolanos in Mountain View, working on municipal law issues. Ms. Leon completed a one-year clerkship at the Berkeley City Attorney’s Office.

Shannon Matteson (96) was promoted to junior partner at Adams & Romer LLP on January 1. Ms. Matteson specializes in adoptions.

Rami George Nimri (96) is currently an LL.M. student in litigation and dispute resolution at The George Washington National Law Center in Washington, DC.

Julie N. Qureshi (96) joined Major, Hagen & Africa as a principal in the Palo Alto office in November. Ms. Qureshi practiced commercial litigation at Goldstein & Phillips and real estate law at Brobeck Phleger & Harrison prior to her move.

Marina Serebryanaya (96) accepted a position in immigration law with Elliott and Mayock in San Francisco.

Kim Smigel (96) was recently hired as an associate with Britton & Silverman LLP, a new intellectual property firm in San Francisco.

Ardana Spikey (96) has her own civil rights practice in the East Bay and also works as the director of admissions at New College School of Law.

Petra Tang (96) is engaged to marry Scott M. Bloom (96) in October 1998.

Eric G. Young (96) became the proud owner of the Law Office of Eric G. Young in Sebastopol, California, on December 8, 1997. His office specializes in family law, estate planning, and probate litigation.

Probah G. Young (96) is an attorney at the law partnership of Hardiman & Carroll.

Carl Adams-Duma (97) works for Heller Ehrman White & McAuliffe doing international mergers and acquisitions.

Paul Dennison’s (97) paper, “A Survey and Comparison of Abortion Regulation in the United States and the Republic of Ireland,” was published as a chapter in the book, Crime and Wealth: Readings in the Political Economy of Criminal Justice. The paper will also be published in an Irish law journal.

Rhial Devine (97) accepted an associate attorney position with the Las Vegas law firm Alverson, Taylor, Mortenson, Nelson & Sanders in December 1997.

Jean K. Fitzgerald (LL.M. 97) has relocated her law office from San Francisco to 4040 Civic Center Drive, Suite 200, in San Rafael. Her practice is devoted to wills, trust, estate planning, trust administration, probate, related tax matters, and nonprofit law.

Jeffrey J. Green (97) joined the Seattle office of the international law firm of Graham & James LLP as an associate in January.

Bernard Gutows’s (97) article, “Survey of Rights of Workers with Disabilities: Comparison of the United States with the European Community,” won first prize in the Albert S. Pergam International Law Writing Competition. In addition to a cash prize, his article will be published in the Summer 1998 issue of the New York International Law Review.
Tamara Hall (97) won second place in the 1997 American Judges Foundation Law Student Essay Competition with her essay, "The Hyde Bill: An Attempt to Resurrect the 1910 Three Judge Court Act." She received $1,250, and her essay will appear in the American Judges Association's quarterly publication, Court Review. (See photo at right.)

Jeffry Mann (97) became an associate attorney with Townsend and Townsend and Crew's Chemical and Biotechnology Patent Prosecution Group in February. He has been working with Townsend for the past year as a law clerk.

Noel Matteson (97) has joined Thelen, Marrin, Johnson & Bridges LLP in San Francisco.

Amber Mied (97) accepted an associate attorney position last November with Maccora, Peoples, Lam & Goldstein, a workers' compensation and insurance defense firm in Oakland.

Rebecca Perez-Platt (97) has accepted a position as an associate attorney with Townsend & Townsend & Crew's Palo Alto litigation department. Ms. Perez-Platt has been working with Townsend as a law clerk since January 1995.

Carolyn Rowland (97) is an associate with The Drummond Law Group PC in Atlanta.

Batya F. Smernoff (97) joined the Law Offices of David Jay Morgan in San Mateo in March. She practices in the areas of family law and civil litigation.


Frank Valentini (97) is an attorney for the San Francisco office of the CALTRANS legal department. He joins two other GGU grads, Vanessa Spear (90) and Donald Velasco (68), in an office of 30 attorneys.

Andre Wang (97) is an attorney with the firm of Capriotti & Associates in Portland, OR, where he works in the field of international law with an emphasis on immigration.

Patricia Wang (97) is an associate with a workers' compensation and employment defense law firm in Silicon Valley.

CLASS Action
Class Notes Deadlines: March 15, September 15

Please let us know when you have moved so that we will have your current address.

If you have news for ClassAction, we would like to hear from you.

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Name ________________________ Class Year ________

Home Address ______________________
City __________________________ State ______ Zip ______ Date ______

Home Phone (____) Business Phone (____)

Firm/Organization __________________________ Position __________________________

Business Address __________________________
City __________________________ State ______ Zip ______

News Item ____________________________________________
PROFESSOR MIKE DEVITO'S RETIREMENT LUNCHEON

On April 21, almost 50 colleagues, former students, and friends celebrated the thirty-three-year career of Professor Mike DeVito at a retirement luncheon in San Francisco. Right: Dick Grosboll (81), Professor Mike DeVito, and Bill Rowen (76).

Left: Michelle Leighton-Schwartz (86), senior legal counsel for the National Heritage Institute, spoke on "Sustainable Development and Human Rights" at the Eighth Annual Fulbright Symposium on International Legal Problems, held at Golden Gate on March 20.

Right: This panel discussed "Administration of Justice from a Gender Perspective: A Sub-Regional Project for Africa" at the 23rd Annual Women and the Law Conference, March 19-22, at Golden Gate.

Pulitzer-Prize-winning New York Times columnist Anthony Lewis returned to Golden Gate on March 31 and spoke to a packed auditorium about "Civil Liberties and Immigration."

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