

# Collection News Bulletin

FALL 2011

## SEIDBERG LAW SEEKING HIGHER "SOCIAL MEDIA" PROFILE

Blogs and social media involvement have certainly received a lot of attention over the past few years. Some have been reluctant to engage in blogging and social media, finding it difficult to do so. Effective this October, look for Seidberg Law's newest Arizona Collection Law Blog. The Blog will be dedicated to Arizona and national collection issues affecting multiple industries in which Seidberg Law practices including banking, credit card, retail, auto, student loan finance and LEGAL collections in general.

The Firm will also be connecting for the first time to some of the hottest social media connections including LinkedIn, FaceBook, Twitter and You Tube. Ken Seidberg has also accepted an AVVO profile and welcomes all NARCA members to log in and rate him. See AVVO.com. AND.....

please be kind!!



Seidberg Law will continue to publish quarterly Newsletters and it also hopes to add some additional special issues along the way.

This experiment over the next year or so is a new venture for Seidberg Law and one we all hope will create/add value and worth for everyone connected. Of course, we also want this experiment to be fun. What time we have to make things better still remains finite. Let's use it wisely.

## Janet Kramer Esrock



The loving daughter of Donald and Elaine Kramer and dearest sister of Jeffrey Kramer has departed this world. Her untimely death reminds all who knew her that beautiful, loving and caring people who continuously contribute to elevating the lives of others are not impervious to tragic events. Janet was that kind of person and more.

Janet leaves, richer for her existence these 50 years, her husband, three children, Father, Mother, brother and countless others who will always be indelibly marked by her life. Tragically, countless more will never be touched by the magnanimous heart of this wonderful daughter, sister, woman, mother and wife.

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## AzCBA and the Supreme Court

The Arizona Creditors Bar Association (AzCBA), made some recent and serious headway in its efforts to impact on the new electronic filing system in Arizona. With special effort by Richard Reed and Eric Logvin, a round table conference was held at the Az Supreme Court on September 19. That meeting, hosted by Justice Andrew Hurwitz, Arizona Supreme Court, was attended by representatives from the Superior Court (Administration and Judiciary) and project managers of the newest Turbo Court system. Also present were representatives and members of the Board of AzCBA, headed by Paul Guglielmo, Chairman.



A number of immediate and longer term issues were addressed which we hope will result in positive changes. However, the single most important outcome of the meeting was that all court and administrative people engaged in this project seemed willing and eager to work with AzCBA. At least one major reason proffered by AzCBA had to do with statistics showing that **nearly 75% of all civil litigation filed in Maricopa Superior Court in 2011 was filed by members of AzCBA.**

# What's New In Our House?

Carol Seidberg, Director of Client Services



## SEIDBERG LAW OFFICES, P.C.

Seidberg Law Offices is **going green!!** **Pedro Ramirez**, Legal Collection Assistant has taken on the task of “greening” our office. Pedro has already convinced a few of his fellow employees to ride the bus a few days a week. He will be encouraging the entire staff to avoid using paper products and recycle. **Thanks, Pedro!**

Other exciting news: **Rachel Schenk's** two older sons who were deployed to the Gulf have now returned safely to San Diego, and were first greeted by her youngest son who flew to HI to meet them. Rachel is one happy mother! **Anniversaries: Ken Bonner** has been with us for 4 years and our “newbies”, **Susie Sher, Connie and Kyle Lords** just celebrated their first anniversary with Seidberg Law Offices. Finally, **Adolfo Quintana** is awaiting the birth of his baby daughter.

## THE RISK “CORNER”

Healthcare people and dieticians have been heard to say that “you are what you eat” . One could adapt that phrase to also say that law firms “are who they represent”. We have all experienced how the representation of clients creates a reputation by association. Every lawyer risks his public reputation by virtue of those associations. Just being a lawyer and a collection lawyer, to boot, creates a rise in many public sectors. Now compound that by representing a controversial client!

Recently the Arizona Republic published an article entitled “Car-debt lawsuits draw anger”. As the title suggested, the writer took great issue with a particular sub-sub prime lender and its efforts to litigate and collect on very high interest contracts. And what do most do first? One looks for the attorney that represented it. The good news was that there was no collection firm associated; the owner handled his own litigation and collections. And, of course, the consumer lawyers took full advantage of castigating the company for debtor based allegations of overreaching and shoddy practices.

The lesson to be learned is that one should be very aware of the clients one represents. Represent a client you believe is worthy of your representation and take no action you would be embarrassed to defend if the spot light was turned on you! There is risk in our business that one assumes merely by saying “yes” to a client and assuming representation.

Dates to  
Remember



Oct 10 (Mon) Columbus  
Day observed

Oct 31 (Mon) Halloween



Nov 8 (Tues) Election  
Day



Nov 11 (Fri) Veterans  
Day



Nov 24 Thanksgiving  
Seidberg Law closed  
Thurs **and** Fri.