



ILLINOIS STATE BAR ASSOCIATION

LEGAL TECHNOLOGY

The newsletter of the Illinois State Bar Association's Standing Committee on Legal Technology

Message from the Chair

By Alan R. Press

Technology for the legal profession has leveled the playing field and has allowed all lawyers access to resources and tools that were unthinkable when I began my career. It is that reality which drives my interest in legal technology and it is with great pride and humility that I start the coming year as Chair of this Committee. Those whom have served as Chair before me have made CoLT a vibrant resource for its members and I will strive to follow in their exemplary footsteps. I could not think of a more exciting time to be involved with the technology available to us as lawyers. For a lawyer starting a

career in 2012, we can only imagine the wonders that will be available 20 years from now. The current epic battles in the tech industry indicate to me that the future will bring rapid advances as each player tries to outdo the other. We as consumers will be the beneficiaries, and the legal profession will be constantly evolving from a technology standpoint.

As a committee, we are most successful when we share our experiences and tips with you. It will be our goal to bring you timely and useful information in a format that will be easy to access. I look forward to that task and the coming year. ■

An update on Google Analytics

By Peter LaSorsa

What are Google Analytics ("GA") and why are they important to your law practice? GA's allow you to measure your Internet advertising and time return on investment ("ROI"). With the business climate as tight as it is, every dollar counts and you don't want to waste any advertising dollars or your valuable time on ineffective mediums. Here are two important features of GA and why you should pay particular attention to them.

Real-Time

This feature allows you to track visitors on your Web site in real time as they visit the Web site. The instant information includes how many people are on the Web site, their geographic location, the Web site they came from prior to visiting your Web site and which particular page on your Web site they are visiting. The great thing about this feature is you can tweak an advertising campaign

and then watch the results real time. This allows you to control your advertising dollars better.

So for example lets say you have a Web site that caters to employment law, business law and personal injury law. You run some advertising directed at business law in one medium, personal injury law in another medium and employment law in yet a third medium. And for the sake of this example let's say the advertising is running for one day. During the day you can see which pages on your Web site are getting traffic based on each particular advertising campaign—which will allow you to determine if each advertising campaign is a good or bad use of money. You can then increase the advertising that is working and not spend any more money on the advertising that is a bust. You can spend less than ten minutes at the end of each day looking at this information and learning a great deal about who

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An update on Google Analytics

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is visiting your Web site—and perhaps why. And if you notice people are visiting a certain page and then not calling or e-mail you perhaps you could edit that page to make it more a call to action to help increase contact with your firm. Maybe the particular page is giving too much information or the person visiting the page is left thinking they now know everything about the topic and don't need you. By tweaking the page, you can increase the number of people who visit the page read it and then contact you.

The Multi-Channel Funnels Reporting API

The purpose of tracking where the person who visited your Web site was prior to visiting your Web site is to find out what is working as far as advertising and time. So for example lets say you wrote a great comment on Twitter and someone read it, did an Internet search for your information and

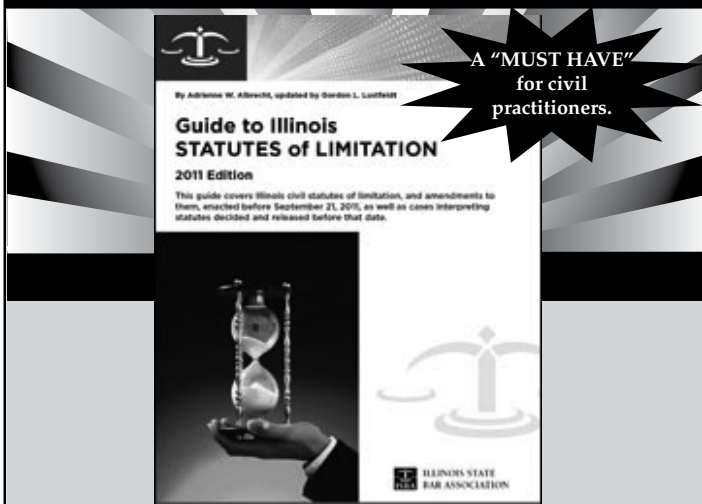
then visited your Web site. A traditional analytic program would only show you that the person did a Google search and then visited your Web site. But with the Multi-Channel Funnels Reporting API, you would be able to determine the initial contact based on your Twitter comment originated with someone reading what you wrote on Twitter—this is called a conversion path.

This allows you to see a more detailed explanation of how people are getting to your Web site. Without this feature, you would be under the belief that someone just did a Google search for you without knowing what prompted the person to do the Google search. So if you notice you are getting Web site hits based on your brilliant Twitter comments, you would keep Tweeting to generate more business. And the great thing is it would not have to be your Twitter account. This is also true for other Internet sites and social media sites. So now you have to abil-

ity to track the user from their initial contact point involving your name, to what page they land on while visiting your Web site. So now you can determine in even more detail where people are first hearing about you.

This will allow you to track your reach on the Internet and focus your advertising and time on where potential clients are first learning who you are. So now you can see if people are finding you because of a guest Blog you wrote an article for, or perhaps because of an article you wrote for another Web site. If you write guest Blogs for four different Blogs, and you can determine that one Blog in particular is attracting people who then visit your Web site, wouldn't it make sense to write four articles for that Blog instead of one article for each of the four Blogs? This is the type of information that maximizes your online effort. The Internet is changing quickly and you must change and adapt to stay on top and these two tools can help you do that. ■

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Good to be a Googler

By David B. Yavitz

As you may or not know the Committee on Legal Technology went on a road trip at the end of April to visit Google headquarters in Mountain View California. The purpose of the trip was to learn about the services provided by Google that would be useful to attorneys. The staff at Google was very accommodating and knowledgeable and went out of their way to show us around the Google campus and inform us on technical and legal issues and answer our questions. I will leave it to the other CoLT attendees to tell you what we learned, but I want to tell you why it is good to be a Googler. A Googler is defined as an employee of Google. If you are a Geek and fortunate enough to land a job at Google, you have made it to Geek Heaven.

The headquarters in Mountain View, better known as the Googleplex, consists of four main buildings and is spread out over 26 acres. In order to get around the campus Google has a fleet of bicycles together with bike racks at each building. If you need to get from one building to another, just hop on any bike and leave it at your destination, no charge. Google also offers free bus service to the campus from several locations in the area.

The perks for Googlers are truly outrageous. Google wants its' employees not to want for anything. Let's start out with your hours. There are no hours, you come to work when you want and leave when you want, and the only requirement is that you get your job done. Googlers set their own goals and then evaluate themselves as to whether or not they have achieved those goals. Of course, supervisors will review your performance and your continued employment at Google is based on how well you do. A Googler is also permitted and encouraged to allocate 20% of their time to develop projects on their own and submit them to Google for possible future development and adaptation. The G-Mail service originated as a 20% project.

Obviously, Google wants its Googlers to practice good hygiene and not come to work in dirty clothes, accordingly all over the campus there are drop-offs for your laundry and dry cleaning, while laundry is free, there is a charge for dry cleaning. You can also leave

your pictures for developing at the laundry drop-offs. Hair too long? Google offers free haircuts at the Googleplex.

All work and no play makes for an unhappy Googler with a lot of stress. Lets say it is a nice day in the Silicon valley, why not ask some of your fellow Googlers to join you in a game of beach volleyball, there is a full volleyball court complete with the sand right in the middle of campus. Speaking of exercise, Google offers its employees a complete health club with all of the requisite treadmills, stair masters, weights and other torture devices. Googlers also have the use of a regular pool and an endless lap swim-in-place pool, just sign up for an available time slot and bring your suit. If those activities are too athletic, why not enjoy a game of pool, air hockey, Ping-Pong or foosball. It goes without saying that video games are also available.

Scattered throughout the campus are vegetable gardens where Googlers can sign up to plant and care for vegetables. Part of the crop belongs to the Googler and the rest either goes to the food service at Google or is donated to a local food kitchen.

Speaking of food, Googlers are never more than 150 feet from a cafeteria, cafe or mini kitchen. The mini kitchens offer beverages and snacks such as candy, fruit, juices, granola, along with a microwave oven to prepare meals. The cafeterias offer complete meals. The CoLT members ate lunch in the largest of the cafeterias called Charlie's, named for the cafeteria's first chef, who previously cooked for the Grateful Dead. The cafeteria offered ethnic dishes such as Indian cuisine, pasta and pizzas, Mexican choices, sushi, salads, fruits, as well as California and health conscious selections. Various ice cream and other deserts were also available. If vegetarian is your calling there is a Vegan Café called Slice for your dining pleasure. The cafeterias and cafes at the Googleplex offer breakfast, lunch and diner and the best part is that it is free, as in, leave your wallet at home. While the food selection and variety was diverse, I could not help but get the feeling it was like eating back in college.

Let it not be said that Google does not offer technical support to the Googler. Place your requisition in for computer hardware or

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software and, provided your request is within reason, you will get what you ordered. If your laptop is not working, bring it in to the shop and they will fix it for you and even give you a loaner if needed. Of course, a Googler does not pay for this technical support.

To insure the health of a Googler, there is a clinic and on-site doctor and medical staff. This is part of Google's health plan for its employees. Been rubbed the wrong way,

why not schedule a massage with a licensed massage therapist on campus, for a small-subsidized fee. Talk about hygiene, although I don't believe anyone from CoLT personally benefited from this on the trip, it is rumored Google has Toto Japanese toilets to cleanse your bottom-line.

If you have children, Google offers a child-care program for a fee for its employees. There is always a long waiting list to enroll

a child and although the fees are not cheap, this service is one of the main recruiting attractions at Google and one of the reasons Google was listed at the top of Fortune Magazine's 100 Best Companies to Work For in 2008.

While I doubt that law firm you work at has even one or two of the perks offered to a Googler, one can always dream. As I first said, it's good to be a Googler. ■

Built like a tank

By Nerino Petro

When I received the first drive for evaluation it was the Solo 1.5 GB external hard drive, the first thing I thought was "how heavy is this thing? Once I got it out of the box I realized the drive was built like a tank – think M-1 Abrams kind of tank.

ioSafe bills itself as a company that provides "disaster proof hardware." Their products consist of a series of external hard drives which can be equipped with traditional disk based hard drives or the new Solid State Drives (no moving parts). The company shipped me one of each model of their drives as they became available so this review will actually cover three different drives.

The first product I received was their Solo model (their original model) The Solo is an external hard drive that is both fireproof and waterproof. Yes, you read that correctly – the ioSafe Solo drive can survive both fire and flood. In fact, the company and others have subjected the various ioSafe models to fire and water, drops, gun shots and being driven over by a number of vehicles (including a tank in one review from Great Britain). In each instance the data was able to be recovered from their drives once they were removed from the drive enclosure. The type of risk the drive protects against depends on the model; the Solo is fire and water resistant but isn't listed as being crush resistant. Other models may be water and crush resistant or all three. If you don't believe their durability claims, go to Youtube.com and search on ioSafe – you will find a number of videos showing folks doing their best to destroy these drives and their data to no avail.

The Solo External and SoloPRO External drives are similar in size, weight and ap-

pearance with the Solo being silver and the SoloPRO charcoal in color, but differing in a number of features. Both models that are equipped with traditional hard drives weigh in at a mere 15 lbs. (the SoloPRO SSD model tips the scales at 20 lbs.) and measure 5.0"W x 7.1"H x 11.0"L. All ioSafe drives contain a single drive of differing capacities and speeds. The Solo is available with either a 1TB or 2 TB drive. The SoloPro is available with a single 3.5 SATA disk in 1TB, 1.5TB, 2TB, 3TB sizes. The SoloPro models come with your choice of either USB 3.0 or esata/USB 2.0 connection options. Other differences include the SoloPro being available with either a traditional hard drive or the new SSD drives. While the Solo connects via USB 2.0, the SoloPRO models come with your choice of either USB 3.0 or eSATA/USB 2.0 connection. A built-in anti-theft tab allows you to bolt any Solo or SoloPro model to any surface to deter theft and also to keep the drive from moving during a disaster.

All of the ioSafe drives come standard with either a 1 year warranty or a 3 year warranty (Solo model) and 1 year of the ioSafe Data Recovery Service which will pay for forensic recovery of data from a damaged drive. DSR for the Solo model plan covers up to \$1,000; the SoloPRO covers up to \$2,500 plus Advanced Replacement service; the SoloPRO SSD covers up to \$5,000 plus Advanced Replacement service; and the Rugged Portable covers up to \$2,500 for the standard model and up to \$5,000 for the SSD model, both include Advanced Replacement. The Solo and Rugged Portable models are PC/Mac compatible while the SoloPRO is PC/Mac, Windows Server and Linux compatible.

The Rugged Portable differs from the Solo

and SoloPro as it is meant to be a portable drive and therefore much smaller and lighter in comparison. At the 2011 Consumer Electronics Show (CES) in Las Vegas the Rugged Portable was a Best of CES winner. Rugged Portable drives are available with traditional hard drives of 250GB-1TB or SSDs of 256GB-512GB.

The ioSafe Rugged Portable drives are intended to be easily portable and while larger than most other 2.5" modern portable drives which are a little larger than a deck of playing cards, the Rugged Portable is about the size and weight of an older 3.5" internal hard drive but wrapped in an all metal case. The Rugged Portable case is machined from either a solid billet of Aluminum or of Titanium. The Aluminum model weighs in at a 1lb. and the Titanium model at 1.5 lb. with both having dimensions of 3.9"W x 5.7"L x 1.0"H. While not fireproof like the desktop models, the Rugged Portable includes better immersion protection against water, oil, diesel fuel, aircraft fuel and hydraulic fluid. They also are crushproof with the Titanium model crush resistant up to 5,000 lbs.

What's to like

Backup and data transfer times are equivalent to lighter, external drives of similar sizes and connection options and are extremely quiet. The company provides some nice additional features through its DSR and Advanced Replacement options as well as the opportunity to upgrade to a longer DSR coverage period. It is apparent that a great deal of thought went into the design and construction of these drives protect against manmade and natural disasters. These are probably the best drives of their type for the

money currently available.

What's not to like

The cost of these drives means that they may be the only backup drive that a small office may purchase. Ideally, they would offer a model that had 2 or more drives with the ability to mirror disks or use other level of redundancy protection. The Solo and SoloPRO models also don't include any type of backup software.

Bottom line

While the cost of ioSafe drives initially seem to be much higher than other comparable external drives, one needs to take

into account the extreme level of protection that you get with an ioSafe drive. While not including software on the Solo and SoloPRO models is a bit odd, too often the software that is included with external drives is not a full featured backup program that will allow you to do a bare metal restore (operating system, programs and data), but one that is limited to just backing up your data. In most instances, you are better to use a full featured product such as rebit backup, Acronis TrueImage, NovaBackup or similar software.

If you are looking for a backup drive to protect your data against theft, natural or manmade disasters, the Solo or SoloPRO drives is a great option. Another good use

for these drives would be to pair them with a Pogoplug device for local and internet accessible access to your files. The fact is that these drives do exactly what they are designed to do and are built with quality and features that I have so far found to be unequaled by their competitors.

Scorecard: the maximum possible score of 20, here's how I rate ioSafe's line of external drives:

Ease-Of-Use: 5

Quality of Materials: 5

Feature Set: 4

Value for Cost: 5

Total Score: 19 ■



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October

Tuesday, 10/2/12- Teleseminar—Compensation Issues in Nonprofits. Presented by the Illinois State Bar Association. 12-1.

Wednesday, 10/3/12- Webcast (originally presented on July 7, 2012)—Admitting Facebook Information into Evidence. Presented by the ISBA Standing Committee on Legal Technology. 1:00-2:00.

Thursday, 10/4/12- Chicago, ISBA Chicago Regional Office—Defamation, The Play - When Cultural Biases Collide with Our Legal System. Master Series presented by the Illinois State Bar Association. 3-5.

Monday, 10/8/12- Webinar—Introduction to Legal Research on FastCase. Presented by the Illinois State Bar Association- Complimentary Training and CLE Credit for ISBA Members Only. 9-10.

Monday, 10/8/12- Chicago, ISBA Chicago Regional Office—Advanced Workers' Compensation- Fall 2012. Presented by the ISBA Workers' Compensation Law Section. 9-4.

Monday, 10/8/12- Fairview Heights, Four Points Sheraton—Advanced Workers' Compensation- Fall 2012. Presented by the ISBA Workers' Compensation Law Section. 9-4.

Tuesday, 10/9/12- LIVE Studio Webcast—Are you Ready? The New Directed Trusts and Decanting Statutes. Presented by the ISBA Trust and Estates Section. 10-11:30.

Tuesday, 10/9/12- Teleseminar—Franchise Agreements: A Practical Guide to Reviewing and Negotiating. Presented by the Illinois State Bar Association. 12-1.

Wednesday, 10/10/12- Webinar—Advanced Tips for Enhanced Legal Research on FastCase. Presented by the Illinois State Bar Association- Complimentary Training and CLE Credit for ISBA Members Only. 9-10.

Wednesday, 10/10/12- Thursday, 10/11/12- Chicago, ISBA Chicago Regional

Office—A Primer on Administrative Law and Rulemaking. Presented by the ISBA Administrative Law Section; co-sponsored by the ISBA Civil Practice and Procedure Section, the ISBA Real Estate Law Section and the ISBA Energy, Utilities, Transportation and Telecommunications Section. All day both days.

Friday, 10/12/12- Chicago, ISBA Chicago Regional Office—Transitions, Economics and Ethics- Ready or Not! Presented by the ISBA Senior Lawyers Section. Half Day PM program.

Friday, 10/12/12- Bloomington, Holiday Inn and Suites—Fall 2012 DUI & Traffic Law Updates. Presented by the ISBA Traffic Laws and Courts Section. 9-4.

Tuesday, 10/16/12- Teleseminar—Understanding Financial Statements for Business Lawyers, Part 1. Presented by the Illinois State Bar Association. 12-1.

Wednesday, 10/17/12- Teleseminar—Understanding Financial Statements for Business Lawyers, Part 2. Presented by the Illinois State Bar Association. 12-1.

Wednesday, 10/17/12- Chicago, ISBA Chicago Regional Office—What Every Lawyer Should Know About Intellectual Property. Presented by the ISBA Intellectual Property Law Section. All day program.

Thursday, 10/18/12- Webcast (originally presented on August 9, 2012)—The New World of Educator Evaluations Webcast. Presented by the ISBA Education Law Section. 12-2.

Friday, 10/19/12- Chicago, ISBA Chicago Regional Office—Practical Advice for Mom and Pop Company Chapter 11s. Presented by the ISBA Commercial Banking, Collections and Bankruptcy Section. All day program.

Tuesday, 10/23/12- Teleseminar—Disclaimers Practice in Estate Planning. Presented by the Illinois State Bar Association. 12-1.

Wednesday, 10/24/12- Webcast—Cli-

ents, Ethics and Negotiations. Presented by the ISBA Alternative Dispute Resolution Committee. 12-1.

Thursday, 10/25/12- Teleseminar—2012 Americans With Disabilities Act Update. Presented by the Illinois State Bar Association. 12-1.

Thursday, 10/25/12- Normal, Illinois State University- Bone Student Center- Bowling and Billiards Center Activity Room—Evidence Based Sentencing. Presented by the ISBA Committee on Corrections and Sentencing; co-sponsored by the ISBA Criminal Justice Section. All day.

Thursday, 10/25/12- Chicago, ITT Chicago-Kent College of Law—Wildlife, Renewable Energy and Climate Change: Critical Issues. Presented by the ISBA Animal Law Section and the ISBA Environmental Law Section; co-sponsored by ITT Chicago-Kent College of Law. 8:30-4.

Friday, 10/26/12- Chicago, ISBA Chicago Regional Office—Evidence Based Sentencing. Presented by the ISBA Committee on Corrections and Sentencing; co-sponsored by the ISBA Criminal Justice Section. All day.

Friday, 10/26/12- Bloomington, Bloomington Police Department-Osborn Room—Pro Bono Potpourri. Presented by the ISBA Delivery of Legal Services. 8:45-4:30

Monday, 10/29/12- Webinar—Fastcase Boolean (Keyword) Search for Lawyers. Presented by the Illinois State Bar Association- Complimentary Training and CLE Credit for ISBA Members Only. 9-10.

Tuesday, 10/30/12- Teleseminar—Ethics in Claims and Settlements: Frivolous Claims, Ghostwriting Pleadings, Settlement Authority and More. Presented by the Illinois State Bar Association. 12-1.

Wednesday, 10/31/12- Webcast (originally presented May 31, 2012)—Improving your Skills as an Effective Communicator Webcast. Presented by the ISBA. 12-12:50. ■

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