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Do Your e-Communications Comply With the Code?

The Canadian Bar Association's Ethics and Professional Responsibility Committee report [*Your presence in the e-world: Guidelines for Ethical Marketing Practices Using New Information Technologies*](#) interprets the CBA Code of Professional Conduct in light of new technologies which have changed the way we practise. Addressing everything from e-mail tag lines to blog etiquette, the report sets out guidelines to follow to ensure that your e-communications are consistent with the intent of the rules.

Creating a Culture of Coaching

The latest issue of [*The Complete Lawyer*](#) contains several articles extolling the virtues of coaching and mentoring. The authors note the decline of natural mentoring in today's harried workplace and the disengagement isolation engenders among younger lawyers. They argue in favour of integrating a mentoring/coaching culture into law firm management, and claim that the results are not only tangible for both mentor and mentee, but also measurable and sustainable. See the following articles for more details:

[*How To Integrate Legal Mentoring With Law Practice Management*](#) by Cathy Wright

[*How Coaching And Mentoring Leverage Leadership Talent*](#) by Maynard Brusman

[*Today's Economic Pressures Work Against Natural Mentoring*](#) by Marian Lee

[*Mentors Benefit From Mentoring Others*](#) by Kathleen Brady

Preventing Fraud

If you were unable to attend the recent Law Society program on Fraud, Scams & Stings, you may want to [purchase the materials](#) and handouts, which contain many useful tips and strategies to identify and prevent fraud. Included, for example, are detailed instructions on how to get the header of an e-mail (which contains details about the sender, route and receiver) and the verification website addresses for most major Canadian financial institutions. One of the top police tips is to check all suspicious offers online. Most Canadian scams are described on the [Phonebusters](#) website. PhoneBusters is the central agency in Canada that collects information on telemarketing, advanced fee fraud letters (Nigerian letters) and identity theft complaints.

Conflict of Interest

As noted in two recent articles, thorny conflict of interest scenarios are becoming more common, and not just in large Eastern firms. Small town practitioners, in house counsel, government lawyers returning to private practice, and legal specialists all need to understand the nuances of conflicts, an obligation complicated by lack of consensus on the issue in codes of conduct and lower court decisions across the country. The current situation is described in the *Law Times* article [Conflicting interests a 'growing problem'](#), and clarified in [Who's your client?](#), a *National* magazine article quoting our own conflict of interest expert Allan Fineblit.

Be Careful What You Say

Online reputation management is a popular topic on legal blogs these days. What started out as a discussion on how to protect against targeting by disgruntled clients (see [How to Manage Your Reputation Online](#) or [Managing your Online Reputation](#)), has evolved into a larger discussion on the risks inherent in social media use by lawyers. A recent New York Times article, [A Legal Battle: Online Attitude vs. Rules of the Bar](#), cites several examples of what can happen to lawyers who cross the line of acceptable legal discourse. In addition, employers and regulating bodies are interested in what your online activities reveal about your background and good character, as discussed in the following [Slaw](#) articles:

[Social Media and Background Checks](#), by Michael Fitzgibbon and

[Just because you're on Social Media doesn't mean a licence to be unprofessional](#) by Simon Chester.

Point-in-Time Legislation Now Available for Manitoba Statutes

CanLII has announced the addition of three point-in-time legislation databases ([Manitoba](#), [Newfoundland and Labrador](#) and [Prince Edward Island](#)). With these additions CanLII users now have access to all federal and provincial legislation dating back to 2004. The article [Legislation on CanLII, Figures and Trivia](#) by Frédéric Pelletier gives some background on the project.

Lawyers' Daycare Project

The Equality Issues section of the Manitoba Bar Association is hosting an information session on the [Lawyers' Daycare Project](#) on November 3, 2009 at 12:00 noon at the Law Society of Manitoba classroom. Contact the MBA for further details.

Upcoming Continuing Professional Development: LSM

The 2009 Isaac Pitblado Lectures looks at the future of law in [Practising Law in the 21st Century: evolution or revolution](#). Keynote speakers include Professor Richard Susskind, OBE, author of *The End of Lawyers? Rethinking the Nature of Legal Services* (reviewed [here](#)), Jordan Furlong, editor of the *National* magazine and Dan Pinnington, practice advisor at LawPRO. The program takes place November 13 & 14, 2009 at the Fort Garry Hotel, Winnipeg.

[Time Mastery for Lawyers](#) - a downloadable teleseminar with Frank Sanitate and Douglas Gillies, presented in three modules November 30, December 7 and 14, 2009.

[Trust Accounting: What's New, What's Old, and What do You Want to Know?](#) - a free program to update Brandon area lawyers and support staff on the trust accounting rules, new and old. Presented by Colleen Halpenny, a Law Society auditor, the program will take place at 12:00 noon on December 9, 2009 at Boardroom B8, 340-9th Street, Brandon.

[Annual Solo and Small Firm Forum](#) - This practical half-day session looks at topics of interest to practitioners in small firms who are just starting out or are keen to re-invent. It's scheduled for January 8, 2010 from 1:00 to 4:00 p.m. at the Law Society classroom.

Law Firm Leadership Conference: CBA

Law firm managers may be interested in attending the fifth annual CBA [Law Firm Leadership Conference](#) on change management, which will be held in Toronto on November 16-17, 2009. Topics include the client engagement model, financing and capital, outsourcing and deconstruction and Web 2.0.

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