Caudle Law Office, P.C.

Dietmar K. Caudle
ATTORNEY AT LAW

March 8, 2007

TO: Judith Maute.

Dear Judith:

I have enclosed/faxed a copy of our Strategic Plan for the Oklahoma Statewide Lawyer Referral Task Force, a copy of our November 15, 2006 and January 10, 2007 Task Force Minutes, of the Technology Plan, Systems requirements to accommodate our L.R.S. program. Essentially the assistance your students may be able to provide, deal with items B-L in Numeral V referred to in the November 15, 2006 Task Force minutes. That starts with Governor Hermanson’s paper addressing ethical consideration of the Lawyer Referral System (L.R.S.) down to Chip Clark’s paper dealing with the financial aspects of a proposed L.R.S.

It is my hope to have all relevant committee members reports (including research which your students may provide) incorporated into a Manual for the Board of Governors to consider by June 2007.

Thanks for your help. We will discuss the details when I see you on Monday.

Thank you.

Dietmar
STRATEGIC PLAN
For The
OKLAHOMA STATEWIDE LAWYER
REFERRAL TASK FORCE

Creation of the Task Force: OBA President, Bill Grimm proposed and the OBA Board of Governors approved, the creation of the new L.R.S. Task Force in March 2006. OBA Governor Dietmar K. Caudle was chosen to Chair this Task Force. A committee of select O.B.A. Members were appointed by President Grimm to serve on this Task Force.

Mission: To study the feasibility of offering a Statewide Legal Referral Service in Oklahoma, not in competition with the current service offered by the Tulsa County Bar Association.

Vision: To offer the public, excellence in Legal Services in an accessible, valued Justice System.

Strategic Priorities and Goals

I. To improve public access to the Legal System.

a. This Task Force is charged with the responsibility of a comprehensive and strategically significant study for the feasibility of a Statewide Lawyer Referral Service, not in competition with the Tulsa C.B.A. by May 2007.

b. This Task Force shall propose to create and shall propose to implement a plan, based on its factual data and findings, to meet the public demand for a Statewide L.R.S. This proposed plan shall be offered to the Board of Governors for consideration.

c. To study potential Bar Members participation in such a Proposed L.R.S.

II. To improve member engagement in the L.R.S. Bar Association Sponsored Program.

a. To implement programs involving notice to our members to determine their willingness and ability to participate in a Statewide L.R.S.
b. To implement programs which involve members on a grass root level to determine if a Statewide L.R.S. is feasible.

III. To increase public understanding of our Legal System.

   a. To initiate studies which will be designed to result in a campaign to educate the Oklahoma citizens of the importance and value of a structured Statewide Lawyer Referral Service. The goal is to initiate this campaign by June, 2007.

IV. Convey relevance of a Statewide Lawyer Referral Service by the Bar to Members.

   a. Implement the use of our cutting edge Bar technology to provide members of current, relevant information concerning the L.R.S.

   b. Inform our Bar Members of the need for restructuring a system to meet the challenges of public demand for a structured Statewide Lawyer Referral Service.

V. To study the economic realities of funding a Statewide Lawyer Referral Service.

   a. Consider a budget proposal for the L.R.S. to the Bar Association of budget committee.

   b. Consideration of a time-line for a financially self-sustaining L.R.S.
MINUTES OF THE LAWYER REFERRAL TASK FORCE
OF THE OKLAHOMA BAR ASSOCIATION

January 10, 2007

MEMBERS PRESENT: Chairman Dietmar Caudle, Co-Chairman Brian Hermanson, Co-Chairman Vic Kennaert III, Julie Bates, Chip Clark, Larry Morgan, Nathan Johnson, Rick Rose, and Traci Soderstrom.

Darene Crutchfield, Faith Orlowski and Sandra Cousins by videoconference.

MEMBERS ABSENT: Joe Carson, YLD Liaison.

OTHERS PRESENT: Rick Loomis and John Morris Williams, OBA Executive Director.

I. CALL TO ORDER
At approximately 1:10 p.m. Chairman Dietmar Caudle called the meeting to order.

II. PRESENTATION OF MINUTES
Faith Orlowski moved to approve the minutes for the meeting of November 15, 2006. Brian Hermanson seconded the motion. The minutes were unanimously approved.

III. OLD BUSINESS AND NEW BUSINESS

A. The next meeting date will be Wednesday, February 14th 2006 at 1:00 p.m. at the Bar Center with video conferencing for Tulsa.

IV. REPORT OF THE CHAIR

A. Chairman Dietmar Caudle called on each member to present/update assignments.

B. The 2007 meeting dates were discussed and the December meeting date was changed to December 13th from the 12th to coincide with the Board of Governors meeting.

V. PRESENTATION OF ASSIGNMENTS FROM MEMBERS AND STAFF

A. Rick Rose presented his plan for advertising the proposed statewide LRS to members of the Young Lawyers' Division (YLD). The key factors being recruiting opportunities, having young lawyers take an ownership stake in the system to ensure its success, and identifying and publicizing the benefits of being a member of the LRS.

B. Larry Morgan presented his report on advertising the service to lawyers and potential clients. The members discussed making bar journal advertising apart of the startup costs of the system. Other methods of advertising were identified, namely: bar journal insert and yearly article in the bar journal, radio/TV talk shows, county bar meetings (CLE Credit, if possible), and press releases.

C. Traci Soderstrom presented her paper that included a thorough analysis of pricing for various advertising media. Her conclusion was that the bar should employ a PR or marketing firm to maximize the impact of the advertising budget, due to the high prices of certain media advertising, the specialized nature of marketing a new service and the limited budget. She requested direction from the chairman about whether to contact PR firms and discuss ideas.

D. Rick Loomis announced that he and Director Williams would be demo-ing the new phone system within the next two weeks. The installation of the new phone system was estimated to take place during the first quarter of this year. He also informed the committee that after diligent research he discovered that the price for the most widely used lawyer referral software (Associate) is approximately $20K.
E. Chip Clark discussed his report on the income analysis of the proposed statewide system. He identified three sources of income: membership fee, referral fees and the 10% of fees collected over $1000.00.
   • As to membership fees, it was recommended that a graduated system be implemented. The standard membership fee should be $100.00. For lawyers admitted within the last 3 years, a fee of $50.00, new admittees are free for the year they are admitted. The goal for panel membership is 3%, excluding Tulsa, or 450 members.
   • As to referral fees, they would be $25.00. The method of collection was discussed and it was determined that the general rule is that the bar should collect it and paid by credit/debit card. If the fee could not be paid over the phone, then the lawyer would have to collect it and it could be discussed with the lawyer on the phone at the time of the referral.
   • The 10% should be collected on fees of $1000.00 or more.
   • The gross estimated revenues for the first year are estimated to be $80,000.00 approx.

F. Faith Orlowski's full report, due to its complexity, is being postponed to a later date. A draft of the report was presented to the members and discussed.

G. Co Chairman Vic Kneenner III reiterated that he is working on the framework for the manual. It is the understanding of the members that the manual will be a reference for the Committee Chair and members in the future. There was a discussion of whether the manual should be presented to the Bog and the Supreme Court when the time comes.

H. In addition, Vic Kneenner will study and report on the best way to integrate rural attorneys and requests member input on the best way to control geographic distribution of referrals.

I. The members discussed how to best integrate the statewide referral system with the existing Tulsa system so as to allow maximum participation in each system respectively. Faith Orlowski, Darlene Crutchfield and Sandra Cousin are appointed to a subcommittee to make recommendations about how best to accomplish this goal.

J. Chairman Caudle asked to the members to review the Strategic Plan and to bring changes and revisions to the January meeting.

VI. ADJOURNMENT

At Approximately 3:10 p.m. the meeting was adjourned.

MINUTES PREPARED BY: Nathan Johnson
MINUTES OF THE LAWYER REFERRAL TASK FORCE
OF THE OKLAHOMA BAR ASSOCIATION

November 15, 2006

MEMBERS PRESENT: Chairman Dietmar Caudle, Co-Chairman Brian Hermanson, Vic Kennemer, Chip Clark, Rick Rose, Darlene Crutchfield, Faith Orlowski and Sandra Cousins.

MEMBERS ABSENT: Traci Soderstrom, Larry Morgan, Julie Bates, John Lawrence Branum, and Nathan Johnson.

OTHERS PRESENT: Bill Grimm, OBA President, and Dennis Jontz, President-Elect of the New Mexico State Bar.

I. CALL TO ORDER
   At approximately 9:30 a.m. Chairman Dietmar Caudle called the meeting to order.

II. PRESENTATION OF MINUTES
   A motion was made and seconded to approve the minutes for the meeting of October 25, 2006. The minutes were unanimously approved.

III. OLD BUSINESS AND NEW BUSINESS
   A. Next Meeting date will be Wednesday, December 13th 2006 at 1:00 p.m. at the Bar Center with video conferencing for Tulsa.

IV. REPORT OF THE CHAIR
   A. Chairman Dietmar Caudle addressed the task force regarding the strategic plan, stating that immediate goal is to have a manual to present to the Board of Governors by May of 2007.

   B. Chairman Caudle presented the Bar Center Receptionists’ Telephone Log to the members. It was reviewed and discussed.

   C. Chairman Caudle also requested that the members review the strategic plan and to be prepared to discuss it at the next meeting.

V. DISCUSSION
   A. In keeping with the goal of having a manual to present to the BOG by May 2007, Chairman Caudle outlined specific assignments for the members. The members are to prepare papers on the assigned topics to be included in the manual at a later time.
B. Brian Hermanson – paper addressing the ethical consideration of the LRS.

C. Vic Kennemer - keeping a list of members' papers and developing a framework for the manual.

D. Nathan Johnson – paper outlining a plan to involve the YLD members.

E. Darlene Crutchfield – create a LRS operating manual and guidelines for membership to the panel, from a judicial perspective.

F. Faith Orlowski – develop a business plan and budget for LRS, paying particular attention to what type of fee structure is most viable.

G. Sandra Cousins – paper on what improvements could be made to the Tulsa LRS now, including updated statistics and a discussion of profitability.

H. Rick Loomis – paper outlining the types of technology available, including the types of phone systems.

I. Rick Rose – paper outlining what type of system would be best for the YLD, from the perspective of the YLD Board of Directors.

J. Larry Morgan – paper discussing the most feasible ideas for membership and what type of advertising should be used to attract lawyers to the panel.

K. Traci Soderstrom – paper discussing the most feasible ideas for advertising to the public.

L. Chip Clark – paper discussing the financial aspects of LRS and a budget blending Oklahoma County with other counties.

M. Papers are due prior to December 13th meeting.

N. Members are also to review the strategic plan and be prepared to discuss the plan at the next meeting.

VI. ADJOURNMENT

At Approximately 11:00 a.m. the meeting was adjourned.

MINUTES PREPARED BY: Vic Kennemer and Nathan Johnson
Lawyer Referral System Technology Requirements

Phone system
The phone system requirements for a Lawyer Referral system are fairly basic and can be integrated into whatever phone system is purchased for the Bar Center. The basic requirements are:

- Some number of available inbound lines (based on projected call volume).
- A toll free phone number.
- A DID phone number on the phone system.
- An automatic call distribution (ACD) queue where calls would be distributed to 2 or more locations. This would consist of one or more phones plus one voice mailbox with the voice mailbox being used for after hours calls as well.
- Ability to play different recordings for the voice mailbox based on time (one for business hours and a different one for non-business hours).

Our current dial tone provider (Cox) ran a busy study to see what additional inbound call capacity the current T1 line has in order to determine if additional inbound lines are needed. The results show that for the month 11/6/06 – 12/05/06 we were using a maximum of 65% of inbound line capacity. Based on the number of calls the receptionist has logged requesting referral, we should not need to add additional telephone lines at this time.

Here are highlights of the busy study results for the month 11/6/06 – 12/05/06:

- 15,236 total calls
  - 10,144 outgoing calls
  - 5,092 incoming calls
- 0 times when no lines were available
- 15 total required lines
- 23 total available lines

Suggested call processing flow:
- A call will come in to the ACD queue either via the toll free number or as a transfer from the operator.
- The phone system will send the call to an available member of the ACD queue (telephone station) or to a voice mailbox if no one is available to answer.
- After hours calls will go to an after hours recording then to a voice mailbox.

Data storage and processing
The data storage and processing requirements for a Lawyer Referral system can vary widely depending on details of the referral process. At a minimum the software would need to collect, store and report on some basic information such as:

- Name, address, phone number and any other pertinent information about the caller
- Area of law concerned
- Date and time of call
- Special notes about the call
- Referral given

December 7, 2006
Supreme Court Judicial District Nine
Dietmar K. Caudle
Lawton

Sole practitioner for 26 years in the General Practice of Law in Lawton, Oklahoma. He received his Law Degree at Oklahoma City University in 1976; his undergraduate B.A. Degree at The University of Oklahoma 1971; Associate Arts at Cameron College, in 1969. He was the Comanche County Bar Association President in 2003; Campaign Chairman for Legal Aid Western District in 2004; Chairman of the Board of Directors of the Salvation Army, 1983 and 1984; Vice President of Lawton Country Club 2004; O.B.A. House of Delegates 2003-present; Fellow of the Oklahoma Bar Foundation; Member of the American Bar Foundation, Association of Trial Lawyers of America, Oklahoma Trial Lawyers Association; previous member of the National District Attorney Association and of the Court of Indian Offenses and Oklahoma Indian Defense; admitted to practice before the United States Supreme Court (2004) and the United States District Court, Western District (since 1976). He was an Assistant District Attorney, in Wichita, Kansas, for two years.

He has received the Pro Bono Public Award on two occasions and has received the Student Training Award (Step Program) by the Oklahoma Young Lawyers Association.

He is married to Camilla and has two adult daughters.