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# ATTORNEY AT LAW

MAGAZINE®

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**Marc Lamber and James Goodnow:**

*Taking the Law to New Heights - and Depths*

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# Marc Lamber and James Goodnow:

## Taking the Law to New Heights — and Depths

By Ben Norris

### Two Fennemore Craig Attorneys Bring Culture of Innovation to Las Vegas

**N**ot every personal injury defense attorney in Las Vegas would welcome a brand new iPad delivered to their desk. If that iPad comes from Fennemore Craig attorneys Marc Lamber and James Goodnow, it's probably loaded with a "video settlement demand package," laying out their case in audio, video, diagrams and text.

Innovation defines the culture of Fennemore Craig's Las Vegas office. Lamber and Goodnow built a cutting-edge practice

in Phoenix before setting their sights further west, introducing their technology and client-driven brand of legal service to a second major metropolitan area.

Both attorneys were drawn to personal injury because it provided an avenue to practice in an area of law that has a direct and meaningful impact on people's lives, but it's the way they are changing the legal realm that is gaining national attention.

Lamber and Goodnow took some time to chat (and Skype) with *Attorney at Law Magazine* about their emerging Las Vegas legal practice.



**The one-two punch.** Lamber (right) and Goodnow's (left) use of technology has landed them in *The Wall Street Journal*, *USA Today*, *The ABA Journal*, *Fox News*, *CBS News*, *ABC News*, *Forbes* and more.



**Marc Lamber.** Lamber, the founding director of the personal injury practice group at Fennemore Craig, started the practice 21 years ago after graduating from NYU Law School.

*Lamber and Goodnow's "Red Phone" program has gained the pair national media attention for its innovative approach to attorney-client communication. The two provide clients with an iPad or iPod Touch in a red case configured to send a variety of attorney-client information through various platforms, including iAnnotate, SugarSync, email and document-management apps.*

### **Taking Technology to the Next Level**

The concept of a client-driven personal injury firm is nothing new, but Lamber and Goodnow have taken accessibility to a higher level. Clients are given iPads to access case documents, research materials and contact their legal team at virtually all hours.

"We have always sought to provide comfort, information and great results for our clients," Lamber said. "One of the most essential things for us is to be available and able to communicate when our clients need us. When someone is injured, they are not only hurt from 9 a.m. to 5 p.m."

When Apple learned about Lamber and Goodnow using iPads to better serve clients, the company invited the two attorneys to visit its headquarters in Northern California and

even featured them on the company website.

Clients' iPads are Skype and Google Voice ready. With the touch of an icon, a client can use Google Voice to dial all team members simultaneously. Lamber and Goodnow say this helps ensure clients can always get in touch with someone from the office.

### **The "Red Phone" Lawyers**

Lamber and Goodnow's "Red Phone" program has gained the pair national media attention for its innovative approach to attorney-client communication. The two provide clients with an iPad or iPod Touch in a red case configured to send a variety of attorney-client information through various platforms, including iAnnotate, SugarSync, email and document-



**James Goodnow.** Goodnow, a Fenemore Craig director and shareholder, joined Lamber in the practice after graduating from Harvard Law School.

management apps.

Severely injured clients can videoconference with attorneys, exchange emails, annotate documents and read police reports without having to leave their home, or hospital bed.

But the program isn't only a benefit to clients. Lamber and Goodnow say using technology allows them to share evidence and information with the opposing side during litigation. "When someone sees who these people are and what they've been through, it impacts them," Lamber said. "They say a picture is worth a thousand words. If that's true, think how much a video is worth."

Opposing attorneys not only get a better impression of the

severity of someone's injury, but also a glimpse of what jurors will see if the case goes to trial. In some cases, Lamber and Goodnow will deliver iPads to opposing counsel, insurance company adjusters and mediators loaded with a comprehensive "video settlement demand package." The package includes video interviews, computer-generated images, Keynote presentations, scene diagrams, expert witness interviews and photos.

Goodnow notes, "Lawyers grow tired of reading the same old formulaic written demand letters. We try to use the iPad to bring the case to life." The pair say that cases are getting resolved faster and that clients are getting better outcomes because of the technology.

In addition to Apple, Lamber and Goodnow's use of technology has been featured by *The Wall Street Journal*, *Forbes*, *ABC News*, and *USA Today*—just to name a few. *The ABA Journal* also recently announced in a cover story that the two are among the "Techiest Lawyers in America."

### "Creative Explosion"

The idea for the "red phone" and video demand technology came about during a brainstorming session as team members talked about ways to increase access to clients and better present their cases.

"Creativity," Goodnow notes, "defines our group. The legal profession can at times be extremely conservative; and while tradition has its place, we don't want that to come at the cost of innovation. We don't just want an environment where the juices flow—we want a creative explosion."

The two take innovation seriously. They have traveled on multiple occasions to Silicon Valley to meet with the forces behind some of the world's most successful companies. The duo met with leaders at Google, Facebook, Apple and other companies to learn what's driving the success of these tech giants. "What we learned," Lamber says, "is that imagination and vision are valued at the highest levels."

The two and their team have taken these lessons to heart



**Relaxing at The Palms.** Lamber and Goodnow at The Palms Hotel.

*Lamber and Goodnow say that working at Fennemore Craig is a huge advantage to their practice. “Fennemore is a firm comprised of talented and caring lawyers in all of its offices—and Las Vegas is no exception,” says Goodnow. Lamber concludes, “The depth of resources and experience, as well as the caliber of people, make Fennemore truly special. We’re proud to be part of it.”*

and now have regular “hack sessions”—to borrow a term from Facebook—in which they come up with interesting and new legal strategies. Goodnow notes, “Collaboration is vital to the success of our team. We and, more importantly, our clients are better for it.”

### **Changing the Legal Landscape in Nevada**

After creating a thriving practice in Arizona, the two are now expanding their practice into Nevada. “Las Vegas was the next logical step for us. Fennemore Craig not only has a dynamic office here, but we believe there’s a market need for high-end plaintiffs’ attorneys,” Lamber says. While Goodnow and Lamber are new to the city, they are backed up by a reputation for top notch legal service and product. It isn’t a reputation built on flash or overinflated promises, but creativity and

an open exchange of information.

Although both attorneys are well ahead of the curve when it comes to implementing technology in the legal profession, they understand that technology isn’t a substitute for quality legal service—a principle that has guided the two over the course of their careers.

Lamber founded the plaintiff personal injury practice at Fennemore Craig nearly 21 years ago. After graduating from NYU Law School, Lamber quickly moved away from environmental litigation to the personal injury work that spoke to him. “I needed to be in a people-driven practice where I felt like I was making a difference. This practice meets both of those goals beautifully, and it is incredibly fulfilling.”

After graduating from Harvard Law School, Goodnow looked for a firm that had a significant plaintiffs’ group. “The

practice that Marc developed at Fennemore was unique. There was remarkable passion in him and everyone on the team. The fit could not have been better.”

Although the pair may be new to Las Vegas, they’re not new to success in the profession and in getting top results for their clients—characteristics that cut across jurisdictions.



**Fennemore Craig.** The firm’s downtown Las Vegas office.

### **Powered by Fennemore Craig**

The two have a powerful platform. Fennemore Craig is 126 years old—making it one of the oldest law firms in the Southwest. The firm opened its Las Vegas office six years ago, and it has been growing since. In total, the firm has approximately 180 lawyers in Las Vegas, Phoenix, Denver, Tucson and Nogales. While Lamber and Goodnow are licensed in Arizona, they work with the attorneys in the firm’s Las Vegas office for Nevada matters. The firm’s Las Vegas office is managed by John Mowbray, a preeminent lawyer and an iconic fixture of the Nevada legal community.

Lamber and Goodnow say that working at Fennemore Craig is a huge advantage to their practice. “Fennemore is a firm comprised of talented and caring lawyers in all of its offices—and Las Vegas is no exception,” says Goodnow. Lamber concludes, “The depth of resources and experience, as well as the caliber of people, make Fennemore truly special. We’re proud to be part of it.”

**Vegas.** After developing a successful practice in Phoenix, Lamber and Goodnow now have their sights set on the Las Vegas market.

