

GREATER PHOENIX EDITION | NOVEMBER 2011

ATTORNEY AT LAW

MAGAZINE®



Cover Story:
Marc Lamber and James Goodnow
The “Red Phone” Lawyers

Maricopa County Bar Association

Also Inside:
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— **S. Jennifer Mannino**

Ask the IT Expert
— **Dave Kinsey**

How Attorneys Can Make the Most of LinkedIn
— **Stephen Fairley**

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Marc Lamber and James Goodnow:

Redefining the Practice of Law

By Lalaena Gonzalez-Figueroa

Throughout their respective legal careers, attorneys Marc Lamber and James Goodnow have consistently been driven by a desire to assist others in need. Their professionalism is enhanced by a genuine sense of empathy, and their efforts remain focused on achieving successful resolution on their clients' behalves. Their plaintiffs' personal injury practice group has received worldwide recognition as an innovative and forward-thinking team that successfully merges the deep-rooted traditions of legal counsel with cutting-edge technology. Lamber and Goodnow may not have set out to become industry pioneers, but they've found their stride and show no signs of slowing down.

Founding Partner Marc Lamber reveals that he once aspired to a career as a physician. Though his father was an attorney, the young Lamber pursued an educational path that would prepare him to become a family practice doctor – a profession that appealed to him because he could devote himself to helping others. An accomplished high school student, he volunteered at local hospitals. Lamber attended the University of Arizona, graduating cum laude with a General Studies degree in Biology, Chemistry and Spanish. During his studies, Lamber realized that he could also satisfy his passion for helping others by pursuing a career in personal injury law and would get the added benefit of applying his public speaking and debate skills. Lamber explains,



Photograph by Stuart Thurikill, Thurikill Studios

Marc Lamber



Photograph by Stuart Thurlkill, Thurlkill Studios

James Goodnow

Their diligence and technological acumen have facilitated an opportunity to expand beyond Arizona and the western region. Lamber and Goodnow have represented clients throughout the nation and overseas, and look forward to increasing their visibility as they continue to incorporate pertinent technology into their practice.

“It is a great responsibility, but also a great privilege, to help people during their most trying moments in life, to bring them answers in what otherwise can be a sea of confusion, and to help them move in a positive direction.” On a mission to become a personal injury lawyer committed to making a difference, Lamber began his journey by heading east to the “Big Apple” to attend New York University School of Law and, thereafter, back to Phoenix to join the prestigious Fennemore Craig law firm.

At Fennemore Craig, he was initially designated as an environmental litigator, but soon tapped into his penchant for helping others in the personal injury context. “I began to put the word out that if co-workers needed help with legal challenges, they could talk to me and I would help them on my own personal time,” he recalls. “From dog bites, to slip and falls, to car accidents, I started with just a few cases in my off hours.” Word spread throughout the office, and within a few years he was representing a slew of co-workers, their family members, firm clients and their family members with respect to all varieties of personal injury claims. Eventually Lamber developed the Plaintiff’s Personal Injury Practice Group, a

notable addition and complement to the established and highly respected law firm.

Early on, James Goodnow recognized his calling to the profession of law. His father was an attorney, and Goodnow grew up involved in the practice. “My dad used to let me come to his office and sit through depositions and trials,” he reveals. “I’ve always felt like this is where I belong.” Although other family members are also professionals within the legal industry, Goodnow wanted to find his place in the law. Academically gifted, he dedicated himself to his studies. After graduating *summa cum laude* from Santa Clara University, he went on to Harvard Law School. While working as a summer associate at Fennemore Craig, he had the opportunity to see the practice Lamber had cultivated, and Goodnow set his sights on joining the team.

“The practice involves real human tragedy,” offers Goodnow. “We are often working with people who are going through the worst periods of their lives, individuals who have lost loved ones or who are suffering through painful situations. It’s one of the hardest parts of the job, but also one of the most



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rewarding, because we have the opportunity to help guide our clients through difficult times.” His talent, drive and character made a notable impact within the firm, and Lamber welcomed Goodnow into the practice.

Redesigning the Wheel

Lamber and Goodnow acknowledge that the field of plaintiffs’ personal injury is one often known for attorneys who boast more flash than substance. Their group, though, earned recognition early on as a solid and reputable practice. At its heart is the professional partners’ shared desire to provide their

clients with voices, to allow their stories and experiences to drive results.

Another distinguishing factor has been the practice’s unconventional integration of technology, which has yielded tremendously successful outcomes. From replacing written legal documents with videotaped presentations, to the use of Google Voice, to the distribution of iPads to its clients, the team has created a buzz throughout the legal community and beyond. Featured in major news publications throughout the world, Lamber and Goodnow have become incredibly adept at utilizing cutting-edge technology to improve results and communication with—and for—their clients.

It may be unconventional, but the approach taken by Lamber and Goodnow hasn’t been driven by spontaneity. The two and their professional group have cultivated a business driven by ingenuity, by the belief that the establishment of the legal world offers ample opportunity for innovative ideas and practices. Hosting open dialogues within the group, the duo encourages creative input from its legal and administrative members, giving credence to Oliver Wendell Holmes’ assertion that “every calling is great when greatly pursued.”

Their team-based approach is a welcome diversion from the traditional solo-practitioner model that pervades the plaintiffs’ personal injury field. With a group of professionals available to answer their questions and address their concerns, Lamber and Goodnow’s clients appreciate easy access to their trusted legal team. In fact, the distribution of iPads to their clients became regular practice when the attorneys realized that clients often lacked the means to effectively communicate with them. From individuals with insufficient technology in their homes, to accident victims relegated to hospital beds, the team frequently works with people who have no regular access to telephones or computers. The solution, says Lamber, was identified during one of the group’s regular brainstorming sessions.

Offering an iPad to clients might be misconstrued as a simple gimmick to attract new business, but Lamber and Goodnow aren’t in the business of flash and awe. Clients don’t trade higher legal fees for the tablets; they’re borrowed throughout the course of each case and used with purpose. Technology facilitates real human

interaction, allowing individuals access to telephones and online information such as documents, calendar updates and pertinent case updates. And while they've become internationally recognized for their

use of iPads, Lamber and Goodnow have successfully implemented other technology, such as video demand packages the two send on iPads to opposing attorneys, mediators and decision makers. The videos, which are akin to a Dateline NBC episode, feature clients, experts and computer animations.

Lamber and Goodnow's innovative use of technology recently caught the eye of Apple, which invited them to its Northern California headquarters to learn more about how they are using iPads and other forms of technology in their practice. Apple will be featuring the two and Fennemore Craig on its website in the near future. Lamber and Goodnow will be the first lawyers ever spotlighted by Apple for the use of iPads.

"We are interested in capitalizing on innovation within the legal profession," notes Lamber. "While we respect and uphold

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the traditions of our field, we also recognize the potential for the integration of new approaches and tools that will bridge the needs of today with the established methods of practicing law."

Because of this innovation, the duo boasts no shortage of accolades. Both Lamber and Goodnow, for instance, were recently featured in Newsweek for being among 20 leading plaintiffs' trial lawyers in the United States. Integrating themselves into the fabric of the community at large, however, has long been a priority for both Lamber and Goodnow, who offer their time and services in a variety of leadership and volunteer positions. In addition to serving as the chairperson of the Plaintiff's Personal Injury and Commercial Practice Group within Fennemore Craig, Lamber is also the firm's chief diversity officer, the vice-chair of the firm's litigation section, and the co-chair of the firm's Diversity and



"The Red Phone Team Members": Andy Clawson, Ann Strickler, Michelle "Mike" Marotti, James Goodnow, Leza Whitney, and Marc Lamber

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Retention Committees. Goodnow, selected by The Phoenix Business Journal as a "40 Under 40," has a leadership role in several firm committees and is a member of the Board of Directors for the Arizona Center for the Blind and Visually Impaired.

The stellar reputation of Fennemore Craig, a firm with over 125 years of legal service, is not lost on Lamber and Goodnow, who appreciate the opportunity to contribute to the ongoing success of Arizona's longest living law firm. "Our group fits well within the firm's model," notes Goodnow. "We work closely with a select group of clients, limiting our caseloads to ensure that each individual receives the highest level of representation. Providing our clients with the time and attention their cases warrant is a hallmark of Fennemore Craig, and of our practice as well."

Lamber adds, "Fennemore Craig is a firm where people have long believed in the human condition, and we are so proud to

be a part of that mindset. Our colleagues have a passion and a commitment to doing the right thing, and offer an incredible amount of strength and compassion to those facing trauma and loss. Every day we are provided with an opportunity to help someone, and I love it." Reflecting upon the legacy he and their group will leave, Lamber muses, "It's not a question of whether we are great lawyers. It's about whether we care. That's how I would measure our success. And we care deeply."

Their diligence and technological acumen have facilitated an opportunity to expand beyond Arizona and the western region. Lamber and Goodnow have represented clients throughout the nation and overseas, and look forward to increasing their visibility as they continue to incorporate pertinent technology into their practice. Ultimately, notes Lamber, it is about providing their clients with the representation and care they need to achieve closure and successful resolutions to difficult situations. The group remains poised not only to capitalize on technological advancements and developments, but on the opportunity to connect with individuals in need, and to offer hope in the most trying of times.



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