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## ■ HIGHLIGHT ■

"Sort of screams 'ambulance chasers!'" is how one recipient described this holiday greeting card from the health law group at Dallas' **Jenkins & Gilchrist**.



Season's Greetings

We're On Call  
for your  
Health Law Needs  
in '95

**JG** The Health Law Section  
Jenkins & Gilchrist

## Greetings From Your Friendly Law Firm

BY EDWARD A. ADAMS

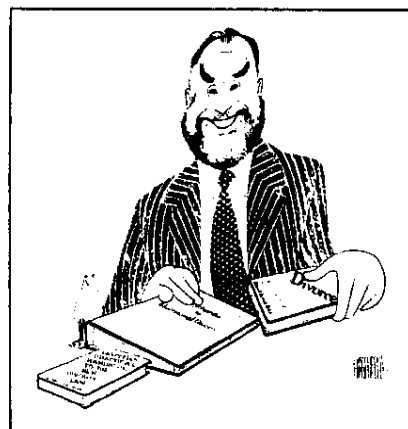
THE HOLIDAY SEASON is a time of heartwarming family reunions, sacred religious observances and sincere pleas for peace on earth. And for law firms, it is an enormous marketing event.

During the past month, firms have flooded the mails with hundreds of thousands of cards intended to link them, in clients' minds, with the bonhomie generated by the Jewish Festival of Lights, the birth of the Christian Messiah and the coming of the new year.

No card list is more storied, or longer, than that of personal injury attorney Harry H. Lipsig, who turned 93 the day after Christmas. The list of possible recipients includes almost everyone with whom the lawyer has come into contact during more than 60 years of practice — about 60,000 people. After an acrimonious split with his former partners in 1989, the partners claimed his continued use of the list would violate his promise not to solicit former clients.

A State Supreme Court justice ruled in 1992 that both sides could use it. Mr. Lipsig's partner Mark J. Manus said the number receiving cards has

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Divorce lawyer Raoul Felder's card featured a drawing of himself by Al Hirschfeld.

## Holiday Greetings

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shrunk from 40,000 in 1991 to about 20,000 this year. "We got a lot of returns. People had moved . . . or died," he said.

Though the firm may send more cards than any other, the card itself is nondescript. "Only the color changes" from year to year, said Mr. Manus. The 1994 edition is orange, with the firm's traditional drawing of a unicorn on the cover.

Shearman & Sterling took a more modest approach, ordering about 4,000 cards for its partners to send. This is the first year it has done so, said marketing committee chairman Andrew B. Janszky. "It's a useful thing to do — to think of our clients the way you think of other people," he said.

The card, with a stylized pine tree on the cover, offers Seasons Greetings in English, French, German, Spanish and Mandarin, which stresses the firm's international practice, he said.

### Less Subtle Approach

The health law group at Dallas' Jenkins & Gilchrist was less understated in its sales pitch. Its 5,000 cards featured a photograph of the group's lawyers dressed in doctor smocks and surgical scrubs, posed around a hospital emergency room sign. "We're on call for your health law needs in '95," it read.

"Sort of screams 'ambulance chasers!'" said one recipient. "They should have seen the one we didn't use," countered Jenkins & Gilchrist partner Ronald G. Pearson. The best shot included an ambulance that had just pulled up, but it was nixed because the group represents health care providers, not malpractice victims, he said.

The card from De Caro & Kaplen, a five-attorney personal injury firm, put Santa on the stand. A courtroom drawing, with the Bearded One in the



De Caro & Kaplen's seasonal greeting suited the firm's specialty: personal injury law.

witness box, features a lawyer telling jurors "this photo shows concrete evidence that on the night of Dec. 24th, one of Santa's reindeer fell off the roof and ruined Mr. Smith's new driveway." The "photo" shows the impression left by a reindeer in soft concrete.

Divorce lawyer Raoul Felder's card featured a drawing of himself by *New York Times* illustrator Al Hirschfeld, complete with legal treatises the attorney has authored. The drawing was as a gift to Mr. Felder from his wife, Myrna Felder, in 1993.

Inside the card was a list of Mr. Felder's designated winners and losers of 1994. Among the winners was "Princess Diana, for splitting with his Royal Horney-ness." The losers included actor and Roseanne's former husband "Tom Arnold, for losing his meal ticket" and the late serial killer "Jeffrey Dahmer, for getting his just desserts."

In recent years, the most elaborate of lawyer greetings has come from

Chadbourne & Parke senior associate Lawrence Savell. He has sent cassette tapes of original songs, with titles like "It's Gonna Be A Billable Christmas," and animated music videos to hundreds of friends, associates and clients.

Last year, the high-tech greetings reached their apogee with an IBM-compatible computer disk that featured Mr. Savell's face transforming into that of President Clinton, using the technology seen in "Terminator II" and countless shaving commercials. But he found many of the recipients had no computer, or worse, used an Apple model.

So this year, the new media touch is hidden. He sent cards that look traditional on the outside, but could be personalized inside using a laser-jet printer, so not only his name but the recipient's is included in the greeting.

While not as flashy as previous mailings, it avoids the computer-incompatibility problem of last year's greeting. "Several people just used the disk as a coaster," he said.