



**Legal Professionalism Committee Meeting Minutes  
November 3, 2015, 10:30 am, Raleigh, NC**

Commissioners attending: Catharine Arrowood, Chair  
Luke Bierman  
Richard Boyette  
Phyliss Craig-Taylor  
Drew Erteschik  
Judge Robby Hassell  
Rick Minor  
Justice Bob Orr  
Raymond Pierce  
Matt Sawchak  
Lisa Sheppard  
Senator Leslie Winner (ex officio commissioner)

Commission staff attending: Will Robinson  
Jon Williams  
Emily Portner

Issues discussed:

**1. Approval of minutes**

The committee approved draft minutes of its October 6 meeting.

**2. Presentation by Chas Rampenthal, General Counsel of LegalZoom**

Mr. Rampenthal gave a presentation on factors that limit many Americans' access to legal services. The factors, in Mr. Rampenthal's view, include the barriers to entry into legal services and the information costs faced by most consumers. These and other factors create a significant mismatch between demand and supply.

Mr. Rampenthal identified the rules that limit advertising of legal services, as well as the ban on non-lawyer ownership of equity in law firms, as two key barriers to entry into legal services.

He commented on alternative structures for regulation of legal services, including the entity-based model used in the United Kingdom.

### **3. Presentation by Dan Lear, Director of Industry Relations, Avvo**

Mr. Lear gave a presentation on the evolving role of the Internet in how consumers seek law-related information and solutions. He identified three major phases of online legal activity:

- 1.0: The use of websites like Avvo to gather relatively static information on the law and on lawyers
- 2.0: Interactive web content like Q&A forums and searchable online legal guides
- 3.0: The use of mobile devices to market legal services and connect with legal services

### **4. Committee discussion**

After the presentations, committee members engaged in discussion with Mr. Rampenthal and Mr. Lear. The discussion covered the following topics, among others:

- How to prevent consumers of online legal services from being misled and/or exploited
- The available data on the contribution of online legal services to closing the access gap
- Mr. Lear's and Mr. Rampenthal's ideas for changes in regulatory structures

### **5. Discussion with members of the public**

Shelby Benton, the current president of the North Carolina Bar Association, spoke on her experiences in solo practice. She noted that the training she received as a young lawyer appears to be harder for today's young lawyers to obtain.

## 6. Matters for committee study in the future

Ms. Arrowood asked committee members to continue to think on the previously circulated topics and others. The committee will discuss the list of topics and make selections at a future meeting.

Committee members offered ideas for possible additional speakers and information providers:

- A provider of prepaid legal services, such as PWC or Deloitte
- The NALP Foundation, which can address the future of the legal profession
- Experts on generational change, such as Rogan Kersh, the provost of Wake Forest University

## 7. Adjournment

The meeting was adjourned by consensus at about 2:30 pm.

**Next meeting:** Tuesday, December 1, 2015, at 10:30 am, at the N.C. Judicial Center in Raleigh

/s/ Matthew W. Sawchak  
Reporter