

PUBLISHED BY THE BAR ASSOCIATION OF SAN FRANCISCO



**20**  

---

**19**

**REGISTER**  
*of* **EXPERTS &**  
**CONSULTANTS**

Northern California's **most trusted source** for expert witnesses and consultants. And your most effective **online and print** advertising opportunity.

[www.sfbar.org/register](http://www.sfbar.org/register)

**Reserve  
your space  
today!**

Deadline for  
new listings is  
**August 31, 2018**



THE BAR ASSOCIATION OF  
SAN FRANCISCO

## Secure your listing in the Register of Experts & Consultants

It's easy! Review the steps below and complete the information on the following pages. You can also find this form online at [www.sfbar.org/register](http://www.sfbar.org/register)

**First, choose your listing type.** There are two types of listings - for individuals and companies. Simply complete the appropriate sections below. Company listings are ideally suited for companies who prefer to be listed by their business name rather than by their individual experts. Both types of listings can also be expanded. Expanded listings allow you to showcase your expertise in greater detail.

Available listing types:

### Individual Listing: Starting at \$399

*includes:* name, title, company, and contact information, specialties, and degrees and licenses. **Expanded listings** also include formal education, certifications, previous positions, honors and awards, professional affiliations, publications, and prior expert experience.

*To secure your individual listing, please complete section 1 of the insertion agreement.  
To expand your listing, also complete section 2.*

### Company Listing: Starting at \$499

*includes:* company and contact name, contact information, specialties, degrees and licenses. **Expanded listings** and listing add-ons are available and include additional contact names and additional space to describe company specialties.

*To secure your company listing, please complete section 3 of the insertion agreement.  
To expand your listing, also complete section 4.*

**Next, choose your category or categories.** Choose the category under which you would like your listing to appear. All available categories are listed on pages 6–7. One category is included in the price of your listing. You can add additional categories for a fee of \$75 per category.

**Send us your listing** information and payment no later than August 31, 2018 to be included in the next annual BASF Directory. Listings we receive sooner will be added online within 30 days.

For more information or if you have questions, please contact: [register@sfbar.org](mailto:register@sfbar.org)

# INSERTION AGREEMENT

Please complete all sections below and on the following pages that apply to your chosen type of listing. Type or print all information clearly and accurately. List the most important information first as text may be edited due to space limitations.

Once your order has been received and processed, you will receive a copy of your listing for final approval.

## 1 INDIVIDUAL LISTING

Name \_\_\_\_\_ Professional Abbreviation (one) \_\_\_\_\_

Primary Position/Title \_\_\_\_\_

Employer \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Alternate Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

 Optional: twitter.com/ \_\_\_\_\_

 Optional: linkedin.com/ \_\_\_\_\_

Specialties (up to 30 words) \_\_\_\_\_

Degrees/Licenses (please, no university affiliations or certifications)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

## 2 INDIVIDUAL LISTING: EXPANDED

Formal Education:

Degree \_\_\_\_\_ Area \_\_\_\_\_ University \_\_\_\_\_ Year \_\_\_\_\_

Degree \_\_\_\_\_ Area \_\_\_\_\_ University \_\_\_\_\_ Year \_\_\_\_\_

Degree \_\_\_\_\_ Area \_\_\_\_\_ University \_\_\_\_\_ Year \_\_\_\_\_

Certifications/Licenses/Registrations (max 5) \_\_\_\_\_

Previous/Current Positions/Titles (max 5) \_\_\_\_\_

Honors/Awards (max 10) \_\_\_\_\_

Membership in Professional Societies (max 10) \_\_\_\_\_

Number of Publications (including up to 3 titles) \_\_\_\_\_

Prior Expert/Consultant Experience (up to 50 words) \_\_\_\_\_

3

COMPANY LISTING

Company Name \_\_\_\_\_
Name of Contact \_\_\_\_\_ Professional Abbreviation (one) \_\_\_\_\_
Title of Contact \_\_\_\_\_

Optional: You can add additional contact names to your company listing at \$100 per name:
Name of Contact \_\_\_\_\_ Professional Abbreviation (one) \_\_\_\_\_
Title of Contact \_\_\_\_\_
Name of Contact \_\_\_\_\_ Professional Abbreviation (one) \_\_\_\_\_
Title of Contact \_\_\_\_\_
Name of Contact \_\_\_\_\_ Professional Abbreviation (one) \_\_\_\_\_
Title of Contact \_\_\_\_\_

Address \_\_\_\_\_
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
Telephone \_\_\_\_\_ Alternate Telephone \_\_\_\_\_ Fax \_\_\_\_\_
Email \_\_\_\_\_ Website \_\_\_\_\_

Optional: twitter.com/ \_\_\_\_\_

Optional: linkedin.com/ \_\_\_\_\_

Degrees/Licenses (please, no university affiliations)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

Specialties: Please describe your company's services and qualifications (up to 30 words)
(If you have chosen an Expanded Company Listing, skip this specialties section and complete the Expanded Listing section below.)
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

4

COMPANY LISTING: EXPANDED

Specialties: Please describe your company's services and qualifications (up to 100 words)
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

## CALCULATE YOUR LISTING TOTAL

All prices below include print and online publication of your listing. The printed listing will appear in the 2019 BASF Directory, and your online listing will be published at [www.sfbar.org/register](http://www.sfbar.org/register). You will also receive a complimentary copy of the 2019 BASF Directory.

- |   |          |
|---|----------|
| <input type="checkbox"/> <b>Individual Listing</b>  | \$399    |
| <input type="checkbox"/> <b>Company Listing</b>   | \$499    |
| <input type="checkbox"/> <b>Expanded Listing - Individual</b>   | \$599    |
| <input type="checkbox"/> <b>Expanded Listing - Company</b>  | \$699    |
| <input type="checkbox"/> <b>Additional Categories</b><br>\$75 per category x _____ (quantity) =                                 | \$ _____ |
| <input type="checkbox"/> <b>Additional Contact Names</b> (company listings only)<br>\$100 per name x _____ (quantity) =         | \$ _____ |
| <input type="checkbox"/> <b>Add color to your online listing and have it featured</b><br>\$15 per category x _____ (quantity) = | \$ _____ |

---

**TOTAL**    \$ \_\_\_\_\_

## METHOD OF PAYMENT

- Check enclosed (payable to BASF)     Visa     MasterCard     American Express

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Billing Address and Zip Code \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Submit your completed form with your payment (made payable to BASF) in one of the following ways:



Mail to:    The Bar Association of San Francisco  
              Attn: Publications  
              P.O. Box 26389, San Francisco, CA 94126-6389



Fax to:        415-782-8994  
              Attention: Publications Department

Once your order has been received and processed, you will receive a copy of your listing for final approval. For more information, contact us at [register@sfbar.org](mailto:register@sfbar.org)

# CATEGORIES

Your listing fee covers one category. Additional categories are \$75 each.

## ACCIDENTS

(Investigation, Analysis, Reconstruction, Reenactment)

- 0010  General
- 0015  Chemical
- 0020  Commercial Trucking
- 0025  Construction
- 0030  Elevator/Escalator
- 0035  Industrial/Manufacturing
- 0037  Psychological Trauma

### Transportation:

- 0040 .....Aviation
- 0045 .....Bicycle
- 0050 .....Boating
- 0055 .....Highway/Traffic/  
Vehicular
- 0060 .....Pedestrian
- 0065 .....Railroad
- 0070  Other (slips, trips & falls,  
household & power tool  
accidents)

## 0075 ACCOUNTING

- 0080  **ACTUARIAL**
- 0082  Risk Management

## 0085 ADA COMPLIANCE

## AGRICULTURAL SCIENCES

- 0090  Agriculture
- 0095  Arboriculture
- 0105  Horticulture
- 0110  Viticulture/Enology

## ALTERNATIVE DISPUTE RESOLUTION

### Mediation/Collaborative:

- 0113 .....Attorney
- 0115 .....Non-Attorney

## ANIMALS/AVIAN

- 0117  Behavior
- 0120  Horses
- 0125  Livestock
- 0130  Pets (Dogs and other  
Household)

## 0135 ANIMATION

- 0140  Computer Simulations

## 0150 APPAREL

## APPRAISAL & VALUATION

- 0155  General
- 0160  Jewelry & Gems
- 0170  Business & Corporate
- 0175  Fine Arts & Antiques
- 0180  Intangibles
- 0185  Machinery & Equipment
- 0187  Mergers & Acquisitions
- 0190  Patent Infringement
- 0193  Personal Property
- 0195  Professional Practices
- 0200  Property Damages
- 0205  Real Estate
- 0210  Tax

## 0220 ARCHITECTURE/ LANDSCAPE ARCHITECTURE

## ARTS & ENTERTAINMENT

- 0225  Amusement Parks
- 0230  Fine Arts
- 0243  **AUDIO/VIDEO/  
PHOTOGRAPHY  
ANALYSIS**

## 0245 AUTOMOTIVE

## 0250 AVIATION/AIRPORTS

## BIOLOGICAL SCIENCES

- 0255  Aquatic & Marine Biology
- 0260  Biochemistry
- 0265  Biology
- 0275  Entomology
- 0285  Genetics
- 0290  Physiology
- 0300  Zoology

## BUSINESS/MANAGEMENT

- 0305  General
- 0307  Compliance
- 0310  Customs/Trade Practices
- 0315  Distribution
- 0320  Forensic Accounting
- 0325  Franchising
- 0330  Management
- 0335  Marketing
- 0340  Public Relations
- 0345  Retailing

## 0347 CARBON MONOXIDE POISONING

## 0350 CHEMISTRY/CHEMICALS

- 0355  Toxicology

## 0360 COMMUNICATIONS/ TELECOMMUNICATIONS

- 0365  Broadcasting
- 0367  Cell Phone Forensics
- 0370  Mobile
- 0375  Publishing
- 0380  World Wide Web/  
Internet Services

## COMPUTER

- 0385  General
- 0390  Data Storage Systems &  
Devices
- 0393  Forensics
- 0395  Fraud
- 0400  Information Systems

## CONSTRUCTION

- 0410  General
- 0415  Accounting
- 0417  Blasting
- 0420  Carpentry/Framing
- 0425  Claims/Disputes
- 0430  Codes/Code Interpretation
- 0435  Concrete/Foundations
- 0440  Construction Defect
- 0445  Construction Mgmt.
- 0450  Cost Estimation
- 0455  Disability & Accessibility
- 0460  Electrical
- 0465  General Contracting
- 0470  Inspection
- 0473  Insurance Damage Estimates
- 0475  Mechanical/Plumbing/  
Piping/HVAC
- 0477  Project Management/  
Construction Management
- 0480  Roads/Highways/  
Heavy Construction
- 0485  Roofing/Waterproofing
- 0490  Safety
- 0495  Scheduling
- 0500  Sitework/Grading

## CREDIT

- 0505  Credit Damage Measurement

## DEMONSTRATIVE EVIDENCE

- 0510  Computer Video Animation
- 0513  Forensic Photography
- 0515  Graphics/Exhibits
- 0520  Medical Illustrations
- 0525  Models
- 0530  Photography
- 0535  Video

## DISABLED TRANSPORTATION

- 0537  ADA & Accidents

## 0538 DRAM SHOP/ALCOHOL

## ECONOMICS

- 0540  General
- 0545  Antitrust
- 0547  Economic Damages
- 0550  Economic Loss
- 0555  Lost Earnings

## EDUCATION

- 0560  Administration
- 0565  Educational Quality
- 0570  Student Welfare

## EMPLOYMENT

- 0575  General
- 0580  ADA
- 0585  Benefits & Retirement Plans
- 0590  Discrimination & EEO
- 0593  Executive Compensation
- 0595  FMLA
- 0597  Human Resources/  
Organizational Development
- 0600  Labor/Management Relations
- 0605  Retaliation
- 0610  Sexual Harassment
- 0615  Wage & Hours
- 0620  Workers' Compensation
- 0623  Workplace Investigations
- 0625  Workplace Violence
- 0627  Wrongful & "At Will"  
Termination

## ENERGY & MINING INDUSTRIES

- 0629  Clean Energy
- 0632  Mining
- 0635  Oil & Gas
- 0640  Power
- 0645  Utilities Reorganization

## ENGINEERING DISCIPLINES

- 0650  General
- 0655  Acoustics
- 0670  Automotive
- 0675  Biomedical/Biomechanical
- 0680  Chemical
- 0683  Civil/Public Works
- 0685  Civil/Structural
- 0695  Corrosion
- 0700  Electrical
- 0705  Electronic
- 0710  Environmental
- 0715  Fire Protection
- 0720  Highway/Traffic
- 0725  Hydraulic/Flood
- 0730  Industrial
- 0735  Materials Stress
- 0740  Mechanical
- 0743  Metallurgical
- 0750  Petroleum
- 0755  Quality Assurance

- 0760  Safety
- 0765  Sanitary
- 0770  Semiconductor Technology
- 0775  Soils
- 0780  Telephone/Outside Plant/  
Telecommunications
- 0785  Welding
- 0790  Other

## ENVIRONMENT

- 0795  General
- 0800  Assessment &  
Impact Studies
- 0805  EPA
- 0810  Forensics
- 0812  Groundwater
- 0815  Hazardous Materials
- 0817  Health Risk Assessment
- 0820  Indoor Air
- 0825  Industrial Hygiene
- 0830  Mold
- 0840  Outdoor Air
- 0845  Waste Management
- 0850  Water
- 0852  **ESTATE PLANNING/  
SETTLEMENT**

## FAILURE ANALYSIS

- 0865  General
- 0870  Construction
- 0875  Industrial/Manufacturing
- 0880  Transportation

## FINANCE

- 0885  General
- 0890  Automotive
- 0895  Bankruptcy
- 0900  Commercial Banking
- 0903  Derivatives
- 0905  General Securities
- 0910  Investment Banking
- 0915  Leasing
- 0920  Mergers & Acquisitions
- 0923  Mortgage
- 0925  Real Estate

## 0930 FIREARMS

## 0932 FIRES/EXPLOSIONS

## 0934 FORENSIC EVALUATIONS

## 0936 FORGERY

## GEOLOGY/HYDROLOGY

- 0938  Geology
- 0940  Hydrology/Hydrogeology
- 0945  Seismology

## 0947 GOLF

## GOVERNMENT TOPICS

- 0950  Budget/Fiscal Analysis
- 0955  Government Contracts
- 0960  Land Use, Planning &  
Zoning
- 0965  Law Enforcement
- 0975  Public Health
- 0980  Public Utilities
- 0985  Rent Control
- 0990  Tax Issues
- 1000  Water Resources
- 1005  Other



# CATEGORIES

We welcome suggestions for new categories. Please contact [register@sfbar.org](mailto:register@sfbar.org)

## 1010 **HANDWRITING (Forensic)**

### **HOTEL/RESTAURANT INDUSTRY**

- 1012  General
- 1014  Hotel
- 1016  Restaurant

### **IDENTIFICATION/FORENSICS**

- 1020  Ballistics
- 1025  Chromatography/  
Spectroscopy
- 1030  Criminalistics
- 1035  DNA
- 1040  Eyewitness
- 1045  Fingerprints
- 1060  Polygraph
- 1065  Questioned Documents/  
Document Examination
- 1070  Tape Recorded Evidence/  
Tapes

### **INSURANCE**

(for medical-related insurance categories please look under **MEDICAL - OTHER**)

- 1075  General
- 1077  Agent/Broker Standard of  
Care
- 1080  Bad Faith
- 1085  Coverage Analysis
- 1090  Directors & Officers
- 1097  Industry Standards
- 1100  Life, Health & Disability
- 1105  Primary/Excess
- 1110  Property & Casualty
- 1120  Workers' Compensation

### **INTELLECTUAL PROPERTY**

- 1125  General
- 1130  Copyright
- 1135  Licensing
- 1140  Patent Infringement
- 1145  Trademark

### **INVESTIGATION**

- 1150  General
- 1152  Employment
- 1155  Financial
- 1160  Fire

### 1170 **LABELS/WARNINGS**

### **LANGUAGE**

- 1175  Linguistics
- 1180  Translation/Interpretation

### **LAW PRACTICE/ATTORNEY**

- 1185  Attorney Fees
- 1195  Law Firm Dissolutions
- 1205  Legal Ethics

### **LOSS EVENTS**

- 1215  Earthquakes
- 1220  Explosions
- 1225  Fires
- 1230  Floods
- 1235  Landslides

### **MALPRACTICE**

- 1240  Accounting
- 1245  Construction
- 1250  Dental
- 1253  Fiduciary
- 1255  Hospital
- 1260  Legal
- 1265  Medical

### 1275 **MAPPING & SURVEYING**

### **MARITIME & ADMIRALTY**

- 1280  General
- 1290  Personal Injury

### **MATERIALS SCIENCE**

- 1295  Building Materials
- 1300  Metals/Metallurgy
- 1305  Nonferrous Materials  
(incl. ceramics, composites,  
plastics/polymers)
- 1310  Protective Coatings/Paints

### **MEDICINE & HEALTH**

- 1315  General
- 1320  AIDS
- 1325  Anesthesiology
- 1330  Dermatology
- 1335  Environmental Medicine
- 1340  Family Medicine
- 1345  Geriatrics/Gerontology
- 1350  Industrial/Occupational  
Medicine
- 1355  Infectious Diseases

#### **Internal Medicine:**

- 1360 .....General
- 1363 .....Alcohol & Substance  
Abuse
- 1365 .....Allergy & Immunology
- 1367 .....Cardiology
- 1370 .....Endocrine Disorders
- 1375 .....Gastroenterology
- 1380 .....Hematology
- 1385 .....Neonatology/Fetology
- 1390 .....Nephrology
- 1395 .....Oncology
- 1400 .....Pulmonary Medicine
- 1405 .....Rheumatology

- 1415  Neurology
- 1425  Obstetrics & Gynecology
- 1430  Ophthalmology
- 1433  Orthopedics
- 1435  Otolaryngology
- 1438  Pain Management
- 1440  Pathology
- 1445  Pediatrics
- 1450  Physiatry (physical med./  
rehab.)

#### **Psychiatry:**

- 1455 .....General
- 1457 .....Child & Adolescent
- 1459 .....Forensic
- 1461 .....Geriatric
- 1463 .....Neuropsychiatry
- 1465 .....Sexual Harassment/  
Assault
- 1467 .....Substance Abuse
- 1469  Radiology/Nuclear Medicine
- 1471  Reproductive Medicine
- 1473  Sports Medicine

#### **Surgery:**

- 1475 .....General
- 1480 .....Cardio Thoracic
- 1490 .....Neurosurgery
- 1495 .....Orthopedics
- 1500 .....Plastic & Reconstructive
- 1503 .....Spine Surgery
- 1505 .....Vascular

- 1510  Trauma/Emergency/  
Emergency Medicine
- 1515  Urology

### **MEDICAL - OTHER**

- 1520  General
- 1525  Acupuncture
- 1530  Allergy/Clinical Immunology
- 1535  Audiology
- 1540  Chiropractic Medicine
- 1545  Dentistry/Oral Surgery
- 1550  Disability Assessment &  
Rehabilitation
- 1555  Epidemiology
- 1560  Expert Witness
- 1570  Hospital
- 1575  Immunology

#### **Insurance:**

- 1577 .....General
- 1579 .....Future Medical Costs
- 1581 .....Managed Care/HMO  
Litigation
- 1583 .....Medicare/Medicaid
- 1585  Life Care Planning
- 1587  Medical Devices/Materials
- 1590  Medical Information
- 1595  Medical Records Analysis
- 1605  Nursing
- 1610  Optometry
- 1615  Pharmacy
- 1617  Physical Therapy
- 1620  Podiatry
- 1625  Prosthetics
- 1630  Speech/Language Pathology
- 1632  Spine Evaluation
- 1635  Temporomandibular Joint  
Injury and Dysfunction
- 1640  Veterinary Medicine
- 1645  Weight Mgmt., Obesity  
& Diet

### 1650 **METEOROLOGY/ CLIMATOLOGY**

### **PARKS & RECREATION**

- 1655  Parks/Playgrounds
- 1660  Sports/Sports Facilities

### **PHARMACOLOGY/ TOXICOLOGY**

- 1665  Alcohol/Drugs
- 1670  Pharmacology
- 1675  Toxicology

### 1680 **PHYSICS**

- 1685  Laser/Optics

### 1687 **POLICE PRACTICES**

### 1690 **PRODUCTS LIABILITY**

### **PSYCHOLOGY**

- 1695  General
- 1700  Adolescent/Child
- 1703  Capacity/Conservatorship
- 1705  Criminal
- 1710  Eyewitness Identification
- 1715  Family/Marriage
- 1720  Learning Disabilities
- 1725  Neuropsychology
- 1728  Personal Injury
- 1730  PTSD
- 1733  Psychometrics
- 1735  Sexual Harassment/Assault

### **REAL ESTATE & HOUSING**

- 1737  Broker Standard of Care
- 1739  Commercial Real Estate
- 1741  Housing
- 1743  Mortgage
- 1745  Property Management
- 1750  Real Estate
- 1755  Self Storage
- 1760  Standards of Care/  
Due Diligence
- 1765  Title/Escrow

### 1770 **RESEARCH & TESTING**

### **SAFETY**

- 1775  Child Safety
- 1785  Ergonomics
- 1790  FEMA
- 1795  Human Factors
- 1800  OSHA

#### **Safety and Accident Prevention (see also Engineering):**

- 1805 .....Industrial/  
Manufacturing
- 1810 .....Transportation
- 1815 .....Other
- 1820  Seatbelts/Airbags

### **SECURITY**

- 1825  General
- 1827  Night Club, Bar, &  
Casino Security
- 1829  Physical/Personal Security
- 1831  Security Officer Conduct

### **SOCIAL SERVICES**

- 1833  General
- 1835  Adoption
- 1845  Domestic Violence
- 1855  Parole
- 1860  Welfare

### **SOCIOLOGY**

- 1865  General
- 1870  Criminology
- 1875  Gangs

### 1877 **SOLAR ENERGY**

### 1880 **STATISTICS/ MATHEMATICS**

### 1883 **STRUCTURED SETTLEMENTS**

### 1885 **SURVEYS & OPINION RESEARCH**

### 1887 **TAXATION**

### 1890 **TRANSPORTATION**

### 1895 **TRAVEL & TOURISM**

### **TRIAL CONSULTANTS**

- 1900  Expert Witness Services
- 1903  Jury Consultants
- 1905  Jury Selection
- 1910  Trial Consultants
- 1912  Trial Presentation

### 1914 **VISIBILITY STUDIES**

### 1917 **VOCATIONAL/CAREER EVALUATION AND COUNSELING**

### 1920 **WILL CONTESTS**

## DEADLINE: AUGUST 31, 2018

For over twenty years, the Bar Association of San Francisco (BASF) has published Northern California's most trusted guide for identifying experts and consultants. **This is where attorneys come to find expert witnesses.** Found in the annual BASF Directory and online at [ww.sfbbar.org/](http://ww.sfbbar.org/) register, publication reaches thousands of legal professionals in Northern California and beyond.

