

20 17 REGISTER of EXPERTS & CONSULTANTS



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SAN FRANCISCO

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today!**

WHY SHOULD I LIST IN THE REGISTER OF EXPERTS & CONSULTANTS?

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.**



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ONLINE

HOW CAN I LIST 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/roe-listing.**

1 CHOOSE YOUR LISTING TYPE

There are two types of listings - the **Expert Listing** and the **Expanded Expert Listing**. Expanded listings allow you to showcase your expertise in greater detail. Both types of listings are available as individual or company listings. Company listings are ideally suited for companies who prefer to be listed by their business name rather than by their individual experts.

EXPERT LISTING

Name - or - Company Name and Contact Name

Professional Abbreviation

Primary Position/Title

Firm/Company

Address

Telephone, Fax, Email and Website



Optional: Twitter and LinkedIn profile or company page links

Specialties: up to 30 words

Degrees/Licenses (Please, no certifications)

- ▶ For an **individual Expert Listing**, please complete section **1** of the insertion agreement
- ▶ For a **company Expert Listing**, please complete section **3**

EXPANDED EXPERT LISTING

In addition to the listing information to the left, expanded listings include:

For individual listings:

- Formal Education
- Certifications/Licenses/Registrations
- Previous/Current Positions
- Honors/Awards
- Membership in Professional Societies
- Publications
- Prior Expert/Consultant Experience

For company listings:

Expanded company listings include space for additional description of your company's specialties (up to 100 words).

- ▶ For an **individual Expanded Expert Listing**, please complete sections **1** and **2**
- ▶ For a **company Expanded Expert Listing**, please complete sections **3** and **4**

2 PICK YOUR CATEGORY

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.

3 OPTIONAL: ADD COLOR TO YOUR ONLINE LISTING

Add some color to your online listing and become a featured lister! When you choose this option, your listing will be highlighted in color and appear in the top portion of the search results page.

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. Please, no special typesetting requests.

You can also find this form online at www.sfbar.org/roe-listing.

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 – Register
301 Battery Street, Third Floor, San Francisco, CA 94111

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

Email to: Scan and email to register@sfbar.com

Once your order has been received and processed, you will receive a copy of your listing for final approval. Once finalized, your online listing will appear the first of the next month.

1 EXPERT LISTING: INDIVIDUAL

Name _____ Professional Abbreviation (one) _____

Primary Position/Title _____

Employer _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Alternate Telephone _____ Fax _____

Email _____ Website _____

 Optional: Include your Twitter username here: twitter.com/ _____

 Optional: Include your LinkedIn profile link: [linkedin.com/](https://www.linkedin.com/) _____

Specialties (up to 30 words) _____

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

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

2 EXPANDED EXPERT LISTING: INDIVIDUAL

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 EXPERT LISTING: COMPANY

Company Name _____

Name of Contact _____

Title of Contact _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Alternate Telephone _____ Fax _____

Email _____ Website _____

 Optional: Include your Twitter username here: twitter.com/ _____

 Optional: Include your LinkedIn profile link: 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 on the next page.)

4 EXPANDED EXPERT LISTING: COMPANY

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

CALCULATE YOUR LISTING TOTAL

Listings run through a calendar year. If you are listing mid-year, please calculate your total amount beginning with the first of the next month since new listings are posted early each month. Your listing must run through December 2017 and the cycle will begin again January 2018. You will be contacted in the fall regarding re-listing for 2018.

Example: An Expert Listing – Individual in one category beginning May 2017, at the rate of \$35 per month would be calculated at \$35 x 8 months = \$280. Note an additional category would be an additional \$75 and adding color to a listing would be an additional \$15 per category.

- Expert Listing - Individual** \$35/month x _____ months = \$ _____
- Expert Listing - Company** \$45/month x _____ months = \$ _____
- Expanded Listing - Individual** \$50/month x _____ months = \$ _____
- Expanded Listing - Company** \$60/month x _____ months = \$ _____
- Additional Categories** \$75/category x _____ categories = \$ _____
- Add color to your online listing and have it featured** \$15/category x _____ categories = \$ _____

TOTAL **\$** _____

METHOD OF PAYMENT

Check enclosed (payable to BASF) Visa MasterCard American Express

Account Number _____ Expiration Date _____

Security Code _____ Authorized Signature _____

Cardholder Name _____

Billing Address _____ Zip Code _____ Date _____

Send your completed form, with payment, to: The Bar Association of San Francisco; Attn: Publications – Register; 301 Battery Street, Third Floor, San Francisco, CA 94111; Fax: 415-782-8994; Scan and email: register@sfbar.org. For more information, contact us at 415-782-8907 or 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:

- 0040Aviation
- 0045Bicycle
- 0050Boating
- 0055Highway/Traffic/
Vehicular
- 0060Pedestrian
- 0065Railroad
- 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:

- 0113Attorney
- 0115Non-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

0346 CANNABIS

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

- 0384 Cyber-security
- 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 call 415-782-8907.

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:

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

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

Psychiatry:

- 1455General
- 1457Child & Adolescent
- 1459Forensic
- 1461Geriatric
- 1463Neuropsychiatry
- 1465Sexual Harassment/
Assault
- 1467Substance Abuse

- 1469 Radiology/Nuclear Medicine
- 1471 Reproductive Medicine
- 1473 Sports Medicine

Surgery:

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

- 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:

- 1577General
- 1579Future Medical Costs
- 1581Managed Care/HMO
Litigation
- 1583Medicare/Medicaid
- 1585 Life Care Planning
- 1586 Long Term Care
- 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):

- 1805Industrial/
Manufacturing
- 1810Transportation
- 1815Other
- 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**