



From the President
Whit D. Bertch
THE BERTCH FIRM

Journal of Consumer Attorneys Associations for Southern California
ADVOCATE
April 2024



“Spring has Sprung and We’re Buzzing Along”

PALM SPRINGS SEMINAR KICKS OFF MAY 2; OVER 100 SPEAKERS ON 20 TRIAL-RELATED TOPICS

Spring has sprung and OCTLA is in full swing. Daylight savings has given us back an extra hour of light in the evening. Nature has reawakened. And spring has brought gifts with flowers, trees and vegetation reemerging with new life. Bears are waking from hibernation. Rivers and streams are flowing high with snow runoff. Waterfalls are returning to their majesty. State and national parks are reopening. What a great season of the year!

As for OCTLA, our year is moving swiftly along. In March we provided our members with a member-favorite MCLE seminar on selected mediators, judges and arbitrators. Our panelists Eric Traut, Tom Feher, and Ricardo Echeverria provided insight into the do’s and don’ts when practicing in front of these judges and mediators.

Up next, our Community Relations Committee, chaired by Amanda Robinson, has planned our first social event of the year with trivia night at Hangar 24 in Irvine on April 17th. Our members will enjoy socializing and putting their trivia knowledge to the test.

And speaking of trivia – as I hail from the great state of Utah – did you know the state’s nickname is the beehive

state and the official state insect is the honeybee? Why, you may ask? It’s not because there are a disproportionately large number of bees in Utah. In fact, Utah is only 24th out of 50 states in the U.S. in honey production. Rather, the honeybee was chosen because it symbolizes industry – working together, diligently, and collaboratively. So, there you have it – just in case this question pops up on OCTLA’s trivia night!

Later in April, we’ll provide our members with another valuable virtual MCLE webinar seminar on CTAPP compliance. CTAPP is a program designed to protect the public by ensuring proper accounting and safeguards for client and third-party funds entrusted to attorneys. CTAPP educates, supports, and assists attorneys in complying with the ethical and accounting requirements of managing client trust accounts.

Palm Springs Seminar begins May 2

The activities continue in May with our marquee multi-day MCLE Palm Springs Seminar in partnership with CAOC and Consumer Attorneys of the Inland Empire. The seminar is fast-approaching and kicks off with a nine-

hole golf tournament on May 2nd, followed by two days of education on May 3-4. As always, the seminar is comprised of nearly 100 speakers and moderators who will be speaking on over 20 trial-related topics. The seminar will offer our members more than 10 MCLE credits. Early Bird registration is now open and the room block will go fast. Register now to secure your spot at this marquee event, as tickets sell out every year!

Also, in May our members will be attending CAOC Justice Day May 13-14 in Sacramento. Justice Day is a hugely important once-a-year opportunity to meet directly with legislators to discuss pending bills that affect consumers. OCTLA plans to have another strong showing at Justice Day this year. Additionally, we will be hosting our annual Justice Day Mixer at Cafeteria 15L, where all Justice Day attendees are invited to enjoy a night cap on capitol hill.

As the year buzzes along, I look forward to continuing working, learning and socializing alongside each one of you. Spring has indeed sprung!

