

Bill Simon Adds Finance Arrow to His Sizable Quiver



THE BUSINESS OF LAW

Randy Frisch

Bill Simon is an attorney who has always looked to provide clients with more than billable time. He was co-founder and managing partner of San Diego Law Firm, where he guided the firm to become one of the 50 largest in San Diego County while maintaining outstanding ethics in the marketplace. The firm was recognized with a Torch Award by the Better Business Bureau. San Diego Law Firm was also recognized as one of the Top 10 Best Places to Work, and Simon personally was recognized as a "Most Admired CEO" by the San Diego Business Journal. In addition to his law firm management experience, Bill has owned and managed several businesses and is a licensed real estate broker.

Similarly, his new venture at Sollertis is designed to simplify the total management of a client's financial affairs. Sollertis appoints a "Chief Counsel" who serves as the primary point of contact and who oversees a network of experienced private practice attorneys, not associates, who handle all the underlying legal work to protect a client's assets. Simon explains the firm is designed to build strong relationships with other advisors, and, should legal issues arise beyond areas of expertise, the Chief Counsel will identify and quarterback the work of qualified domestic and international strategic partners. This management structure frees up time so the client can focus on

what matters most.

In addition to Founder and Chief Counsel Simon, Sollertis employees include: **John Masnica**, Chief Counsel; **Douglas Lodmell**, Private Practice Attorney; **Mike Furman**, Private Practice Attorney; **Steven J. Roberts**, Private Practice Attorney; **Mandy Turnbull**, Private Practice Attorney; **Shawn Zorrick**, Managing Paralegal; and **Kristi N. Wilson**, Client Account Manager.

Rafael F. Bonilla has joined Heisner Álvarez, a La Jolla-based trusts and estates and business law firm, as an associate. Bonilla focuses his practice on complex civil litigation, estate planning, and trust and probate law. Bonilla represents clients in the areas of environmental litigation, securities litigation, and municipal law. He has extensive experience in counseling public entities on municipal law and compliance.

"We are extremely fortunate to have such a talented and experienced attorney join our team," said Heisner Álvarez partner and co-founder Olga Álvarez. Bonilla served as a judicial intern for the Superior Court of New Jersey, Appellate Division and the U.S. District Court, District of New Jersey. Bonilla also studied at Universidad Carlos III de Madrid in Spain.

Phillip C. Wing has joined Hecht Solberg Robinson Goldberg & Bagley LLC as of counsel. His practice focuses on litigation and risk management, particularly in the areas of real estate and construction disputes, contractor licensing and liability, landlord-tenant issues, premises liability and business litigation.

"We are delighted to welcome a lawyer of Phil's stature and expertise to the firm," said Mickey Maher, managing partner of Hecht Solberg. "Phil is experienced in all facets of advising clients in disputes."

Wing previously spent 29 years as a partner with Circuit, McKellogg, Kinney & Ross, LLP of La Jolla, where he concentrated on civil litigation.

When the California Innocence Project at California Western School of Law and exonerees and the families of yet-to-be-exonerated inmates get together, it is always a highly emotional experience. That was the case at a recent event marking the two-year anniversary of the Innocence March, where California Innocence Project Director Justin P. Brooks along with staff lawyers Michael A. Semanchik and Alissa L. Bjerkhoel, both Cal Western grads, walked 712-miles from San Diego to Sacramento on behalf of the "California 12."

The 2013 march was a symbolic act to convince Gov. Jerry Brown to free the "California 12" — a group of inmates who appear to have been wrongfully convicted. Since the release of wrongfully incarcerated inmate Michael Hanline in November, it is now the "California 11." Just two weeks ago, the Ventura County District Attorney agreed there was no case against Hanline. After the anniversary event, Brooks, Bjerkhoel and Semanchik led a group of California Innocence Project supporters on a new march — this time from the California Western campus to Ocean Beach. Not quite as far as Sacramento, but a reminder for Gov.

Brown that the "California 11" still await his action to release them.

Seltzer Caplan McMahon Vitek has hired Edward O'Connor, Jacob Spaid, and David Stone as associates.

O'Connor's practice focuses on civil litigation with an emphasis on real property, construction and business disputes, as well as related insurance and appellate issues. He was an associate at SCMV from 2007 until 2012, when he traveled to Dublin to serve as a legislative consultant at Ireland's Parliament.

Spaid joins the firm's litigation department. He represents clients in state and federal courts primarily in the areas of employment, insurance, contractual disputes and general civil litigation. Prior to joining SCMV, Spaid served as a judicial intern for the Honorable Steven R. Denton in the California Superior Court, and as a judicial extern for the Honorable Ruben B. Brooks in the Southern District of California. Stone joins the firm's business department. His practice focuses on transactional business with an emphasis on real estate finance, development, acquisitions and sales, joint ventures, corporate, securities, mergers and acquisitions and transactional tax structuring.

Prior to joining SCMV, Stone worked as an associate at Ernst & Young LLP.

Randy Frisch is vice chancellor of business administration at National University and is a former publisher of the San Diego Business Journal. He is licensed to practice law in California, Nevada and Idaho.



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