



## Press Release

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**For Immediate Publication**

**Contact:** Marci A. McNeal  
Director of Communications  
(816) 474-4322  
mmcneal@kcmba.org

### “The Right Call for the Right Lawyer”

#### KCMBA Lawyer Referral Service Meets ABA Standards

Rae Jean McCall, Executive Director of the Kansas City Metropolitan Bar Association has announced that the KCMBA Lawyer Referral Service (LRS) has just become one of only 30 percent of lawyer referral services in the United States to earn the official approval of the American Bar Association. The action announced is the direct result of the KCMBA’s decision to require that attorneys who seek to join the KCMBA LRS Program in three key practice areas – medical malpractice, products liability, and criminal felony must satisfy objective levels of experience.

“These are practice areas that have a tremendous impact on people’s lives,” said McCall. “We want to be able to offer legal consumers something they can not obtain through random selection of an attorney from the yellow pages—a lawyer who is qualified in the subject matter of the client’s legal need.”

According to KCMBA’s Cary Powers, who manages the LRS Program, attorneys registering with the service in the three practice areas mentioned above will be required to supply proof of the experience requirements, which may include certification in affidavit or affirmation form.

“We also want lawyers to rely on the KCMBA LRS when they are looking for legal representation for themselves, their families or their clients,” said Brent Winterberg, who chairs the LRS Committee for the KCMBA.

Winterberg also noted that in conjunction with the ABA approval process, the KCMBA LRS will continue surveying client satisfaction with its operations and taking appropriate action

regarding any complaints against lawyers who receive referrals from the LRS, as well as the service itself or its staff.

In connection with earning ABA approval, the KCMBA LRS will be permitted to use the ABA service mark, “The Right Call for the Right Lawyer.”

Attorneys seeking more information about the new experience requirements should contact Cary Powers or Mary Hunter at the KCMBA office by calling (816) 474-4322.

*ABA Logo available upon request.*

The Kansas City Metropolitan Bar Association serves approximately 5,000 members in the nine-county Kansas City metro area: Johnson and Wyandotte counties in Kansas and Cass, Clay, Jackson, Johnson, Lafayette, Platte and Ray counties in Missouri. The KCMBA’s purpose is to promote the legal education of its members, the profession and the public by promoting legal science; by promoting the efficient administration of justice; by maintaining the highest standard of integrity, honor and courtesy in the legal profession; by exerting an influence for community improvement; and by cultivating fellowship among its members.