

## Caring, Professional Service

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JANICE KIM UNDERSTANDS THAT trial work is a craft, and like any craft, it requires nurturing. Not only do attorneys need to maintain courtroom skills, but they must also become recognized authorities in their practice areas. And they can't rely on bells and whistles. "Technology doesn't take the place of craft," says Kim, who often receives referrals from lawyers inexperienced in the courtroom.

Born in Hawaii, Kim's interest in personal injury was sparked by her father Alexander Y. H. Kim, who founded the practice. While she is recognized for handling sexual harassment and sexual discrimination cases, she also handles personal injury cases, including those involving vehicular accidents.

To keep abreast of the public's perception, she spearheaded an analysis of jury views toward personal injury cases. Armed with that knowledge, she took an

unfair \$500 settlement offer and turned it into a \$56,000 jury verdict, and she regularly garners six- and seven-figure settlements for severely injured clients.

Because of her skills, she received the first Mel Award from the Melvin Belli Society in trial advocacy and she's often asked to lecture on the topic. A member of the American Association for Justice and a Consumer Lawyer of the Year, Kim excels at preparing clients for trial—if and when trial is necessary. Indeed, Kim's reputation means that other lawyers know she's prepared to go the distance, which often results in a satisfactory settlement.

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