

**BEFORE THE SUPREME COURT COMMITTEE ON PROFESSIONAL CONDUCT
PANEL A**

IN RE: **TREECA DYER**
Arkansas Bar ID # 81052
CPC Docket No. 2007-017

CONSENT FINDINGS & ORDER

The formal charges of misconduct upon which this Consent Order is premised, involving respondent attorney Treeca Dyer, an attorney practicing primarily in Central Arkansas, arose from a self-report. Following Respondent Attorney's receipt of the formal complaint, the attorney entered into discussion with the Executive Director which has resulted in an agreement to discipline by consent pursuant to Section 20.B of the Arkansas Supreme Court Procedures Regulating Professional Conduct of Attorneys at Law (2002).

On January 22, 2007, Dyer self-reported that her new business manager, her husband, on behalf of Law Offices of Treeca J. Dyer, P.A., placed an advertisement in the 2007 Yellow Pages which stated that Dyer "specialized" in family law. She was not aware of this advertisement's contents until after it was placed in the Yellow Pages.

Upon consideration of the formal complaint and attached exhibits, admissions made by the respondent attorney, the terms of the written consent, the approval of Panel A of the Committee on Professional Conduct, and the Arkansas Model Rules of Professional Conduct, the Committee on Professional Conduct finds:

A. Mrs. Dyer's conduct violated Model Rule 5.3(b) in that she failed to make reasonable efforts to ensure that Law Offices of Treeca J. Dyer, P.A. had in effect measures giving reasonable assurance that her non-lawyer staff's conduct complied with her professional obligations as a lawyer to comply with the advertising rules. Model Rule 5.3(b) provides that, with respect to a non-lawyer

employed or retained by or associated with a lawyer, a lawyer having direct supervisory authority over the non-lawyer shall make reasonable efforts to ensure that the person's conduct is compatible with the professional obligations of the lawyer. requires the legal knowledge, skill, thoroughness and preparation reasonably necessary for the representation.

B. Mrs. Dyer's conduct violated Model Rule 7.4(d) in that her advertisement in the February 2007 Yellow Pages states that she "specializes" in family law, when in fact she is not certified as a specialist in family law. Model Rule 7.4(d) requires a lawyer shall not state or imply that a lawyer is certified as a specialist in a particular field of law, unless: (1) the lawyer has been certified as a specialist by an organization that has been approved by an appropriate state authority or that has been accredited by the American Bar Association; and (2) the name of the certifying organization is clearly identified in the communication.

WHEREFORE, in accordance with the consent to discipline presented by Treeca Dyer and the Executive Director, it is the decision and order of the Arkansas Supreme Court Committee on Professional Conduct that Respondent **TREECA DYER**, Arkansas Bar No. 81052, be, and hereby is, **CAUTIONED** for her conduct in this matter.

ARKANSAS SUPREME COURT COMMITTEE
ON PROFESSIONAL CONDUCT - PANEL A

By _____
Jerry D. Pinson, Chairperson

Date _____