

In This Issue[Ziff Law gets a Facebook Page](#)[Christina Bruner Sonsire Has Baby Girl](#)[Two Ziff Attorneys are 'Super Lawyers'](#)[Expert Advice: 3 Books by Ziff Law Attorneys](#)**Quick Links**[Read the NYInjuryLawBlog](#)[Find Our Answers to Your Legal Questions](#)**July 2009 e-newsletter****Find Ziff Law on Facebook**

- The [Ziff Law Firm](#) has joined the social media site. Find us and become a fan!



You can't argue Facebook's popularity - [Wikipedia](#) puts membership at more than 250 million people worldwide. The Ziff Law Firm figured it was a great way to open another line of communication with our clients and community.

[Our Facebook page](#) includes updates from the [NY Injury Law Blog](#), our contact information, a photo album, profiles of Ziff Law attorneys and more.

Four quick Facebook strategies

Tips for businesses abound out there, but here are a few we found to pass along, along with the original sources:

- **Realize the potential of social media:** Our friend Peter Wallin of [Wallin Insurance in Elmira](#) pointed out a way to use Facebook in a recent newsletter: "By checking my Facebook page I can keep in touch with my contacts ("friends") without having to reach out to them via the phone on a regular basis. When I see them in person, I can build on a conversation we already started on line."
- **Update, update, update:** When a business page is updated, all the friends (or fans) get the message. So if you have any relevant news, events, activities, whether major or minor, post it on Facebook. And keep doing it! - [The Great Northern Blog](#)
- **Create the "presence" that's right for your business.** Facebook offers profiles, pages and groups. You can use these types of entities individually or in combination to best serve your business. A post in the [The Internet Marketer blog](#) explains the particulars.
- **The "For Dummies" book series** has demystified just about any topic. You can [preorder a copy of "Facebook for Dummies" on Amazon.com](#) - the book is due out in September.

**Say Hello to Laurel Grace**

Congratulations are in order for Ziff Law attorney [Christina Bruner Sonsire](#) and husband Damian Sonsire - the couple was blessed with a healthy baby girl, born on July 17.

Laurel Grace Sonsire was born at 11:03 a.m. She weighed 7 pounds, 6 ounces and was 20 inches long.

New mom, Christina has been with the Ziff Law Firm since early 2008. She practices in the areas of personal injury and medical malpractice. Damian is a Chemung County assistant district attorney. Laurel Grace is their first child. We wish them the best!

Carl Hayden and Jim Reed Named to 'Super Lawyers' List - Again!

[Carl Hayden](#) and [Jim Reed](#) are once again on the annual list of Super Lawyers by [Super Lawyers magazine](#). The Ziff Law Firm is very proud to announce this distinction.

Super Lawyers magazine recognizes what they describe as "exceptional attorneys" all over the country, in more than 70 types of practice. The magazine's circulation is more than 13 million.

In the category of Elmira Personal Injury Lawyers, Carl Hayden and James B. Reed are the only two lawyers listed.

What makes some lawyers "super"?

Super Lawyers magazine has a **unique and thorough** process of selecting outstanding attorneys. There are three stages: Finding candidates through peer nominations (monitored so there are no self-nominations or traded nominations), evaluation by research (independent research by [Law & Politics](#)), and evaluation by other lawyers. You can read about the process in detail at "[Super Lawyers Selection Process.](#)"

Super Lawyers represent less than 5 percent of lawyers in the state.

What does it mean for Ziff Law clients?

Carl Hayden and Jim Reed are the ONLY plaintiffs' personal injury lawyers in the area to receive this distinction. That's a fact that won't escape the notice of insurance carriers and defense attorneys when they assess the qualifications of the opposing attorney, before deciding whether or not to offer full value to settle your claim.

3 books full of smart advice

Did you know that Ziff Law attorneys have now written three books? We've put a lot of legal experience, hard work and value into these volumes and we will make them available to clients and friends.

Jim Reed has authored "[Learn the Five Deadly Mistakes that can KILL Your Accident Case!](#)" and "[Learn the Five Secrets to Buying Auto Insurance in NY.](#)"

Adam Gee has written "Would You Ride Your Motorcycle Naked?" about important insurance coverage most motorcyclists don't even realize they lack. For more information, e-mail Adam at agee@zifflaw.com.

To find out how you could get FREE copies of these informative books, click on the links or call us toll-free at 1-800-943-3529.

Stay Safe as Summer Wanes

It's difficult to believe, but soon it will be August! In these fun summer times, please practice common sense on the road and on the water. On motorcycles and bicycles, don't put off wearing a helmet. And don't forget sunscreen!

Sincerely,

Your Friends At The Ziff Law Firm