

**Informer**



Fri Sep 17, 3:07 PM ET

The new, inaugural northern California edition of Super Lawyers includes prominent San Jose estate and tax attorney Owen G. Fiore--under indictment since November 2003 on criminal charges of evading taxes on \$1.5 million of personal income in the late 1990s. The trial of Fiore, 70, who pleaded not guilty, is set to begin Oct. 18. The legal luminary list, produced by Key Professional Media of Minneapolis, appeared as a stand-alone magazine mailed to 50,000 lawyers, in 132,000-circulation San Francisco magazine and also online. Stated criteria included "research on each nominee" and vetting by a "blue ribbon panel" of lawyers. Concedes Key executive William C. White, "A red flag should have gone up." --Janet Novack and William P. Barrett

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**Brokers of the Golden State: Unite!**

Lawsuits against firms like Merrill Lynch and Morgan Stanley claim stockbrokers--paid an average \$153,000 last year--are entitled under federal law to overtime. Mark Thierman, a Nevada labor lawyer behind the cases, says rules exempting higher-paid workers from O.T. don't apply to those on commission. Thierman, who has wrung settlements from Starbucks and Pacific Bell, seeks back pay and deducted expenses for workers in California. Firms deny

liability. --Daniel Fisher

**Keep Your Mouth Shut**

Test subjects who were asked "How likely are you to floss your teeth in the next week?" increased their flossing. But when also told the question was being asked by the "Association of Dental Products Manufacturers," they decreased flossing despite its benefits, because of resentment over perceived manipulation. This research comes from marketing professors Patti Williams of Wharton, Gavan J. Fitzsimons of Duke's Fuqua School and Lauren G. Block of Baruch College. Conclusion: "Very well meaning organizations may have serious and negative impact upon those they intend to help." --Tatiana Serafin

**Hey, He Was an Adman--and a Lawyer**

Mediaworks, a Studio City, Calif. maker of filmed ads owned by attorney William Michael Roach, sought to deduct \$295,000 of claimed business expenses for a 42-foot Centurion yacht. An entertaining U.S. Tax Court opinion detailed Roach's extensive use of the plushly appointed boat for West Coast racing, partying and overnight traveling with friends and associates, then said he didn't level with the firm's own tax preparer, the court or the feds in what became "an unreasonable application of the internal revenue laws." Upheld: \$119,000 in extra taxes plus another \$24,000 in "accuracy-related penalties." No comment from Roach or his lawyer. --J.N. and W.P.B.

**Trade You One Mumps for Two Measles**

Fresh from putting faces of wanted Iraqi leaders on playing cards, the federal government is now out with a free downloadable set of baseball-trading-like cards depicting infectious diseases. Produced by the Centers for Disease Control, the taxpayer-funded deck contains often-graphic color pictures of persons displaying symptoms, along with descriptions. The illnesses include scary ones like HIV ([news](#) - [web sites](#)), Ebola ([news](#) - [web sites](#)) and anthrax, along with more obscure ones like cyclosporiasis. --Dirk Smillie

And Enron Isn't Even on This List			
From 1990 to 2003, a watchdog group says, just eight companies paid \$3.5 billion in penalties, restitution, settlements and cleanup costs involving repeated claims of questionable corporate behavior. Much ado about long-ago little, firms say. -T.S.			
COMPANY	CASES	PAYOUTS(\$mil)	EXAMPLE
General Electric	87	\$990	\$460 million to clean up dumping in Hudson River
Lockheed Martin	84	426	\$50 million to improve Los Angeles drinking water
Boeing	50	379	\$62 million to finish allegation of defective helicopter parts
Northrop Grumman	36	310	\$35 million toward purported overbilling on B-2 bomber
Raytheon	31	157	\$13 million to settle claim of polluting Tucson drinking water

United Technologies	23	215	\$151 million to wind up Pentagon ( <a href="#">news</a> - <a href="#">web sites</a> ) procurement fraud charges
General Motors	22	1,005	\$45 million to resolve allegations of excess Cadillac pollution
Textron	21	25	\$18 million to end claim helicopter engines wore out too fast
Source: Project on Government Oversight.			

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