

**Richland County Bar Association's**

**Annual Free CLE Ethics Seminar**

**Friday, October 28, 2016**

**Brookland Baptist Church Conference Center**

TABLE OF CONTENTS

Agenda ..... 3  
Speaker Biographies ..... 4

## AGENDA

- 8:00 - 8:30 am Registration: Check-in
- 8:30 - 8:45 am Introduction  
The Honorable Costa M. Pleicones  
Chief Justice of the South Carolina Supreme  
Court
- 8:45 - 9:30 am 2016 Year in Review: An Update on Ethics  
Advisory Opinions in South Carolina  
Michael J. Virzi, Esq.  
USC School of Law  
mjv@virzilaw.com
- 9:30 - 10:15 am Rule 3.3 of the South Carolina Rules of  
Professional Conduct and Online Lead Generation  
and the limits of Fee Sharing with Legal  
Marketing Companies  
Matthew T. Richardson, Esq.
- 10:15 - 10:30 am Break
- 10:30 - 11:15 am Ethics & Magistrate Courts  
The Honorable Michael R. Davis  
Retired Magistrate Court Judge
- 11:15 - 12:00 pm Ethics & Probate Court  
The Honorable Amy W. McCulloch

## SPEAKER BIOGRAPHIES

**Judge Michael R. Davis** attended public schools in Columbia and was a member of the first graduating class from A.C. Flora High School in 1962. He received his bachelor's degree in 1968 from Clemson University and was appointed as a Magistrate for Richland County in 1970.

Since Judge Davis' election to the Bench, he has participated in the South Carolina Summary Court Judges Association and served as the President. He has also served on the "Clemson Board of Visitors" from 2013 - 2016.

Judge Davis retired from the bench on June 30, 2016. He holds the honor of being the longest serving Magistrate in the history of Richland County, 45 years, 9 months, and 8 days.

**The Honorable Amy W. McCulloch** graduated from the University of South Carolina in 1987. She graduated from the University of South Carolina School of Law in 1990 and was admitted to the South Carolina Bar the same year.

Judge McCulloch clerked for Judge Tom Ervin, State Circuit Judge and Judge William Catoe, Federal Magistrate. She became an Assistant Solicitor for Richland County in 1991 and remained there until December of 1996.

Judge McCulloch had a private practice with her husband, Joe McCulloch from 1996 to 1998. During this time she was also an Adjunct Professor at the University of South Carolina and Midlands Technical College teaching courses in business law, civil law, criminal law, and ethics.

Judge McCulloch was sworn in as the Richland County Probate Judge in January of 1999. She served as President of the South Carolina Association of Probate Judges in 2003-2004.

**Chief Justice Costa M. Pleicones** was born in Greenville, South Carolina, in 1944. He is the son of Lecha and Mike Pleicones, both deceased.

Justice Pleicones grew up in Columbia, South Carolina, attending its city schools through graduation from Columbia High School in 1961. He then attended Wofford College from which he graduated in 1965 with a degree in English. Following graduation from Wofford, Justice Pleicones attended the University of South Carolina School of Law, from which he received a Juris Doctor degree in 1968.

After law school, Justice Pleicones entered the United States Army, serving both as an enlisted member and as an officer in the Judge Advocate's General Corps, until his release from active duty on March 1, 1973. Justice Pleicones continued his membership in the military until retirement from the United States Army Reserve in March 1999 after more than thirty years of active and reserve service.

Upon leaving active military service, Justice Pleicones entered practice as a public defender for Richland County, South Carolina. Later, while in private practice with Lewis, Babcock, Pleicones and Hawkins, he also served as a part-time municipal judge for the City of Columbia, and as County Attorney for Richland County. In 1991 he was elected Resident Circuit Court Judge for the 5th Judicial Circuit. He served as a circuit judge from July 1, 1991, until March 23, 2000, when he was elected as an associate justice of the South Carolina Supreme Court on February 9, 2000. On May 27, 2015, Justice Pleicones was elected as Chief Justice of the South Carolina Supreme Court.

Justice Pleicones is admitted to practice before all South Carolina Courts, the United States District Court for the District of South Carolina, the United States Court of Appeals for the Fourth Circuit, the Court of Appeals for the Armed Services, and the United States Supreme Court. He is frequently called upon as a lecturer in CLE programs conducted by the South Carolina Bar and other professional organizations.

Justice Pleicones married the former Donna Singletary of Lake City, South Carolina in 1965 and they have two daughters and one grandchild. Justice Pleicones is Greek Orthodox.

**Matthew Richardson** graduated from Duke University in Economics in 1995 and graduated from the University of South Carolina School of Law in 1998. While at the University of South Carolina School of Law, Matthew wrote for the South Carolina Law Review and served as its Editor in Chief from 1997-1998. He also earned the honor of the Order of the Wig and Robe.

After law school, Matthew clerked for the Honorable Kaye G. Hearn of the South Carolina Court of Appeals from 1998-1999 and then for the Honorable P. Michael Duffy of the United States District Court, District of South Carolina from 2000-2001. In 2001, he joined the Wyche law firm and practices out of the Columbia office.

Matthew's practice focuses on civil litigation, and he has participated in cases involving shareholder and minority owner oppression, consumer protection, voting rights and election protests, commercial and real estate law, copyright infringement, insurance bad faith, employment law, medical malpractice, personal injury, and product's liability. His experience includes jury trials, bench trials, agency hearings and contested cases, preliminary motions and injunctions, dispositive motions, class action certification determinations, mediations, arbitrations, and appeals.

**Michael J. Virzi** Has been a Legal Writing Instructor at the University of South Carolina School of Law for the past eight years, and he also teaches courses in Professional Responsibility and Law Practice & Professionalism. A former Assistant Disciplinary Counsel for the South Carolina Supreme Court, Michael's professional background is in lawyer discipline, ethics, and malpractice, and he currently represents attorneys in disciplinary proceedings and matters of lawyer ethics. Michael serves on the South Carolina Bar's Professional Responsibility and Ethics Advisory Committees, the latter of which he chaired from 2007-2010. Michael is also an instructor for the Supreme Court's Legal Ethics and Practice Program and is a frequent CLE speaker and guest lecturer on matters of the ABA Center for Professional Responsibility, the Association of Professional Responsibility Lawyers, and the South Carolina Association of Ethics Counsel. Michael graduated *cum laude* from the University of South Carolina School of Law in 2000.