

FORMAL OPINION NO. 57\*

The question presented is the advisability of publishing a list of members of the Boise Estate Planning Council for distribution to persons attending institutes and other Council activities. The Council consists of ten lawyers, and the same number of trust officers, C.L.U.'s and C.P.A.'s.

In (our) opinion this publication, for the uses intended, would be improper. It would constitute an indirect form of advertising which, of course, is prohibited by the ethical standards of our profession, and in addition it would of necessity be self-laudatory of the ten attorney members of the Council, indicating an expertise and perhaps a specialty in estate planning matters.

This situation must be distinguished from a lawyer's membership in a service or social club where his name is published in a membership list, solely for the convenience of the membership itself.

DATED this 14th day of June, 1972.

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\*This opinion appears to be of doubtful validity at this time in light of Bates v. State Bar of Arizona, 433 U.S. 350 (1977) and DR 2-102 of the Code of Professional Responsibility.