

**UNREAL ESTATE**

WHY A \$2-MILLION HOUSE IS  
A BARGAIN IN VANCOUVER

**EXCLUSIVE**

THE COWBOY, HIS SON, THE GURU  
AND THE MISSING \$170 MILLION

**THE BOND MEN**

WHEN MAKING \$5 BILLION  
IN TRADES IS A HO-HUM DAY

# REPORT ON BUSINESS

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CEOs OF THE YEAR

## WHY BELL, ROGERS AND TELUS ARE AFRAID OF THIS FACE\*

\*  
and why  
you shouldn't be  
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## LEXPERT RANKED LAWYERS



**Douglas, James D.G.**  
Borden Ladner  
Gervais LLP  
(416) 367-6029  
jdouglas@blg.com

Mr. Douglas's corporate litigation practice includes M&A litigation, proxy battles, D&O liability claims, oppression claims and other shareholder disputes.



**Du Pont, Guy**  
Davies Ward Phillips  
& Vineberg LLP  
(514) 841-6406  
gdupont@dwpv.com

Mr. Du Pont's litigation practice involves tax, corporate criminal, class action, constitutional, environmental and administrative matters at all levels of court, with special expertise in compliance work, particularly search and seizure. He is an ACTL fellow.



**Eizenga, Michael A.**  
Bennett Jones LLP  
(416) 777-4879  
eizengam@  
bennettjones.com

Mr. Eizenga's practice focuses on class actions and complex litigation. He has acted on cases involving product liability, securities, price fixing and environmental claims. He is co-chair of the firm's class actions practice and co-author of *Class Actions Law and Practice*.



**Finkelstein, Neil**  
McCarthy Tétrault LLP  
(416) 601-7611  
nfinkelstein@mccarthy.ca

Mr. Finkelstein's national litigation practice focuses on competition, securities, pension and commercial cases in all courts. He has appeared in numerous trials, appeals and hearings at all levels of court, including the SCC and tribunals.



**Finlay, Bryan, QC**  
WeirFoulds LLP  
(416) 947-5011  
bfinlay@weirfoulds.com

"Mr. Finlay, with his usual consummate skill..." (Ontario Court of Appeal). Mr. Finlay is a senior trial and appellate counsel who practises commercial litigation. He is an elected fellow of the American College of Trial Lawyers.

Finally, at the appellate level, he says, judges meet in advance of the hearing to discuss the written submissions and to get a preliminary view of where they are and the questions they'd like to ask in oral arguments. "I've seen cases where the panel

## "Written advocacy is extremely important today."

has come in pretty convinced based strictly on the written submissions that have been made. I can't emphasize enough how key written advocacy is."

Written advocacy didn't always play as important a role in Canada as it does today. Written briefing is not traditional in the British legal system — although it is the gold standard in the United States, where courts receive extensive briefing from all sides before any actual hearings, and the time allowed for oral arguments is often strictly limited.

Canada has been shifting in that direction, and time limits for oral arguments are now the norm at the appellate level as well as for some types of hearings at the lower level. "Written advocacy is extremely important today, whereas 20 years ago it was almost a formality," says Wendy Matheson, a civil

litigator at Torys LLP. "It has advantages over oral advocacy. The judge or judges read it before the court hearing begins and it remains with them afterward. It's a roadmap showing how and why your client should win. It can, and often does, do a great deal of the work persuading the court to your point of view."

Like MacDonald, Matheson says it's especially important when a case is before either a court of appeal or the Supreme Court of Canada. "The judges come to court very well-prepared, having analyzed the case already, and they're going to have preliminary views on things," she says. "So the time you have with the court is spent answering their questions. It's not like in the old days when you would expect the court to come with a blank slate and be informed by counsel who tells them what the case is about. It just doesn't work that way anymore.

"And those preliminary views are formed entirely by the written material. So if you don't take advantage of that opportunity to put your best foot forward in your written materials, you may simply not have the chance to make up for it in oral arguments. That's the reality.

"At a minimum, it's a missed opportunity. And the real downside risk is you will fail because you never properly articulated what you felt was your best argument. The opportunity may never come around again."

*Sandra Rubin is a Toronto-based writer and strategic consultant.*

### LEXPERTRANKED LAWYERS



**Wingfield, David R.**  
WeirFoulds LLP  
(416) 947-5055  
wingfield@weirfoulds.com

Mr. Wingfield, a member of the Ontario and New York State Bars, acts on complex business litigation throughout Canada, the US, England and other countries.



**Woods, James A.**  
Woods LLP  
(514) 982-4503  
jwoods@woods.qc.ca

Mr. Woods, a member of the Bars of Québec, Ontario, BC, Alberta, and England and Wales, is a commercial litigator and adjunct professor at McGill University's Faculty of Law. He is also counsel and arbitrator in commercial and international arbitrations, ACTL and LCA fellow.



**Zarnett, Benjamin**  
Goodmans LLP  
(416) 597-4204  
bzarnett@goodmans.ca

Mr. Zarnett's trial and appellate practice emphasizes commercial cases involving public companies, financial institutions and governments. He appears at all levels of courts and tribunals and is an ACTL fellow.

#### Other Lexpert-ranked Lawyers

**Anderson, H. Roderick**, Harper Grey LLP  
**Berardino, William S., QC**, Hunter Litigation Chambers  
**Hunter, John J.L., QC**, Hunter Litigation Chambers  
**Langlois, Reynold, QC**, Langlois Kronström Desjardins, LLP  
**Lauzon, Yves**, Lauzon Bélanger Inc.  
**Le Vay, Paul**, Stockwoods LLP  
**McDonald, Daniel J., QC**, Burnet, Duckworth & Palmer LLP  
**Mitchell, Warren J.A., QC**, Thorsteinssons LLP  
**Olson, E. William, QC**, Thompson Dorfman Sweatman LLP  
**Strosberg, Harvey T., QC, LLD, DCL**, Sutts, Strosberg LLP  
**Tough, Bonnie A.**, Tough and Padrebarac LLP