

## Top 8 Google Analytics

RAY WANG, Partner, Principal at RW Digital

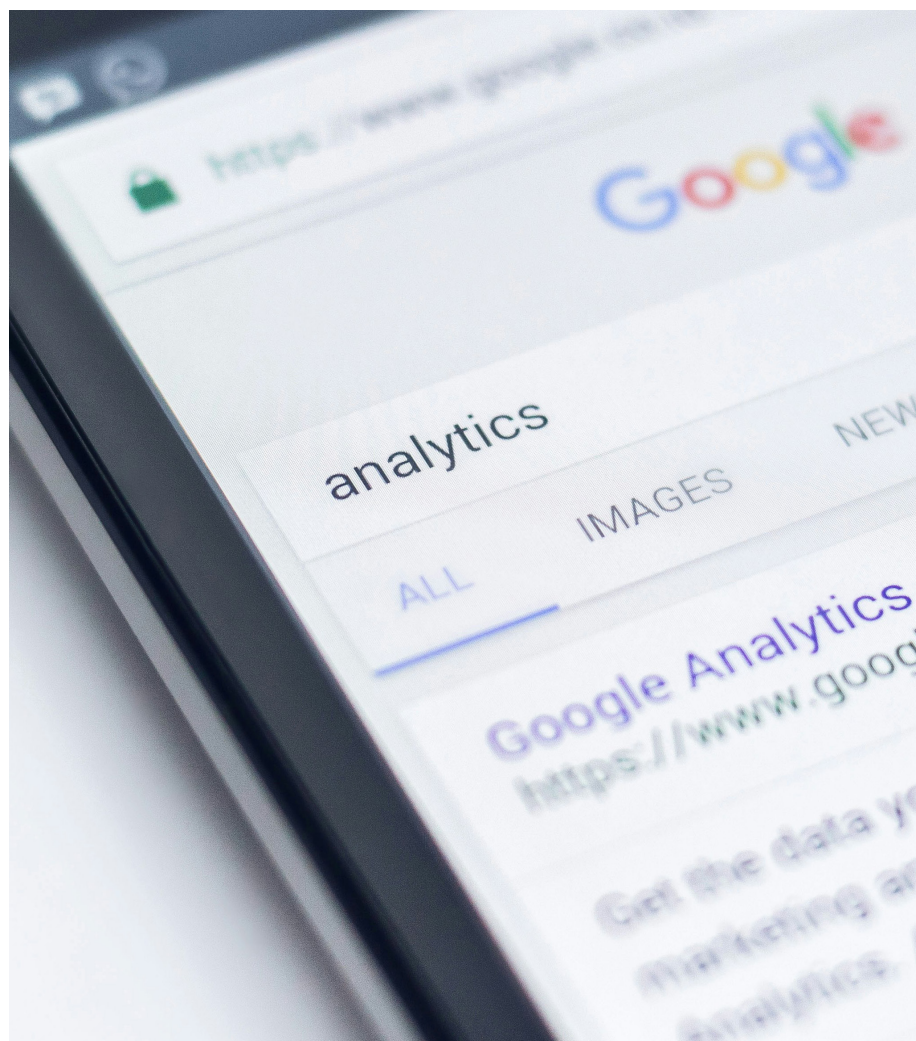
**A**ccelerating Google Analytics 4 (GA4) provides a wealth of data about how visitors interact with your website. Your law firm can use it to see which practice area pages are gaining views, which PDFs are being downloaded, and how many online form inquiries your website has received over a specific time frame.

Since there's so much data available in GA4 and only so much time your firm's marketing team can spend analyzing and interpreting it, it's important to focus on specific metrics. This will help translate the data into actionable insights and better assess the health of your website and overall marketing performance.

### EIGHT GA4 METRICS YOUR LAW FIRM SHOULD TRACK

#### 1. PHONE CALLS OR ONLINE FORM INQUIRIES

It's common for prospects to call or submit an online inquiry to get in touch with a law firm for an initial consultation. If your firm is actively running digital campaigns on platforms such as LinkedIn, Google Ads, or Meta Ads, it's important to **measure their success** by tracking the number of phone calls and online inquiries these digital campaigns generate. If you're advertising on industry-specific law publications, you can also measure the number of phone calls and online form



# bclma

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#### LOOKING FOR A VOLUNTEER OPPORTUNITY?

The TOPICS Editorial Committee welcomes new volunteers to help us connect with association members through our informative newsletter! Our fun and collaborative group seeks BCLMA members to suggest ideas and help source thought-provoking articles that will benefit all subsections.

We meet formally at four lunch-hour planning meetings per year (lunch provided) to plan the next edition. We also host meetings virtually for volunteers who live and work in the valley or the interior, or on the island or the coast!

Don't miss this rewarding opportunity to build valuable relationships, and contribute to the BCLMA and to our legal community across the province.

No business writing skills required – just your enthusiasm!

Contact Committee Chair Heather Orchison at [general@bclma.org](mailto:general@bclma.org) if you have any questions, need additional information, or feel ready to join!

#### Who We Are

Founded in 1972, the BCLMA is a non-profit organization with more than 630 members from 185 law firms across BC. The BCLMA's goal is to provide educational and networking opportunities, enhance skills as legal administrators and managers, and provide professional and personal benefits to its registrants.

#### Member Services

The BCLMA provides opportunities to network with other law firm administrators and managers at annual spring and winter socials, and monthly subsection meetings. We host an annual Managing Partners Event, and a large conference every other year.

#### Newsletter Services

TOPICS is a public newsletter. Contact the Editorial Committee to provide comments on articles, to offer suggestions for articles in future issues, or to augment the circulation list. We welcome your feedback! Please send comments to [general@bclma.org](mailto:general@bclma.org).

#### Submissions

Please contact Heather Orchison at [general@bclma.org](mailto:general@bclma.org) if you have an article or story idea you would like to submit. Please note that our prescribed article length is 1000 words. All submissions will be subject to review by the editorial board.

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inquiries those publications generate over a given time frame. **Note:** Some technical setup is required to track phone calls and online form inquiries, but such tracking is definitely possible with the right tools.

Event name	+	↓	Event count
Total			20 100% of total
form			20 (100%)

2. FILE DOWNLOADS

If you have shared PDF or Word Doc files on your website, you can **track the number** of times these files have been clicked on using GA4. Tracking these clicks helps you better understand whether your audience is interested in the content you’ve published, which topics resonate with them the most, and whether this type of content helps you gain more clients over time. These insights help you create content that engages your audience and supports client acquisition.

To track file clicks in GA4, the files must use one of the following formats:

*.pdf, .xls, .xlsx, .doc, .docx, .txt, .rtf, .csv, .exe, .key, .pps, .ppt, .pptx, .7z, .pkg, .rar, .gz, .zip, .avi, .mov, .mp4, .mpe, .mpeg, .wmv, .mid, .midi, .mp3, .wav, .wma.*

GA4 tracks the number of times these file types have been clicked by default, but you need to set up additional configurations to see exactly which files were clicked. For example, GA4 might show that your files received eight clicks in the last 10 days, but without extra setup, you won’t be able to identify which files were clicked. Additional tracking is required to view detailed information on which files generated those clicks.

Event name	+	↓	Event count
Total			185 0.02% of total
<a href="#">file_download</a>			185 (100%)



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3. TOP PAGES BY VIEWS AND ENGAGEMENT

One of the most useful features that GA4 offers is the ability to show you **how many views** your webpages are receiving. You can use this feature to identify which practice or lawyer pages are gaining traction and which ones may need more marketing support. It also helps you analyze trends between page views and the number of leads your firm is generating, allowing you to evaluate the effectiveness of your marketing efforts.

For example, if views of your employment law practice page are increasing and inquiries related to employment law are also trending upward, it's a sign that your marketing efforts are effective. However, if the number of views is growing but leads are low or declining, there may be an opportunity to improve the quality or clarity of your marketing for that practice area.

Page title and screen name	↓ Views
Total	391 100% of total
Employment & Human Rights Lawyer (Ontario)	386 (98.72%)

4. TRAFFIC SOURCE / MEDIUM

The 'Traffic Source and Medium report' shows which digital channels are **driving traffic** to your website. Use this report to better understand which channels are effectively attracting visitors and whether that traffic is high quality. You can determine traffic quality by looking at metrics such as 'Engagement Rate' or 'Key Events'.

If a traffic source has a high engagement rate or leads to conversions on your website (e.g., submitting a form inquiry),

it's considered high quality. On the other hand, if you're seeing a large volume of traffic from a source like Instagram but low engagement and few key events, that traffic is likely low quality.

If you're advertising in an industry publication, this report can also help you evaluate whether the ad is driving quality traffic. These insights help you assess the performance of different digital channels and determine whether you need to reallocate your marketing efforts to focus on those that deliver better results.

Session primary...Channel Group)	↓ Sessions
Total	113,904 100% of total
Referral	42,616 (37.41%)
Organic Search	31,947 (28.05%)
Direct	20,488 (17.99%)
Organic Social	7,225 (6.34%)
Paid Search	6,681 (5.87%)
Display	2,176 (1.91%)
Cross-network	1,804 (1.58%)

5. DEMOGRAPHIC AND LOCATION DATA

GA4 can track **location and demographic data**, assuming users have opted in through their Google account to allow such tracking. Use this data to understand where your audience is located, their age groups, and whether you're reaching the right audience or potentially tapping into a new market.

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For example, if you're a Vancouver-based firm and notice a lot of traffic coming from the other side of the world, and those visitors aren't converting into leads, it's likely you're receiving spam traffic, which can skew your GA4 data. Alternatively, if you're seeing an upward trend in traffic from Kelowna, along with an increase in leads from that area, it could indicate that your firm's reputation is growing. In that case, consider increasing your marketing budget in Kelowna to see if you can generate even more leads.

City	Active users
Total	213 100% of total
Toronto	83 (38.97%)
Columbus	12 (5.63%)
(not set)	11 (5.16%)
Montreal	7 (3.29%)
Ashburn	5 (2.35%)
Boardman	5 (2.35%)
Oakville	5 (2.35%)
Ottawa	5 (2.35%)

6. PERFORMANCE OF CUSTOM AUDIENCES

A feature introduced in GA4 that wasn't available in Universal Analytics is the Custom Audiences feature. This feature allows you to **create audiences** based on specific conditions. For example, you can create a custom audience of users who are in Vancouver and have visited your website through LinkedIn ads. This allows you to perform more in-depth analysis on this particular group.

Audience name	Total users
Total	9,477 100% of total
<a href="#">All Users</a>	9,477 (100%)
<a href="#">New Visitor</a>	9,421 (99.41%)
<a href="#">Google Organic Visitors</a>	6,718 (70.89%)
<a href="#">Returning Visitor</a>	1,734 (18.3%)
<a href="#">Toronto Audience</a>	281 (2.97%)
<a href="#">Toronto Traffic</a>	281 (2.97%)
<a href="#">Vancouver Traffic</a>	202 (2.13%)
<a href="#">Calgary Visitors</a>	99 (1.04%)



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## 7. NEW USERS VERSUS RETURNING USERS

By default, GA4 doesn't include New Users and Returning Users (aka Visitors) as standard metrics. However, you can **create custom audiences** for both using the Audiences feature mentioned above. Creating these audiences helps you understand whether your overall branding and marketing initiatives are helping your firm grow and attract more new prospects.

Audience name +	↓ Total users
Total	9,429 100% of total
New Visitor	9,421 (99.92%)
Returning Visitor	1,734 (18.39%)

## 8. SCROLL DEPTH

Scroll depth is a metric that shows **how far users scroll** down a webpage. You can track this to see whether users are scrolling through 10%, 25%, 50%, 75%, or 90% of your webpages. This data helps you understand whether users are actually engaging with your content, which in turn helps you identify which topics are most interesting to them. These insights enable you to create content that better aligns with your audience's interests.

## GAIN A COMPETITIVE EDGE!

GA4 insights can help law firms better allocate their marketing budgets, and, more importantly, their time, toward initiatives that are more likely to generate a positive ROI.



Ray Wang is the Principal at [RW Digital](#), an independent digital agency based in Vancouver, BC. The agency's mission is to help businesses use web technologies, digital advertising, and data analytics to promote their brands and gain more clients in today's ever-changing digital space. The agency takes pride in consistently delivering exceptional work to our clients.

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# MEMBER SNAPSHOT

CARLOS MASCCO



Q  
&A

## **Where did your legal career begin?**

I started as an articling student in a boutique law firm in Peru in 2011.

## **Tell us about your current role.**

As Intermediate Accountant, I review and manage billing, bank transactions with GIC, credit cards, execution of reports and projects in Macros, and other accounting functions.

## **What do you enjoy the most about your role?**

Continuing to innovate in tools to increase the area's efficiency and seek solutions to facilitate the firm's workflow in general.

## **When did you join the BCLMA?**

2024

## **What is the greatest value you receive from the BCLMA?**

I find it interesting how exposure to people from different backgrounds and locations can foster our perspective on work.

## **What advice would you give to young professionals developing their legal career?**

Actively seek to be part of a community and engage in conversations with people who have more experience in their fields of work.

## **If you could pick a movie title to describe your legal career, what would it be?**

*Paterson*

## **My dream vacation:**

Naples

## **My favourite quote or joke:**

Keep it simple.

## **For less than \$25 a bottle, I recommend this wine:**

Rutini – Malbec

## **My favourite restaurant – anywhere:**

Cavas Wine Lodge in Mendoza, Argentina



# EVENT REPORT

**OCCASION** Annual Summer Social  
**DATE** June 5, 2025  
**VENUE** D6 Lounge – JW Marriott Parq, Vancouver

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## WHAT MADE IT SO SPECIAL

The people always make our events special. We welcomed several alumni to the event this year. See the photos for those familiar faces.

### Gone fishing!

Members had to 'fish' for prizes by casting a rod into a bucket. Prize envelopes contained gift cards from the BCLMA and our always-generous sponsors. President Sandra Lowe officiated the giveaway while Director Clare Immege assisted.

**THANK YOU TO EVERYONE WHO ATTENDED & CONTRIBUTED TO THE SUMMERY VIBE!**

Photos by Anna Beaudry Photographic Design [annabeaudry.com](http://annabeaudry.com)











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# Your office is a business tool

**BEATRICE TUMATELLI AND ALEX WATKINS, M Moser Associates**

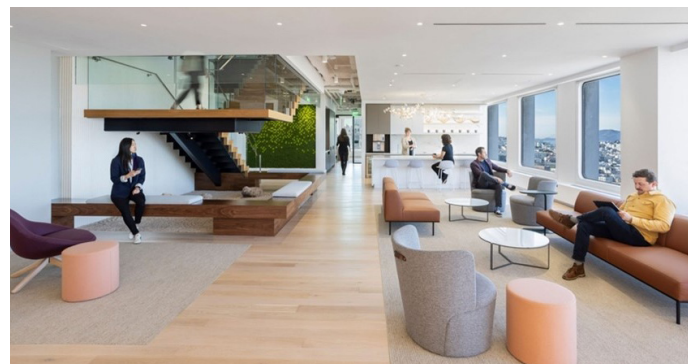
**C**onfidentiality. Precision. Reputation. These are non-negotiables in law, and the office should reflect that. All too often, legal workplaces get stuck in the past with rigid layouts, dim corners and wasted space. As expectations evolve from clients and employees alike, it has become clear that design is no longer just aesthetic; it needs to be strategic.

## CONTEXT AND RELEVANCE

Law firms today are navigating a complex balancing act. They must protect sensitive information, reflect a strong brand identity, adapt to changing staffing needs and create an engaging experience for both clients and employees. That's a tall order for traditional office setups.



*M Moser's project for HFW, London*



*Cleary Gottlieb, San Francisco*

Emerging trends demonstrate agile, sustainable, human-centred spaces tailored to the unique demands of legal work. We've seen it firsthand at M Moser, from our projects with Wilson Sonsini in London and Cleary Gottlieb in San Francisco to HFW in London and Pinsent Masons in Amsterdam.

The message is simple:  
Design can be your silent advantage  
or your unseen liability.



## INSIGHT AND ANALYSIS

So, what's changing? And what's working? Here are the top lessons from designing some of the world's leading law firms.

### **PRIVACY IS NON-NEGOTIABLE, BUT SO IS CONNECTION.**

Yes, law firms need secure rooms, soundproof meeting areas and zones for heads-down work. But they also need informal spaces for mentorship, collaboration and spontaneous exchange.



*At Cleary Gottlieb's San Francisco office, distinct layers of privacy and openness leverages layout, acoustic zoning, and modular furniture to support privacy and connection*

### **FLEXIBILITY IS THE NEW GOLD STANDARD.**

The days of static layouts are fading. Firms need spaces that can flex with them, whether that means expanding teams, hybrid schedules or a last-minute client war room.

Modular furniture and multipurpose zones help spaces do more without sacrificing professional polish. In Amsterdam, Pinsent Masons' agile spaces accommodate rotating practice groups and cross-border teams.



*Pinsent Masons, Amsterdam*





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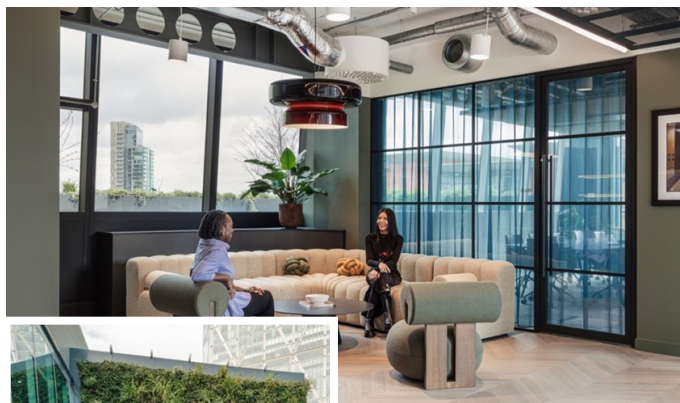
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## SUSTAINABILITY IS ECONOMICAL.

Think energy-efficient lighting, smart HVAC systems, and materials with low embodied carbon. The ROI? Reduced overhead and a better ESG story to tell clients.



### WSGR, London

At WSGR's London office, we used sustainable design elements, like repurposed materials and existing finishes to create a workplace that lives its values.

In North America, we supported Cleary Gottlieb's need for a space that felt both elevated and approachable. The solution? Timeless materials, curated artwork, and intuitive spatial flow that supports both complex legal work and casual collaboration.



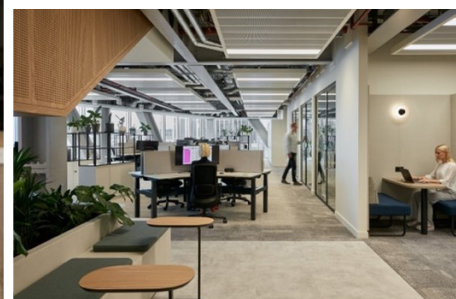
Across all these projects,  
one constant remains...

"Workplace design in the legal  
sector is about making things  
work for your people, your  
processes and your future."

Alex Watkins,  
Associate Director – Design  
M Moser Associate

## EXAMPLES AND APPLICATIONS

At HFW's London office, we helped them mirror their global brand while localizing for a high-profile European presence. The design blends clean, confident aesthetics with purposeful planning. We incorporated quiet zones for concentration, sleek client lounges and a flexible floor plan that can grow with them.





## WHAT'S NEXT?

So, what can you do now? Here's a few tips:

### Audit your space and reassess how it supports work.

- » Where are the bottlenecks? Where does it feel 'stuck'?
- » Are your layouts aligned with your daily workflows or fighting against them?

### Think beyond aesthetics.

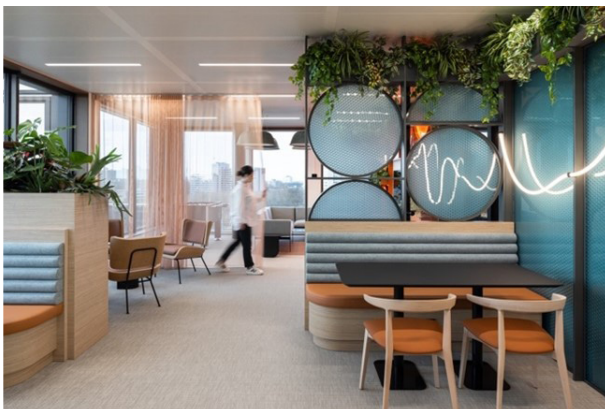
- » Is your layout helping or hindering confidentiality, collaboration, and client care?

### Consider the full picture.

- » Design is where brand, sustainability, and operations intersect. These elements are forethoughts – not afterthoughts – and should be woven into workplace strategy from the beginning.

### Design with intent.

- » Every square foot should have a purpose, from private focus zones to spaces that enable connection.



## ABOUT M MOSER

M Moser Associates is a global architecture, design, strategy, engineering and delivery firm with more than 1,000 professionals networked at our locations around the world. Since 1981, we have united design, culture, inclusivity, technology, wellness and sustainability to expand the potential of the built environment. We help transform organizations large and small by redefining the present and anticipating the future to drive positive change for people, planet and business.

Visit [mmoser.com](https://mmoser.com) to learn more about our team and how we work.

## THE FUTURE-READY LAW FIRM STARTS WITH A SMARTER SPACE

Your office is a business tool. The right design can sharpen your operations, strengthen your brand, and send a clear signal that you're built for what's next.

For a deeper dive into workplace design for the legal sector, you can download our [lookbook](#).



Beatrice Tumatelli, Associate Director - Design & Workplace  
Driven by her longstanding passion for solving problems and finding original expression in each of her projects, Beatrice has built a diverse portfolio of creative spaces. The combination of her European background and experience working and living in China for 7+ years allows Beatrice to bring multicultural elements into her designs.



Alex Watkins, Associate Director - Design & Workplace  
Alex has demonstrated expertise in various design activities, from early visioning and concept development to design implementation, space planning, technical drawings and the selection of furniture, materials and finishes. His passion for design and technical expertise humanizes spaces while pushing boundaries, creating affinity with urban landscapes and enhancing spatial performance alongside company culture.

# BCLMA Biennial Conference 2026



BCLMA 2026 Conference & Marketplace  
April 30 - May 1, 2026 | Vancouver Convention Centre East

Have you heard?! The next BCLMA Biennial Conference will take place next spring over **April 30 and May 1, 2026**. Centred around the theme ***Thriving in a New World***, the two-day event will feature inspiring keynote presentations, dynamic breakout sessions, a thought-provoking panel discussion, an engaging marketplace, and abundant opportunities to connect over delicious meals.

Session topics will include:

- » Integrating AI into the workplace and exploring the ethical implications
- » The high performer's edge and rewiring mindset
- » A data-driven and neuroscience-driven approach to psychological safety
- » Adapting leadership in times of uncertainty
- » Maintaining workplace compliance in a changing landscape
- » Designing and sustaining a strong workplace culture

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[BCLMA Conference Registration](#)

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# MEMBER SNAPSHOT

ELVIS ATIENZA



Q  
&A

## **Where did your legal career begin?**

Manila, Philippines

## **Tell us about your current role.**

As Accounting Manager, I am responsible for the daily accounting function, focused more on the reconciliation of all the bank accounts, payment application, fee allocation, trust inquiries, tax compliance and preparation of monthly financial reports.

## **What do you enjoy the most about your role?**

I always find it interesting. I am old-school so there is always a challenge, especially dealing with new software and learning new things in our present time. This includes dealing with banks and their different rules! In the process, it makes me feel accomplished and reborn every time.

## **When did you join the BCLMA?**

2009

## **What is the greatest value you receive from the BCLMA?**

It's the connections to people who work in the same field. We exchange ideas and learn from each other. Plus, the BCLMA hosts great seminars, training, and socials, which are always great opportunities to develop – personally and professionally.

## **What advice would you give to young professionals developing their legal career?**

Have an open mind and never fear a challenge. Having an open mind gives you a wide understanding of acceptance and make you a strong person. And facing those challenges gives you a meaningful life journey, particularly when you overcome them. For me, this is the definition of true success.

## **If you could pick a movie title to describe your legal career, what would it be?**

*Jerry Maguire*

## **My dream vacation:**

Asia cruise with my family

## **My favourite quote or joke:**

*"I can do all things through Him who gave me strength."  
(Phil. 4:13)*

## **I'm hosting an exclusive dinner party and I can invite ANYONE – living or dead, famous or not. My guest list includes:**

The Holy Family: Jesus, Mary and Joseph

## **For less than \$25 a bottle, I recommend this wine:**

Pinot Blanc 2007 from Mission Hill Family Estate

## **My favourite restaurant – anywhere:**

Atienza Food Park (AFP) in the Philippines



## Kiss and Tell

**PRESTON PARSONS**, Partner, Overholt Law LLP

It is difficult for employers to get a more public reminder than the recent Coldplay concert scandal<sup>1</sup> about the need to plan for relationships between employees at work. History is littered with examples of intra-office romances, or other forms of workplace relationships that should be disclosed, and the wisest employers get ahead of the problem.

But why are workplace relationships – leaving aside purely professional ones – an issue? What’s the big deal with the Chief Executive Officer embracing the Chief People Officer (i.e., the head of human resources) if they’re both consenting to it? There are, in fact, multiple reasons.

First, romantic relationships in the workplace – while common – seem all well and good while the roses are blooming, but if things should wilt, the impact on the office environment can be serious. Office breakups can be dramatic, dividing otherwise productive teams and creating the potential for liability that an employer may end up being vicariously liable for. In the worst of cases, workplace sexual harassment, discrimination, and constructive dismissal claims can arise, especially if the relationship is between a superior and a subordinate.

Second, and speaking of the latter, romantic relationships between a superior and subordinate may be coercive due to the power imbalance involved.

Third, relationships that go beyond simply being coworkers, including not only romantic relationships but other forms of relationships that extend beyond the workplace (i.e., parent & child; roommates; best friends; pre-existing mentorship ties) set up the potential for conflicts of interest that can have deleterious effects throughout the organization. The conflict of interest arises from the real or perceived risk that employees in a relationship that extends beyond the workplace might use their positions to influence outcomes in favour of each other. For example, a mother approving a pay raise for her son, or a manager approving extra vacation days for a subordinate they are dating. When other employees learn about these relationships, it raises doubts about how others advanced in the company and whether their positions were earned fairly.

To mitigate these issues, employers should introduce a policy – and train staff on it – regarding the disclosure of workplace relationships that are more than strictly professional. At the very least, disclosure is important because it allows employers to mitigate against conflicts of interest, thereby enhancing trust in leadership and demonstrating a commitment to transparency that other employees will appreciate.

## TIMING OF AND ENCOURAGING DISCLOSURE

Now, while the importance of disclosure is clear, the timing of disclosure may be less so. As the purpose of disclosure is to avoid conflicts of interest between an employee's professional and personal interests, disclosure should be made as soon as a potential conflict of interest arises. This is fairly straightforward when, for instance, members of the same family are hired into the same company. It is murkier when co-workers begin to date, particularly where they consider themselves to not yet be "official".

This is where a clearly written workplace relationship policy comes into play. It should state the circumstances in which employees must disclose a workplace relationship to HR and the consequences of disclosure. The policy should also provide for:

- » non-retaliation by the employer when employees disclose their relationships in a timely manner as the policy's goal is not punishment, but prevention of conflicts of interest;
- » ensuring appropriate boundaries are put in place to keep certain relationships confidential to HR and

management, except insofar as to mitigate against conflicts of interest; and

- » an outline of potential company actions, such as modifying reporting relationships, adjusting job duties, or changing job locations or departments, to ensure individuals in a relationship are not involved in employment-related decisions affecting one another.

The policy should be incorporated into onboarding for new hires and reviewed with existing employees on a regular basis.

"Prohibiting workplace relationships entirely may seem like a simpler solution, but the reality is likely to prove even more troublesome."

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## CAN'T WE JUST BAN THEM OUTRIGHT?

Prohibiting workplace relationships entirely may seem like a simpler solution, but the reality is likely to prove even more troublesome.

Beyond the purely practical rationale that it is difficult to prohibit feelings from developing between two people, such a policy may discourage some desirable candidates from joining the company in the first place. After all, an employer that is buttoned down too tightly with prohibitions may not project a friendly or welcoming image as a great place to work.

It may also simply lead employees to hide their behaviour, driving conflicts of interest further into the dark instead of exposing them transparently.

Finally, there is the potential for family or marital status discrimination complaints.

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## BE PROACTIVE

With all the potential issues to consider, employers will do well to proactively design a policy that addresses and aims to manage intra-office relationships – one that protects both the employees and the firm. Create a roadmap early on and follow it when notified. Simply reacting to an intra-office relationship usually makes it difficult to address the situation with appropriate care and business operations are more likely to be disrupted.

Intra-office relationships are bound happen. Best to address them before your employees appear on the Jumbotron.

*Preston wishes to give special thanks to Ashley Ng, articling student, for her assistance with this article.*



Preston Parsons is a partner at Overholt Law, practicing in the areas of employment and labour relations, human rights, and privacy law. Overholt Law is a boutique employment and labour relations firm located in downtown Vancouver, British Columbia. For more information regarding Overholt Law, please visit [overholtlawyers.com](http://overholtlawyers.com)

1 <https://edition.cnn.com/2025/07/18/entertainmentcoldplay-concert-kiss-cam-astronomer-investigation>



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YOUR BCLMA.  
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Look what's ahead!

Mark your calendar now for *Breaking the Cycle: Addressing Burnout in the Legal Profession*. This annual fall education session will happen on **October 2nd** at the Terminal City Club (Vancouver).

Our popular annual winter social will take place on **November 6th** at the Fairmont Waterfront Hotel (Vancouver).

The Conference Committee has started designing a dynamic and engaging conference for **spring 2026**. The Committee and Board will keep you informed as 'thriving in a new world' continues to take shape.

Subsection Chairs have scheduled events too! Visit the [Events webpage](#) for details.

Enrolling for any of these events will become more streamlined as members of the Board have worked with New Media to **update the registration page**. Expect a better online experience!

Last but not least, we extend a warm welcome to all new BCLMA members! We look forward to connecting and collaborating with you.

Enjoy the full [President's Message](#) on our website.

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Actionstep is a cloud-based law firm management platform that connects, organizes, and automates work at midsize law firms. Solutions are built to adapt to a firm's unique strengths and goals, supporting firms to modernize and build a firm advantage in the legal marketplace.

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## RECIPE

# Sushi Bake

**All the delicious flavours you know and love but baked and broiled to crispy perfection.**

Prep time: 40 mins

Cook time: 20 mins | Total time: 1 hr

### INGREDIENTS:

#### Rice

- 2 cups sushi rice, rinsed well
- 3 cups water
- 1 teaspoon salt
- 1/4 cup rice vinegar
- 2 tablespoons sugar
- 1 teaspoon sesame oil

#### Spicy Mayo

- 1/2 cup mayonnaise
- 1 to 2 tablespoons sambal
- 1 tablespoon sriracha
- 1/4 teaspoon sesame oil
- 1/2 teaspoon sugar
- 1 teaspoon lemon juice

#### Crab and Shrimp Filling

- 8 ounces crab meat
- 8 ounces shrimp finely chopped
- 1/4 cup mayonnaise
- 1/4 cup cream cheese (room temp)
- 1-1/2 tablespoons soy sauce
- 1 teaspoon sesame oil
- 1 tablespoon of sambal or sriracha
- 1 tablespoon lime juice
- 1/4 cup green onions thinly sliced

#### Other Ingredients

- nori seaweed sheets or furikake
- cucumber
- green onion
- avocado
- sesame seeds
- unagi sauce



Recipe from [moribyan.com](https://moribyan.com)

### DIRECTIONS:

#### Prepare Sushi Rice

1. Rinse the sushi rice until the water runs clear.
2. Add 3 cups of water to a pot over high heat and bring to a boil. Add the salt and rice and once boiling, lower the heat and cover to simmer for 20 minutes. After, turn off the heat but leave covered for 10 more minutes. Fluff the rice.
3. In a small bowl, add the rice vinegar, granulated sugar, and sesame oil. Microwave for 30 seconds or warm it up in a pot until the sugar dissolves.
4. Pour this over the rice and mix so that each grain of rice is coated evenly. It should be very sticky!

#### Spicy Mayo

1. Mix together mayo, sambal, sriracha, sesame oil, sugar, and lemon juice in a small bowl until creamy. Set aside.

#### Crab and Shrimp Filling

1. In a bowl, combine crab meat, shrimp, mayo, cream cheese, soy sauce, sesame oil, sriracha or sambal, and lime juice. Mix together well until evenly combined.

#### Assemble and Bake

1. Preheat oven to 425°F.
2. In a 9x9 casserole dish, layer the rice on the bottom to your desired thickness. Add layer of seaweed to cover the rice. Top with the crab and shrimp mixture.
3. Pop in the oven to bake for 10 to 15 minutes until golden. For added crispiness, broil for a few minutes. Watch closely to avoid burning.
4. Remove from oven, drizzle with the spicy mayo and unagi sauce. Add avocado, green onions, and sesame seeds and enjoy!

# Save the Date

## **BCLMA Fall Educational – Addressing Burnout and Overwork in the Legal Profession**

Date: Thursday, October 2, 2025

Time: 11:45 a.m. – 1:30 p.m.

Location: Terminal City Club

## **BCLMA Annual Winter Social**

Date: Thursday, November 6, 2025

Time: 5:15 p.m. – 9:00 p.m.

Location: Fairmont Waterfront Hotel



## **Event Announcement – Save the Date**

BCLMA Biennial Conference

April 30 – May 1, 2026

Vancouver Convention Centre East



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Visit [bclma.org](https://bclma.org) for more information and to register for events.

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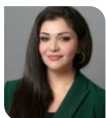


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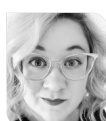


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