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appearance of Defendant Jay Bernstein and the principal of VIP Adjustment Bureau, Inc. ("VIP") on the condition that the attorneys were personally present and all principals were available by telephone to conduct settlement negotiations. The pretrial conference was held on March 23, 2010, however, Harold Hewell, counsel for Defendants Jay Bernstein and VIP did not attend the hearing. Instead Marshall Moushigian, Esq., made a special appearance on Mr. Hewell's behalf. Mr. Moushigian had very limited knowledge about this case.

Rule 16(e) of the Federal Rules of Civil Procedure requires that the pretrial conference be attended by at least one attorney who will conduct the trial for each party. Fed. R. Civ. P. 16(e). Therefore, the Court orders Mr. Hewell to show cause why the Court should not impose monetary or other sanctions for a flagrant violation of this court's orders, as well as a violation of the Federal Rules of Civil Procedure. The hearing on the order to show cause will be held on **April 12, 2010 at 1:30 p.m.** in Department 10. The personal appearance of Mr. Hewell at the hearing is required. A written response to this order to show cause shall also be filed no later than **12:00 pm on Monday, April 5, 2010.** Failure to respond to this order to show cause as required may result in monetary or other sanctions against Mr. Hewell and Defendants Jay Bernstein and VIP.

8 IT IS SO ORDERED.

Dated: March 26, 2010 /s/ Gary S. Austin
UNITED STATES MAGISTRATE JUDGE