



Richard W. S. Pershing

Law Firm	Reynolds, Jensen & Swan, LLP
Location	Riverside
Practice Areas	Family Law & Criminal
Education	<ul style="list-style-type: none">• Juris Doctor, Western State University, College of Law, Fullerton, California.• Bachelor of Arts, Loma Linda University, Riverside, California, cum laude• Post-doctoral studies, LLM in Taxation program, at Chapman University, School of Law• Certificate in Mediation, Pepperdine University, School of Law, Straus Institute for Dispute Resolution• Other graduate/undergraduate studies in administration and marketing
Date Admitted to California State Bar	1990
First Year ADR Experience	1995
Professional Association Memberships	<ul style="list-style-type: none">• Member, State Bar of California• Director, Center for Conflict Resolution, La Sierra University, School of Business• Judge Pro Tem, Superior Court of California, Riverside County• Court Appointed Mediator, Superior Court of California, Riverside County• Member, Riverside County Bar Association<ul style="list-style-type: none">• Member and former Chair, Continuing Education Committee• Member and former Co-Chair, Estate Planning & Probate Section• Strategic Planning Facilitator• Panelist, RCBA Dispute Resolution Service, Inc.• Member, San Bernardino County Bar Association<ul style="list-style-type: none">• Strategic Planning Facilitator
Bar Membership(s)	<ul style="list-style-type: none">• State of California (1990)
Additional Information	Richard Pershing is a partner in Reynolds Jensen & Swan, LLP and the director for the Center for Conflict Resolution at La Sierra University School of Business in Riverside. His law practice focuses in the areas



Additional Information

of estate planning and business planning, operations and transactions. His practice includes clients with estates and businesses of all sizes and types, from the very small to multi-million dollar estates and enterprises. His practice also includes estate planning for single and married individuals. Pershing has a particular interest in assisting business owners and family-owned businesses with their estate and business planning needs.

He is well-versed in the estate and business planning concerns of healthcare professionals, having represented physicians, osteopaths, podiatrists in numerous specialties, dentists, optometrists, chiropractors, radiological technologists and physical therapists. With respect to entities, he has represented both non-profit and for-profit hospitals, multi-hospital systems, multi-specialty medical groups, home health care agencies, clinical laboratories and independent practice associations and foundations.

Other business clients range from owners of construction companies of all sizes, engineering and surveying, trucking, real estate development and management and various types of high-tech, churches, foster care agencies and law practices. Pershing has litigated such cases as medical employment contract matters, physician rights, anti-trust, unlicensed practice of medicine and third-party payer contracting disputes.

Prior to entering the practice of law, Pershing worked in hospital administration and university administration in the states of California and Florida with responsibilities that included strategic planning, crisis and media management.

A dynamic lecturer and public speaker, he also teaches mediation and conflict resolution through the Center for Conflict Resolution at the La Sierra University School of Business. He has served on the faculty of California Southern College of Law, where he taught courses in Uniform Commercial Code and Wills and taught business law and other business courses for the local community college campuses.

Pershing has served in various capacities in numerous civic, religious and charitable boards and committees, including hospice, Rotary, Kiwanis, United Way and the Riverside County Bar Association. He has served as Chair of the Riverside County Bar Association Continuing Education Committee and Co-Chair of the Estate Planning, Trusts and Probate Section and volunteers as a judge pro tem for the Riverside County Superior Court.

Pershing received his mediation training from Pepperdine University School of Law, Straus Institute for Dispute Resolution and his law degree through Western State University College of Law.