1 2 3	VELIKANJE HALVERSON P.C. 405 E. Lincoln Yakima, WA 98901		
4	(509) 248-6030 (509) 453-6880 (fax)		
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6	НОМ	JORABLE EDWARD F. SHEA	
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8	IN THE UNITED STATES DIST	RICT COURT	
9	IN AND FOR THE EASTERN DISTRIC	T OF WASHINGTON	
10	ΑΤ ΥΑΚΙΜΑ		
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12	E EVA A. RAMIREZ) NO.	. CV-07-3044-EFS	
13)		
14	Plaintiff,)		
15		A RAMIREZ'S MEMORANDUM	
16		RESPONSE TO DEFENDANT'S TION IN LIMINE TO BAR	
17) 100	AINTIFF'S EXPERT REPORT	
18			
19	Corporation		
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20	Defendant.)		
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23			
24			
25		mics at Eastern Washington	
26		miles at Lastern washington	
27	$[\mathbf{U}_{1}] = \mathbf{U}_{1} = \mathbf{U}_{1$	Declaration of Lori Geddes in	
$\frac{27}{28}$			
	Opposition to Defendant's Motion to Bar Plaintiffs' Expert Report, hereinafter		
29			
30	Dec. of Geddes, 11). She has expertise	in the field of mathematical	
31			
32			
33	¹ Ms. Ramirez will refer to Ms. Geddes' Statistical Analysis Report, dated		
34			
35	$\frac{3}{31/08}$, as her "Report" and the Addenum to Sta	uistical Analysis Report, dated	
	EVA RAMIREZ'S MEMORANDUM IN RESPONSE TO DEFENDANT'S MOTION IN LIMINE TO BAR PLAINTIFF'S EXPERT REPORT - 1	Velikanje Halverson P.C. 405 East Lincoln Ave. P.O. Box 22550 Yakima, WA 98907 (509) 248-6030	

economics. (Dec. of Geddes, ¶ 3). Ms. Geddes has been a professor at EWU since 2002. (Dec. of Geddes, ¶ 1). Eva Ramirez has retained Ms. Geddes as an expert to categorize and calculate the leads that Ms. Ramirez received and to project how many leads she should have received. (See Report and Addendum, Document 139-2 and 139-3). Ms. Geddes reviewed Ms. Ramirez's Complaint, Olympic's Answer, Defense and Affirmative Defenses. (Dec. of Geddes, ¶ 6). Ms. Geddes also has reviewed Defendant's Initial Disclosures, OHM 1-01657; its Fourth Supplemental Disclosure Statement, OHM 2700 to OHM 2933 and five depositions from the case including Ramirez's and Borth's. (Dec. of Geddes, ¶ 6).

On February 13, 2009, Ms. Geddes filed a report that listed to percentage of total sales and leads for each agent in the Yakima, Washington, office for the months from April – October, 2006. (Document 139-2). According to Ms. Geddes' Report, Ms. Ramirez "received only 12% of the leads for the month [of July] even though she had the highest percentage of sales in June with approximately 25%." (Document 139-2, 14).

Olympic had a Sterling Leads Management Program that applied to the Vakima office in 2006. (Dec. of Montoya, filed 2/27/09, ex. 2 to Eva 6/10/08, as her "Addendum." The "Document" references are to the court document number.

Ramirez's Statement of Material Facts in Opposition . . ., ex. 5 thereto; Dep. of Borth, 196: 4-20). According to the policy, leads consisted of destiny leads or direct response leads (DRL). (Statement of Material Facts, filed 11/20/08, Document 95-8; Dec. of Montoya, filed 2/26/09, ¶ 2; Dep. of Borth, ex. 10). ² The destiny leads consisted of gold call list, turning 65 leads, lapse leads, and value added leads. (Document 95-8, 230).

The direct response leads consisted of response cards received as a result of a lead generation mailing or telephone solicitation campaign, either Kramer, Target, Western Resource or Sterling mailings. (Document 95-8, 230). The direct response leads also included hot leads that resulted from "other marketing contact including senior publication and newspaper responses [.]" (Document 95-8, 230). Other sources of hot leads included "telephone inquiries, referrals from physician offices or government offices, or inquiries directed to our website. These leads will be available for thatching daily." (Document 95-8, 230).

The Sterling Leads Management Program that Ms. Borth said applied in 2006 stated:

Distribution of Direct Response Leads

³ ² The Sterling Leads Management Program document will hereinafter be cited as "Document 95-8," followed by the court's page number.

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1			
2	The distribution of Direct Response Leads (DRL) is to be		
3	tightly managed with producers receiving the bulk of the DRLs. Leads will be assigned based on the agent's		
4	previous month's activity. A log sheet will be provided		
5	to assist you in making assignments and managing lead		
6	inventory.		
7			
8	Distribution Requirements		
9	1-11 net health sales = 1 DRL per sale up to 11 per month 12-15 net health sales = 9 DRLs per week up to		
10	36 per month 16+ net health sales =12 $DRLs$ per week		
11	up to 48 per month		
12			
13	Bonus leads will be earned for Life sales		
14	I net life sale per month = 1 DRL per week = 4 bonus		
15	leads per month		
16	2 net life sales per month = 2 DRLs per week = 8 bonus		
17	leads per month		
18	3 net life sales per month = 4 DRLs per week = 16		
19	bonus leads per month		
20	4 net life sales per month = 6 DRLs per week = 24		
21	bonus leads per month		
22			
23	(Document 95-8, 230; Dec. of Montoya, filed 2/27/09, ex. 5, Dep. of Borth,		
24			
25	196:4-16)		
26			
27	According to Ms. Borth, the Sterling Leads Management Program Policy		
28	was in place in Yakima in 2006. (Dec. of Montoya, filed 2/217/0, ex. 5, Dep. of		
29			
30	Borth, 196:4-9). Ms. Borth said that she could have overridden the policy but		
31			
32	she did not. She stated, "I mean $-$ and the reason why I state that is that it is a		
33	great system in which to follow, and so each one of my offices follow it " (Dec		
34	great system in which to follow, and so each one of my offices follow it." (Dec.		
35	of Montoya, filed 2/27/09, ex. 5; Dep. of Borth, 196:12-16). She was required		
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	EVA RAMIREZ'S MEMORANDUM IN RESPONSE TO 405 East Lincoln Ave. DEFENDANT'S MOTION IN LIMINE P.O. Box 22550 Yakima, WA 98907		
	DEFENDANT S MOTION IN LIMINEYakima, WA 98907TO BAR PLAINTIFF'S EXPERT REPORT - 4(509) 248-6030		

to follow the policy in 2006. (Dec. of Montoya, filed 2/27/09, ex. 5; Dep. of Borth, 196:17-18).

Based on Ms. Ramirez's June sales, she should have received the highest percentage of leads in July. She did not, however.

After Olympic produced Agent Commissions Statements that showed the sales information, Ms. Geddes prepared an addendum to her report. The Addendum stated that it was clear that the majority of Ms. Ramirez's reports were to clients with Hispanic sounding surnames. (Defendant's Brief in Support of Motion in Limine, ex. B, Document 139-2, 2). Ms. Geddes noted that Ms. Ramirez received fewer leads than she should have received if she was receiving only Hispanic leads and received few, if any non-Hispanic leads. (Defendant's Motion In Limine, ex. B, Document 139-3, 23).

Ms. Geddes noted that the more valuable call-in, hot and walk-in leads were not equally distributed, nor seemed to be distributed to the DLR policy. (Defendant's Motion in Limine, ex. B, Document 139-3, 23). In estimating how the unequal distribution affected Ms. Ramirez, Ms. Geddes performed a "regression analysis test to estimate the expected number of sales based on the total number of leads and the number of presentations made for the office between the months of May and September, 2006." (Defendant's Motion in Limine, ex. B, Document 139-3, 23).

Ms. Geddes noted that 71% of all of Ms. Ramirez's commissions appeared to come from Hispanics. (Defendant's Motion in Limine, ex. 13, Document 139-3, 24). The next highest percentage of sales to people who appeared to be Hispanic were to George Moro at 11%. (Defendant's Motion in Limine, ex. B, Document 139-3, 24). Table 3A of Ms. Geddes showed that Ms. Ramirez received six, call-in, hot, and walk-in leads from April 2006 to September 2006. Conversely, Shawna Young received 17. Walt Moro received 13. (Defendant's Motion In Limine, ex. B, Document 139-3, 25-26).

Ms. Geddes indicates that Ms. Ramirez potentially lost 71 sales because of the lack of leads she received. (Defendant's Motion in Limine, Ex. B, Document 139-3, 27). She used the actual number of leads and the presentations from May to obtain that number. (Defendant's Motion in Limine, ex. B, Document 139-3, 27).

II. ARGUMENT

A. Ms. Geddes' testimony is admissible.

Ms. Geddes' analysis regarding the leads Ms. Ramirez received and should have received and projected sales is admissible.

Fed. R. Evid. 702 states:

If scientific, technical or other specialized knowledge will assist the trier of fact understand the evidence, or to determine the fact in issue, the witness qualified as an expert by knowledge, skill, experience, training or

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education may testify thereto in the form of an opinion or otherwise, if (1) the testimony is based upon sufficient facts or evidence, (2) the testimony is the product of reliable principles and methods, and (3) the witness has applied the principles and methods reliably to the facts of the case.

In *Kumho Tire Co. v. Carmichael*, 526 U.S. 137, 149(1999), the court held that the *Daubert*³ gate keeper function applies to the testimony of experts who do not purport to testify on the bases if scientific principals.

Statistics may constitute competent proof of unlawful discrimination. See, e.g. International Brotherhood of Teamsters v. United States, 431 U.S. (324, 339 (1977). Furthermore, statistics by themselves may establish a prima facie case under Title VII. Dothard v. Rawlinson, 433 U.S. 321, 329 (1977); see also Griggs v. Duke Power Co.,401 U.S. 424, 431 (1971). In Dothard, the United States Supreme Court refused to reverse a District Court decision that allowed generalized national statistics to help female plaintiffs show that Alabama's minimum height and weight qualifications for correction officers were discriminatory. 433 U.S. at 330. Additionally, even if statistics do not independently establish a prima facie case, they may assist a Plaintiff in evaluating whether an employer's articulated reason for the action taken is pretextual. Diaz v. American Tel. & Tel., 752 F.2d 1356, 1363 (9th Cir. 1985).

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³ Daubert v. Merrell Dow Pharmaceuticals, Inc., 509 U.S. 579 (1993).

1	As the Minth Circuit stated in <i>Diaz</i> , statistical evidence is
2	unquestionably relevant in a Title VII disparate treatment case. Statistical
_	
4 5	information is helpful in establishing a <i>prima facie</i> case 'despite the fact that [it]
6	may not be directly probative of any of the four specific elements set forth by
7 8	McDonald Douglas." Id. at 1362 (quoting Lynn v. Regents of Univ. of
9	
10	<i>California</i> , 656 F.2d 1337, 1342-43) (9th Cir. 1981). "A plaintiff is entitled
11 12	to use statistical evidence to show that a defendant's articulated discriminatory
13 14	reason for the employment decision in question is pretextual." Diaz, 752 F.2d
15	1363. See Donald Douglas Corp. v. Green, 411 U.S. 792, 804-05 (1973) cert.
16 17	denied, 459 US 823 (1982). As the Diaz court stated:
18	
19	Statistical data is relevant because it can be
20	used to establish a general discriminatory pattern in an employer's hiring or promotion
21	practices. Such a discriminatory pattern is
22	probative of motive and can therefore create
23	an inference of discriminatory intent with
24	respect to the individual employment
25	decision at issue. In some case, statistical
26	evidence alone may be sufficient to establish
27	a prima facie case.
28 29	Diaz, 752 F.2d 1363; see O'Brien v. Sky Chefs, Inc., 670 F.2d 864, 866 (9th Cir.
30	1982) ("[s]tastical data is one way to establish a prima facie case.") (additional
31 32	string citations omitted).
33	
34	"Statistics showing racial or ethnic imbalance are probative because
35	such imbalance is often a tell-tale sign of purposeful discrimination; absent
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the

Ninth Circuit stated in *Diaz*, "statistical evidence is

Velikanje Halverson P.C. 405 East Lincoln Ave. P.O. Box 22550 Yakima, WA 98907 (509) 248-6030

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explanation, it is ordinarily to be expected that nondiscriminatory hiring practices will in time result in a workforce more or less representative of the racial and ethnic composition of the population in the community from which employees are hired." *International Brotherhood of Teamsters v. United States*, 431 U.S. 324, 340 n.20 (1977).

In many cases "the only available avenue of proof is the use of racial statistics to uncover clandestine and covert discrimination by the employer or union involved." *United States v. Ironworkers Local 86*, 443 F.2d 544, 551 (9th Cir.) *cert. denied*, 404 U.S. 984 (1971). Accordingly, in *Diaz*, the Ninth Circuit reversed a District Court's dismissal of Diaz's case because another Mexican/American was promoted to the job to which Diaz claimed he should have been promoted. *Id.* at 1358.

Federal Courts routinely allow the regression analysis that Ms. Geddes used as a method to prove discrimination. "A multiple aggression analysis attempts to reveal relationships between explanatory variables and a dependent 26 27 variable." Morgan v. United Parcel Serv. of America, Inc., 380 F.3d 459, 466 28 29 (8th Cir. 2004) (citing Daniel L. Rubinfeld, Reference Guide on Multiple 30 31 Regression, in Federal Judicial Center, Reference Manual on Scientific 32 Evidence 181 (2nd ed. 2000)). Explanatory variables those factors that one 33 34 expect to influence the dependent variable and for which the regression 35

controls. *Id.* As noted in *Rubinfeld*, *supra*, "discrimination cases using multiple regression analysis are legion." *Rubinfeld*, *supra* at n.5. The Ninth Circuit has specifically accepted regression analysis. *Equal Employment Opportunity Comm'n v. Tel. Co. of Northwest, Inc.*, 885 F.2d 575, 577 N.3 (9th Cir. 1989).

Olympic fails to make any reasonable, good faith argument to exclude Ms. Geddes' testimony. Instead, it makes the conclusory statement that her reports are not based on "sound methodology." (Brief in Support of Motion in Limine, 3:8).⁴ As Judge Oliver Wagner noted in *Lara Urbina v. Carson*, 2007 Westlaw 2814652 (E.D. Cal. 2007), "conclusory hyperbole is not a substitute for law."

B. Ms. Ramirez expert's opinions are admissible under Fed. R. Evid. 403.

Olympic fails to offer any logical basis for excluding Geddes opinions under Fed. R. Evid. 403. Fed. R. Evid. 403 states, "no relevant, evidence may be excluded if its probative value is substantially outweighed by the danger of unfair prejudice, confusion of the issues, or misleading the jury, or by consideration of undue delay, waste of time, or needless presentation of ¹/₂ ⁴ Olympic even engages in a gratuitous attack on Ms. Geddes by claiming her

34 35 report is "fabricated." (Brief in Support of Motion in Limine, 7:6-7).

cumulative evidence."⁵ "Evidence is not 'prejudicial' merely because it is harmful to the adversary." S.P. Saltsberg, M. Martin, D. Kapra, *Federal Rules of Evidence Manual*, Section 403.02(3) (9th Ed. 2006). In *Hemmings v. Tidyman's Inc.*, 285 F.3d 1174, 1184 (9th Cir. 2002) (An Eastern District of Washington Case), the Ninth Circuit addressed the defendant's claim that a statistical study regarding gender in promotions should be excluded because it lacked probative value and prejudiced the jury." The Ninth Circuit noted that District Courts enjoy wide latitude in applying Fed. R. Evid. 403. *Id. Tidyman's* attacked the probative value of the statistical evidence on the grounds that the statistician "used an inappropriate comparison pool []" and that he "did not account for variables such as individual skills and preferences." *Id.* The Ninth Circuit rejected both challenges. *Id.*

The plaintiff's expert in *Tidymans* was a statistician who used a regression analysis. *Id.* at 1183. The defendant in *Tidyman* argued that because the statistical study did not eliminate all of the possible legitimate, nondiscriminatory factors that it should not be admitted. *Id.* at 1188. The Although the Ninth Circuit is ripe with cases that allow statistical evidence in a Title VII case to prove discrimination, the only case that Olympic can cite to exclude the testimony is *United U.S. v. Ramirez-Robles*, 386 F.3d 1234, 1246 (9th Cir. 2004), a criminal case involving the exclusion of a polygraph test.

Tidyman's court rejected the argument by stating, "in *Bazemore* the Supreme Court addressed the precise question presented by *Tidyman's* appeal: If a study fails to account for all variables, how should a court treat the study? Justice Brennan, writing for the court, explained that '[n]ormally, failure to include variables will affect the analysis' probativeness, not its admissibility." *Id.* (quoting *Bazemore v. Friday*,478 U.S. 385, 400 (1986)). As the Supreme Court noted in *Bazemore*, "it is clear that a regression analysis that includes less than 'all measurable variables' may serve to prove a plaintiff's case." 478 U.S. at 400 (Brennan J.).

Olympic provided the documents that showed the leads and sales of the Yakima office. From the documents that Olympic provided and the deposition testimony of Olympic's current and former employees, Ms. Geddes concluded that the leads that Ms. Ramirez received could not be explained by any neutral factor. Olympic fails to challenge any of Ms. Geddes' facts or her opinions. Instead, it argues that Ms. Geddes will not offer a factual basis for her "naked assertion that a lead will materialize into a sale. . . ." (Brief in Support of Motion in Limine, 9:21). Olympic seems to be arguing that no one will be able to reasonably estimate that any sales will result from referrals. Therefore, Ms. Geddes' opinions are not relevant.

As Olympic's own witnesses, such as Ms. Borth, have testified in their depositions, leads are the basis for agents selling product. Without leads, they cannot sell product. Mary Thomas and others have testified that the call-in, walk-in and hot direct response leads are more valuable than other types of leads. Ms. Ramirez did not receive the number of leads she should have according to Olympics own policy. Even a review of the Monthly Leads Management Register shows Ms. Ramirez did not receive the same number of call-in and walk-in leads as others. (Dec. Of Hinckley, filed 10/28/08, ex. 8, Document 71-9, 135, OHM 132).

Ms. Ramirez is not required to show an exact amount of damage, only the likelihood that she was damaged. Unrealistic exactitude is not required in the computation of lost pay, and uncertainties in determining what a victim would have earned absent the violation are resolved against the employer. *See e.g. Pettway v. American Cast Iron Pipe Co.*, 494 F.2d 211, 260 (5th Cir. 1974). "[I]t suffices for the trial court to determine the amount of back wages as a matter of just and reasonable inference."" *Id.* (quoting *Anderson v. Mt. Clemens Pottery Co.*, 328 U.S. 680, 687-88 (1946)). A court's difficulty in computing the exact amount of back pay is not a defense to back pay awarded to a victim of discrimination. *See Bowe v. Colgate Palmolive Co.*, 489 F.2d 896, 9004 (7th Cir. 1973); *Evans v. Sheraton Park Hotel*,503 F.2d 177, 186 (D.C. Cir. 1974)

(The demand for back pay is not in the nature of a claim for damages, but rather an integral part of the statutory equitable remedy to be exercised by the court.). Olympic offers no rational criticism of Ms. Ramirez's expert. Its shrill claim that Ms. Geddes' report is "mildly, confused, indeed fabricated []" is insufficient to deny admission of Ms. Geddes' testimony. **III. CONCLUSION**

Based on the above, Ms. Ramirez respectfully requests that the court deny the Defendant's Motion in Limine.

Respectfully submitted this 27th day of February, 2009.

10	
17	s/Kevan T. Montoya
18	KEVAN T. MONTOYA
19	WSBA No. 19212
20	Velikanje Halverson P.C.
20	Attorneys for Plaintiff
	405 East Lincoln Avenue
22	P.O. Box 22550
23	Yakima, Washington 98907
24	Telephone: (509) 248-6030
25	Fax: (509) 453-6880
26	Email: <u>kmontoya@vhlegal.com</u>
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	DEFENDANT'S MOTION IN LIMINE
	TO BAR PLAINTIFF'S EXPERT REPORT - 14

anje Halverson P.C. 05 East Lincoln Ave. P.O. Box 22550 Yakima, WA 98907 (509) 248-6030

1	CERTIFICATE OF SERVICE		
$\begin{vmatrix} 1 \\ 2 \end{vmatrix}$			
3	I hereby certify that on February 27, 2009, I electronically filed the		
4	foregoing with the Clerk of the Court using the CM/ECF System, which will		
5	send notification of such filing to the following:		
6	Attorneys for Defendants: <u>rbernstein@thompsoncoburn.com</u>		
7	mjm13@ettermcmahon.com		
8			
9	ljordan@thompsoncoburn.com		
10	s/Kevan T. Montoya, WSBA 19212 Velikanje Halverson P.C.		
11	Attorneys for Plaintiff		
12	405 East Lincoln Avenue		
13	P.O. Box 22550		
14	Yakima, Washington 98907 Telephone: (509) 248-6030		
15	Fax: (509) 453-6880		
16	Email: <u>kmontoya@vhlegal.com</u>		
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	EVA RAMIREZ'S MEMORANDUM IN RESPONSE TO DEFENDANT'S MOTION IN LIMINE TO BAR PLAINTIFF'S EXPERT REPORT - 15Velikanje Halverson P.C. 405 East Lincoln Ave. P.O. Box 22550 Yakima, WA 98907 (509) 248-6030		