

NACA Honors San Francisco City Attorney Dennis Herrera and Staff

By National Association of Consumer Advocates

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The Los Angeles Times describes the City Attorney's office of Dennis Herrera and his staff as the most effective public law office in the country. As attorneys serving the public interest, Mr. Herrera and his staff have served as a role model for other city and state attorneys in innovatively challenging business practices that have done great harm to citizens and the economy. Mr. Herrera's first of its kind court action against the National Arbitration Forum, served as a catalyst for similar actions and ultimately led to the end of that company's abusive and deceptive treatment of consumers. Their exemplary work in this challenging and difficult case shows what an effective and compassionate public attorney can accomplish when they put the interests of their consumer constituents first.

"NACA is pleased to be able to recognize those NACA members who have done particularly outstanding work on behalf of consumers," commented Ira Rheingold, Executive Director of NACA. "Dennis Herrera and his staff have done that in a big way, day in and day out, providing an example for all of us to follow."

The NACA honors are awarded annually on the basis of achievements in key NACA issue areas, including all forms of forced arbitration, identity theft, mortgage lending and home equity scams, automobile fraud, unlawful and abusive business and debt collection practices, unfair credit reporting, and abusive practices by financial and credit card institutions.

NACA and its members take an active role in advocating consumer interests before the courts, Congress, and administrative agencies. In filing amicus briefs in a number of leading consumer protection cases, NACA members advocate in support of pro-consumer legislation and policies, and in opposition to the erosion of existing rights.

About NACA

The National Association of Consumer Advocates (NACA) is a nationwide organization of more than 1500 attorneys who represent and have represented hundreds of thousands of consumers victimized by fraudulent, abusive and predatory business practices. As an organization fully committed to promoting justice for consumers, NACA's members and their clients are actively engaged in promoting a fair and open marketplace that forcefully protects the rights of consumers, particularly those of modest means.

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