



NYWBA ANNUAL MEETING
& Election of NYWBA Officers,
Directors, and WBASNY Delegates

followed by

ADVANCED APPELLATE CLE

"How an Appeal Really Gets Decided"

(1.5 CLE Credits Expected)

Justices Mazzarelli, Buckley, and Sweeny

Monday, April 23

Annual Meeting - 5:30 to 6:00 p.m. (free)

Advanced Appellate CLE - 6:15 to 8:00 p.m.

CLE Cost: Members: \$30; Nonmembers: \$60*

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Refreshments will be served.

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*Membership for those who have never previously joined
is now half-price. Join online at www.nywba.org

NEW YORK WOMEN'S BAR ASSOCIATION

invites you to the

ANNUAL COCKTAIL & BUFFET GALA

Please join us on

May 16, 2007

at 6:00 p.m. at

The Puck Building Grand Ballroom

Lafayette Street at Houston

Look for your invitation in the mail!

PRESIDENT'S MESSAGE

The Importance of Rainmaking

APRIL 2007



Teresa Schiller

As a law firm associate, I observed much evidence of rainmaking, or business development. Partners lunched with important firm clients. I read in our daily newsletter about senior attorneys who wrote articles and accepted speaking engagements to publicize their legal knowledge. In addition, we junior attorneys worked hard to "earn" more work from senior associates and partners.

Although there are theories suggesting that rainmaking is more challenging for women than for men, the fact remains that rainmaking is a key to our careers. (In recognition of the importance of this topic, the NYWBA in recent years hosted a CLE seminar on rainmaking; some of the ideas in this column are drawn from that important discussion.) Indeed, because some major corporations like Wal-Mart are looking for more gender-diverse legal teams to handle their work, opportunities are increasing for women who are ready to step forward. Developing an impressive personal reputation and expertise, building an external network, and targeting clients are important facets of rainmaking.

First, we must each develop a reputation for excellence and expertise in one or more areas of the law. As junior attorneys, we are most likely to make an initial decision about whether to handle litigation or transactional work. As we become more experienced, we develop more credibility through producing good work and gradually developing some expertise in particular areas. Attorneys should focus on one or more of these particular areas through writing and public speaking. These skills can be practiced by speaking in formal and informal group settings such as internal firm meetings or Rotary Club meetings, by setting up practice area seminars, and by organizing programs for local and state bar associations.¹ One potential forum is the Association, which is always looking for motivated attorneys to share their time and expertise. Our CLE Committee Chair Laura Twomey is always looking for talented people to create and host CLE programs, and our Newsletter Committee Chair Diana Ceccacci welcomes articles for our monthly newsletter. When I was a more junior member of the association, I put together three CLE programs on rainmaking, fact interviewing techniques, and expert depositions. Working on these programs allowed me to share knowledge - and to learn much more about the topics. Additionally, after submitting some articles to the newsletter, I eventually became the newsletter

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NYWBA Annual Cocktail and Buffet Gala Scheduled for May 16

It is with great excitement that the New York Women's Bar Association announces its Annual Cocktail and Buffet Gala, which will be on May 16, at 6:00 p.m. This year, we have moved to an exciting new venue, the Puck Building, on Lafayette Street at Houston, which is close to courts and subways.

We will be enjoying a wonderful evening of sumptuous, abundant, and varied foods, *hors d'oeuvre* style, along with the opportunity to catch up with the many friends who join us each year, as well as new ones. Along with a brief program to install our new officers and directors, including President Lisa A. Sokoloff, we will be honoring the members of our organization who served on the Matrimonial Commission, and who have contributed so much of their time and so much substance to the plight of families undergoing divorce in this state. Susan Bender, Hon. Betty Weinberg Ellerin, and Marcia Goldstein will join us to receive the Joan L. Ellenbogen award.

Additionally, we will honor one of our hardest working (and most modest) board and committee members, Myra L. Freed, whose contributions to the organization on every level make her the ideal recipient of the Doris Hoffman Service Award.

Last, but certainly not least, we will have not only a silent auction with wonderful goods and services, but a live auction as well, during coffee and dessert. Justice Ellerin has left the bench, but she will appear with gavel in hand on May 16 to preside over the festivities.

Please be sure to mark your calendars now for this special event.



New York Women's Bar Association
Alternative Dispute Resolution Committee

presents

"ADVERTISING SELF-REGULATION"

CLE Seminar (1 Skills Credit)

April 25, 2007, 6:00 to 8:00 p.m.

Loeb & Loeb LLP

345 Park Avenue (between 51st and 52nd Streets)

RSVP to Annie Ugurlayan at anahide@aol.com
(please put "4/25 RSVP" in the subject line)

President's Message continued from page 1

editor, which was an opportune way to meet new people and to develop my organizational skills.

It is also important to build an external network of colleagues and potential clients. This may involve participation in trade associations, alumni organizations, industry trade groups, bar associations, civic and charitable endeavors, government service, political organizations, and local business organizations.² The Women's Bar is an organization through which members develop contacts with colleagues, resulting in helpful business referrals. Of course, there are social opportunities in the NYWBA to meet colleagues and in-house counsel, such as our fall membership reception, our winter reception for newly elected and appointed judges, and our spring annual dinner.

Finally, targeting clients -- both externally and internally -- is a factor contributing to rainmaking success. Ideally, attorneys should build a client base which reflects their specific area of concentration.³ Female lawyers may even want to target female clients.⁴ Once targets become clients, attorneys should check in with them periodically, asking such questions as the following:

What else can we do for you?

Who do you know that our firm might be able to help?

How about meeting me for breakfast and giving me an update on the things keeping you up at night?

I read about the (anything) issue and wondered if that was something that concerns you.

I know it's your birthday; I called to see if I could buy you lunch to celebrate.⁵

Internally, attorneys can develop business with people in their own practice area, across departmental and practice groups, and across offices. Sometimes, versions of the questions above can be useful internally. Why not ask your boss if there is any other way that you can help? Why not let the practice leader know that you have been reading up on a particular issue that would be of interest to others in the department and to external clients as well? Why not invite a colleague to a Women's Bar event to get to know her better and to make some new contacts together?

Although rainmaking is not the only interest of a successful lawyer, it is a significant factor. Attorneys who develop their own business have more control over their practices and have a greater ability to generate rewards and recognition. I hope that the NYWBA is able to help you achieve your rainmaking objectives. Please explore our association, and find ways to make it work for you.

Teresa Schiller

1. See Steven C. Bennett, *A Plan for Getting Future Business*, N.Y.L.J., Apr. 7, 2000, at 24; Mindy G. Farber, *Women as Rainmakers - A Personal Perspective*, 20 NO. 5 LAW PRAC. MGMT. 27 (1994).

2. See Susan Saltonstall Duncan, *Successful Selling of Legal Services Relies Not on Aggressive Sales Pitches, But Rather on Understanding a Client's Needs*, LEGAL

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VP Douglas Wins WBASNY Award

NYWBA Vice President Jo Ann Douglas will be presented with WBASNY's Stephanie E. Kupferman Juvenile Justice Award at the WBASNY Convention in Puerto Rico in May.

The statewide WBASNY Awards Committee recently selected Jo Ann to receive the award because of her extraordinary accomplishments on behalf of children and on behalf of the practitioners who serve in the important role of law guardian ("attorneys for the children"). Jo Ann has represented children in contentious divorce proceedings, including in some of the most high-profile cases imaginable and in equally compelling (but often neglected) cases involving children of the poor. She has also personally trained hundreds of attorneys in the rules, techniques, and art of this unique practice area, and she has published thousands of pages of training materials over the years. Jo Ann has written extensively on the obligations of law guardians and the rights of children in the New York Law Journal, and her materials are used in a course book at a law school in Boston. She has become one of New York's distinguished authorities on the many facets of representing children in divorce proceedings.

As a result of Jo Ann's personal involvement, the Appellate Division, First Department selected the NYWBA to be the exclusive provider of training for law guardians who want to be certified in the First Department. Jo Ann oversaw every aspect of the development of the very successful and sophisticated training program, which was attended by over one hundred participants. The feedback from the program was amazing, and attorneys who heard about the program were clamoring to get the training by videotape.

Thanks go to Elizabeth A. Bryson, Myra Freed, and Teresa Schiller for helping to prepare the award nomination materials, and to Amy Saltzman for representing the NYWBA so well in the WBASNY Awards Committee discussions.

We hope that you will join us in Puerto Rico to cheer on Jo Ann as she receives this prestigious award!

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TIMES, June 30, 1997, at S66; Felice C. Wagner, *Rainmaking Secrets: A Bankruptcy Partner at Arent Fox Shares Her Successful Techniques for Bringing in New Business*, LEGAL TIMES, Mar. 4, 2002, at 20.

3. Elizabeth Erny Foote, Susie Morgan & Elizabeth H. Ryan, *Women Rainmakers: When It Rains, It Pours*, 45 LA. B.J. 422, 425 (1998).

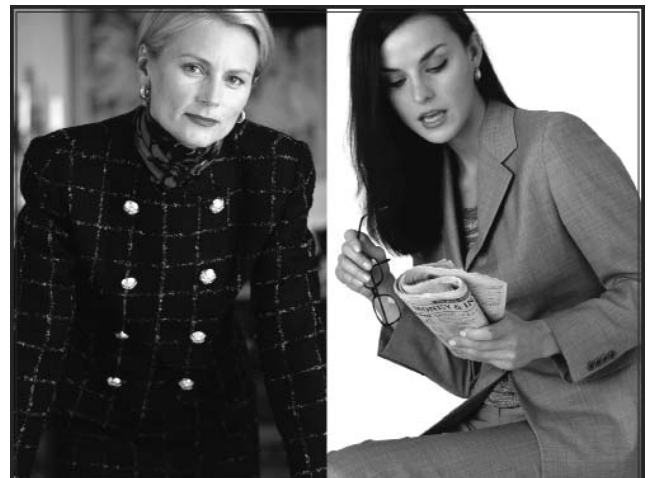
4. Mary Flood, *End of Litigation Boom Will Test Women Lawyers*, THE WALL STREET JOURNAL ONLINE, June 17, 1998, http://online.wsj.com/PA2VJBNA4R/article_print/SB898017923742097000.html; Margaret A. Jacobs, *"New Girl" Network is Boon for Women Lawyers*, THE WALL STREET JOURNAL ONLINE, Mar. 3, 1997, http://online.wsj.com/PA2VJBNA4R/article_print/SB857437333528817000.html.

5. Tom Collins, *The 10 to 15 Minute Rainmaking Plan*, Oct. 2, 2006, http://www.morepartnerincome.com/blog/_archives/2006/10/2/2379565.html.

NOTES ON MEMBERS

Has something noteworthy happened to you or another member? Send us your news at newsletter@nywba.org.

Congratulations to NYWBA Board Member **Amy Halpert** and her husband Philipp who are the proud new parents of Oscar Edwin and Ella Kay, born on February 2, 2007!



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Second Annual Women's History Month Event Honors Justice Phyllis Gangel-Jacob

The NYWBA hosted its second annual Women's History Month event at Commerce Bank on February 27, 2007. At the event, Justice Phyllis Gangel-Jacob (ret.) was honored for her many years of service to the Women's Bar and as a member of the judiciary. The event was attended by more than one hundred people, including members, prospective members who recently graduated from law school, and supporters of Justice Gangel-Jacob. Thanks go to Event Co-Chairs Sylvia Di Pietro, Kelly O'Neill Levy, and Myra Freed for their efforts in coordinating the event.

President Teresa Schiller introduced Justice Gangel-Jacob to the audience. Teresa observed that Justice Gangel-Jacob had proven to be a valuable member of the NYWBA Board because of her thoughtfulness and mindfulness of the best interests of the Association and its members. Teresa stated that she also found the judge to be thoughtful and fair on the bench, having litigated in front of her.

Justice Gangel-Jacob made witty and sincere remarks to the attendees. She thanked prominent women leaders who had turned out for the event, including Hon. Geraldine Ferraro, Justice Betty Weinberg Ellerin, Justice Angela Mazzarelli, and Justice Jacqueline Silbermann. Also present were Justice Gangel-Jacob's colleagues from the Appellate Term: Hon. William Davis, Hon. Sherry Klein Heitler, and Chief Court Attorney Suzanna Rojas. She reflected on the importance of women's history to women of the past, present, and future, and she paid respect to the late Family Court Judge Jane M.

Bolin, who was the first African American woman graduated from Yale Law School and the first African American woman appointed to the bench. She talked about the women in her family, including her mother and granddaughter who were both named "Lily." Looking ahead to when her granddaughter reaches adulthood, she speculated about whether women would have as many rights regarding their personal freedoms, and she expressed fear that they might actually lose ground. She also honored the contributions made by the men in her life, thanking her husband, Professor Bernard Jacob, and her father, who advised her early on to "forget about the money and go where the action is."

Event Co-Chairs Sylvia Di Pietro and Kelly O'Neill Levy presented Justice Gangel-Jacob with a gracious letter from Mayor Michael Bloomberg and a proclamation from Manhattan Borough President Scott Stringer. Sylvia read the letter to the crowd, and Kelly, a court attorney, related some of the positive experiences she had had with the judge, a member of her "courthouse family."

Commerce Bank representatives Phyllis Marino, Susan Petree, and Jamie Triplett were the gracious hosts of the event at the bank's Madison Avenue (at 42nd Street) location. The space was beautiful, and the bank provided delicious *hors d'oeuvres* and drinks. The bank also provided elegant printed invitations for the event. The NYWBA is grateful to Commerce Bank for its support.



NOTICE OF ELECTIONS & PROPOSED BY-LAW AMENDMENTS

Elections will be held at the **Annual Membership Meeting** on **April 23, 2007** at **5:30 p.m.** at Fulbright and Jaworski LLP, 666 Fifth Ave. (52nd & 53rd Streets). Members in good standing whose dues were received by January 31, 2007 will be entitled to vote. Candidates have been nominated for the following positions & terms:

NYWBA OFFICERS (2007-2008)

President:	Lisa A. Sokoloff
Vice Presidents:	Jo Ann Douglas, Lisa A. Bauer, Sylvia E. Di Pietro
Treasurer:	Gretchen Beall Schumann
Recording Secretary:	Donna M. Praiss
Corresponding Secretary:	Kelly O'Neill Levy

NYWBA BOARD OF DIRECTORS

<u>Class of 2007-2010</u>	<u>Class of 2006-2009</u>	<u>Class of 2005-2008</u>
Catherine M. Foti	Amy Saltzman	Bonnie R. Cohen-Gallet*
Myra L. Freed	Teresa Schiller	
Randi S. Isaacs	Andrea Vacca	
Cassandra Porter		

(*Nominees to fill unexpired terms)

NYWBA DELEGATES TO SERVE AS DIRECTORS OF THE WOMEN'S BAR ASSOCIATION OF THE STATE OF NEW YORK (2007-2008)

Lisa Bauer	Bonnie R. Cohen-Gallet	Christina Kallas
Jane Bevans	Jo Ann Douglas	Marjorie Martin
Elizabeth A. Bryson	Hon. Betty Weinberg Ellerin	Amy Saltzman

NYWBA NOMINATIONS COMMITTEE (CLASS OF 2006-08)

Elizabeth A. Bryson	Janet I. Cord	Myra L. Freed	Teresa Schiller
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OFFICERS OF THE WOMEN'S BAR ASSOCIATION OF THE STATE OF NEW YORK

Under WBASNY's By-laws, President-elect Maria Cortese will automatically be installed as President at the Installation Dinner at the Annual Convention on Saturday, June 2, 2007. The WBASNY Committee on Nominations proposes the following candidates to serve during the 2007-2008 term (listed by office, name and WBASNY chapter):

President-elect:	Gail M Boggio (Westchester)
Vice Presidents:	Deborah Weisman Estis (Orange-Sullivan), Jody Fay (Westchester), Cynthia L. Schrock (Adirondack)
Treasurer:	Karen Richardson (Western New York)
Recording Secretary:	Teresa Schiller (New York)
Corresponding Secretary:	Robin Abramowitz (Suffolk)

PROPOSED AMENDMENTS TO THE NYWBA BY-LAWS

The Association's By-Laws may be amended by a two-thirds vote of the members in good standing. At the Annual Meeting, members will vote on whether to adopt the following amendments to the By-Laws proposed by the Board of Directors. (Text additions are underlined, and deletions are stricken through.)

Article XII, Section 3 - "All contracts for (a) the purchase or lease of building space, (b) the purchase or lease of equipment or tangible assets in an amount equal to or greater than one thousand five hundred dollars (~~\$1,500.00~~~~\$1,000.00~~), or (c) employment or consulting services in an amount equal to or greater than one thousand five hundred dollars (\$1,500.00), shall be approved by a majority of the Board of Directors."

Article XVII, Section 3 - "... The report of the [Nominations] Committee shall be forwarded ~~to the Corresponding Secretary~~ not less than seventy-five (75) ~~sixty (60)~~ days prior to the annual meeting to the Corresponding Secretary, and she who shall ensure that a copy of such report shall be included in the Association's February Newsletter or such other communication providing written notice advising the membership of the date of the stated meeting in February."

Article V, Section 1 - "The Corresponding Secretary ... shall give written notice of meetings of the Association and of the Board of Directors.... The Corresponding Secretary shall also give written notice to the membership of the annual meeting of the Association not later than ~~sixty (60) thirty (30)~~ days prior to ~~such the~~ annual meeting of the Association as required by Section 3 of Article XVII and the provisions of Section 10 of Article XVII of these By-Laws. Such notice may be included in the Association's February Newsletter or such other communication providing written notice advising the membership of the date of the stated meeting in February."

Newsletter Deadline and Contact Information

Submissions must be sent to the Newsletter Committee by the **10th** of the month for publication in the following month's newsletter. Please e-mail articles, notes on members, committee calendars, and any other announcements to **Diana Ceccacci, Esq.**, tel. no. 718-229-4932, e-mail newsletter@nywba.org.

NYWBA List Serve

The NYWBA List Serve provides up-to-the-moment information concerning events, programs, and job announcements through e-mail. Please e-mail us at info@nywba.org if you have an announcement you would like to post on the list serve or if you would like to be added to the list serve.

Have you changed your address, firm, phone number, or other information? Please call 212-490-8202 or send an e-mail to "info@nywba.org" with the updated information. This will help us keep you informed and our records up-to-date.

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