



## 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

## **Anti-Bias Committee of the Supreme Court** Civil Branch, New York County

*presents*

### **The Fourth Annual Celebration of Unity in Diversity**

**Friday, June 8, 2007**  
from 12:15 to 2:15 p.m.  
in the Rotunda at 60 Centre Street

All are welcome for free food, song, and lots of mingling.  
Please drop by the NYWBA and WBASNY tables.

## NEW YORK WOMEN'S BAR ASSOCIATION

supports

### **JUDICIAL SALARY INCREASES**

for

### **NEW YORK STATE JUDGES**

**For the latest news and information on programs and  
events, check NYWBA online at [www.nywba.org](http://www.nywba.org).**

## **PRESIDENT'S MESSAGE**

MAY 2007

*President Teresa Schiller gave a version of  
these remarks at the 2007 Annual Meeting  
on April 23, 2007:*



Teresa Schiller

You know, when I was young, I enjoyed paging through issues of Women's Day and Family Circle, homemaking magazines that my mother picked up at the grocery store and set out on the coffee table at home. Between the somewhat contradictory headline ads about the best desserts ever and the newest way to lose weight were entertaining advertisements. I remember one set of advertisements in particular from that time - the Virginia Slims "You've Come a Long Way, Baby" advertising campaign.

The tongue-in-cheek ads playfully pitted men against women. Phony sepia-toned photos, picturing the sorry lot of a circa 1900's woman, were juxtaposed against color photographs of a far happier modern woman, wearing stylish contemporary clothing. The modern woman looked cool, calm, and in control.

Although cigarettes have become increasingly old-fashioned since I was young (and you'll hear no endorsement of them here), the cause of women's rights has not.

Perhaps mindful of that circa 1900's woman in 1935 when our association was created, our founding mothers articulated a mission that included a devotion to improving the status of women in society. Every year since then, our programs and events have promoted that mission. In looking back at this past year's programs and events, I would like to say, "NYWBA, you've come a long way, baby."

We have had numerous programs coordinated by dedicated members, committees, and organizations. I would like to talk today about just some of the programs that we have hosted during the past year: judicial programs, a survey to advance the status of women, technology-related programs, developmental programs, committee programs, membership initiatives, our upcoming annual dinner, and even a bit of fun.

### **I. Judicial Programs**

Let's talk first about some of our judicial programs.

In one "You've Come a Long Way, Baby" advertisement, a circa 1900 bedraggled woman was shown struggling to hold a number of old-fashioned cleaning contraptions like a wooden rug

*Continued on page 2*

*President's Message continued from page 1*

beater, and the caption (quoting Milton) reads, "For nothing lovelier can be found in Woman, than to study household good." We've come a long way. In the NYWBA, we have our own more sophisticated way, figuratively speaking, of keeping things clean - our judicial screening process. We help to ensure the continued integrity of the bench by screening judicial candidates. During the past year, our Judiciary Committee, headed by Co-Chairs Felice Ekelman and Bernie Dworkin, interviewed and checked references of many candidates for judicial office. The resulting rankings were published in the New York Law Journal.

One of the first women judges in our country was Judge Florence Ellinwood Allen, who in 1922 became the first woman to serve as a judge of a court of last resort anywhere in the world, and in 1934 became the first woman appointed to the federal bench. We've come a long way since then in terms of the number of women judges on the bench, and the Association is proud to count among its membership many members of the current judiciary in New York. During this past year, we have had several events to celebrate the importance of the judiciary and the long way we have come. For example, Judge Leslie Crocker Snyder presented Past NYWBA and Past WBASNY President Martha Gifford with the Florence E. Allen Award in recognition of "exceptional attainments by a woman in the law." Thank you to Proskauer Rose LLP for hosting the exceptional event. We held our annual judges' reception at Nicole's in January, attracting more than sixty members of the bench and bar. Thank you to Signature Bank for its support of the event. We honored Justice Phyllis Gangel-Jacob (ret.) for her many years of service to the Women's Bar and as a member of the judiciary at our second annual Women's History Month event, courtesy of Commerce Bank and Event Co-Chairs Sylvia Di Pietro, Kelly O'Neill Levy, and Myra Freed. We also held a Lunch with a Judge program featuring Justice Ellen Gesmer, a matrimonial judge at the Bronx Courthouse, and thank you to Vice President Jo Ann Douglas for her efforts in coordinating the event in conjunction with the Bronx Women's Bar Association. Finally, we have all come together tonight to hear Justices Mazzairelli, Buckley, and Sweeny provide valuable insights into how an appeal really gets decided. Thank you to Vice President Lisa Sokoloff, Laura Twomey, and Fulbright & Jaworski LLP for making this event possible.

## II. Survey to Advance the Status of Women

Let's turn to another topic: our survey to advance the status of women.

An important project that was launched this year by the Association is a survey conducted by the Advance the Status of Women in the Profession Committee, led by Co-Chairs Donna Praiss and Brenda Pomerance. The committee initiated the Association's first survey of law firms in New York City. The survey, which was sent out to about 280 firms, is anticipated to be an invaluable tool for monitoring and promoting the status of women in the profession. If you would like to find out if your firm has responded to the survey, please contact Donna or Brenda. For a copy of the survey questions, please go to our website. Thank you to Hunton & Williams LLP for hosting the committee's meetings to prepare the survey, and thanks to Elizabeth Bryson and Vice President Lisa Bauer for providing valuable assistance.

## III. Technology-Related Programs

I'd like to talk next about some of our technology-related programs.

In another "You've Come a Long Way, Baby" advertisement, a woman who smoked a cigarette, to the disapproval of some logging men, was subsequently sent down the river tied to a log of her own. We can only assume that if she had known what the loggers' reaction would be, she would never have lit up. To avoid the modern-day perils of lacking important information, "log on" to our website. Created by our Technology and Internet for Lawyers Committee and maintained over the past year by Vice President Lisa Bauer, our website at [www.nywba.org](http://www.nywba.org) is a link to what is going on in the Association.

Our Technology and Internet for Lawyers Committee, headed by Co-Chairs Kay Marmorek and Cassandra Porter, hosted a CLE program earlier in the year. They brought in Renew Data to provide a seminar on electronic discovery, which was attended by more than thirty people. Thank you to Hunton & Williams LLP for providing the space for the event.

## IV. Developmental Programs

Let's talk now about some of our developmental programs.

One of our signature projects illustrates for women summer associates just how far we women have come in legal society. Our summertime panel presentation entitled "What It's (Really) Like to Practice Law in NYC as a Woman" attracted more than three hundred summer associates this year. The program, coordinated by Vice President Lisa Bauer and co-sponsored with the New York City Bar, featured women lawyers from private practice, government, and public interest organizations speaking about a range of issues, including career plans, mentoring, networking, gender and the legal profession, and work-life balance. The panel presentation was followed by a cocktail reception, which was attended by NYWBA board members and other practicing attorneys in the Association who were on hand to mingle with the summer associates and answer their questions about entering the legal world as women.

Another of our programs designed to help young women along was our New York Supreme Court courthouse tour CLE program. Thank you to Vice President Lisa Sokoloff and Gillian Thomas for coordinating this program, which was so well-received that we expect to repeat it again next year.

Although mindful of how far we have come as women in society, many of us recognize our personal responsibility to advance ourselves individually, which inures to the benefit of all women. To facilitate this process, we hosted in conjunction with Celia Paul Associates a program entitled "The Power of Self-Promotion: Networking and Other Techniques for Building Your Practice and Developing Options in Your Legal Career." Approximately thirty people attended this seminar, which was well-received. Thank you to Hogan & Hartson LLP for hosting it.

## V. Committee Programs

Let's next hone in on the work of some of our busy committees.

*Continued on page 6*

## NYWBA Mortgage Refinancing Seminar a Success

The NYWBA hosted a successful mortgage refinancing seminar on March 20. More than twenty-five members and prospective members attended the free event, which was held by American Home Mortgage (AHM) in its Park Avenue boardroom. The program, entitled "The In's and Out's of Financing Marital Homes in Divorce," was well-received by interested attendees, who peppered the speakers with questions throughout the two-hour event.

Ms. Ellen Morgenthal, Senior Loan Officer with AHM, discussed how to improve options and speed up the divorce settlement process. She provided ideas for liquidity that were designed to benefit both parties. She also described how to make it more affordable for the lower-income spouse to remain in the marital home and how to minimize the liability assigned to the higher-income spouse. She drew on her expertise as an AHM executive, a former director at Price Waterhouse Coopers, and as an MBA candidate at New York University in talking about mortgages and financing in divorce situations.

Mr. Stephen A. Linker, Director of Rosenfarb Winters, discussed the tax consequences of financing or selling the marital home in various divorce scenarios. He drew on his expertise as a matrimonial forensic accountant and court-appointed neutral expert to explain complex tax concepts.

Thank you to Event Co-Chairs Sylvia Di Pietro, Susan Moss, and Nancy Chemtob for their efforts in coordinating the event. Thank you to Ms. Morgenthal and Mr. Linker for sharing their expertise at the event. Thank you to AHM for providing the program, invitations, venue, refreshments, goody bags, and raffle prizes.



(l to r) Stephen A. Linker, Ellen Morgenthal, and NYWBA Event Co-Chair Sylvia Di Pietro



## NOTES ON MEMBERS

*Has something noteworthy happened to you or another member? Send us your news at [newsletter@nywba.org](mailto:newsletter@nywba.org).*

Congratulations to NYWBA Past-Presidents **Barbara A. Ryan** and **Mikki Golar** who will be honored at JALBCA's June 13th annual dinner with the Leadership Achievement Awards.

Congratulations to **Honorable Eileen Bransten** who will be inducted at JALBCA's annual dinner as JALBCA's co-president.

**Martha E. (Meg) Gifford**, past NYWBA and WBASNY President, has opened her own solo practice, concentrating in antitrust counseling and related representation before the antitrust agencies. She can be reached at [giffordlaw@mac.com](mailto:giffordlaw@mac.com), (718) 858-7571, and at 93 Montague Street #220, Brooklyn, NY 11201. In addition to her many roles with the NYWBA and WBASNY, Meg was Co-Chair of the Antitrust Practice Group of Proskauer Rose LLP, where she practiced for almost twenty years. She is an Executive Committee member and past Chair of the Antitrust Law Section of the New York State Bar Association.

We are saddened to announce that long-time member of the New York Women's Bar Association, **Rebecca H. Rawson**, passed away on April 2, 2007. A memorial service was held April 29, 2007 at The Cathedral Church of St. John the Divine.



## Lunch With Judge Gesmer

On April 16, 2007, braving the last day of the rains, wind, and flooding of the recent nor'easter, thirteen members of the New York Women's Bar Association and the Bronx Bar Association enjoyed lunch with Judge Gesmer, who was our generous host and guest for the event.

Judge Gesmer, who was elected to Civil Court in New York County three and a half years ago and has sat in both Civil and Criminal Courts, has been designated to sit in the Matrimonial Part in Bronx Supreme Court. Judge Gesmer shared with us her insight, which comes from a fascinating amalgam of practice and bench experience, from landlord-tenant court to representing victims of sexual assault. Judge Gesmer had a matrimonial practice at the end of her litigation career, representing victims of domestic violence in particular. Her focus in her part is on the children, and she has a remarkable ability to sift through the litigation strategies and find what the parents have in common, something they themselves often don't see until she shows them. She has settled many cases this way, and in her six months in the part, has even seen some through from start to finish.

Discussing discovery matters, time-tables, and court appointments of attorneys for children as well as forensics, Judge Gesmer offered a new perspective that will serve our clients well. We all look forward to many appearances in the part.

## An Evening of Haute Couture at Dara Lamb

Dara Lamb, a maker of custom and ready-to-wear clothing for professional women, hosted a cocktail reception at her Park Avenue store for NYWBA members and prospective members. About twenty-five women visited the store on March 13 for "A Delicious Evening of Haute Couture: Dressing for Courts and Clients, The Perfect Suits for Lawsuits." Attendees networked with each other and with the store's staff over delicious hors d'oeuvres and wine, courtesy of Dara.

During a brief presentation, President Teresa Schiller, a customer of the store, introduced Dara and praised her and her staff for their quality products and service. Dara spoke about the importance of professional dressing for women lawyers. She also spoke more broadly about the need for women lawyers to create their own opportunities for advancement in a male-dominated culture, an issue which she noted that Teresa had addressed in her March presidential column. Dara commented on women's varied needs for suits, noting that a suit for the

courtroom may be quite different than a suit for a meeting with a client. She also observed that in her experience, appropriate fabrics for women's professional clothing were hard to come by, and she had therefore labored over time to amass a collection of more than one thousand fabrics to choose from. In talking about the service that her store provided, she stated that her staff worked with customers through several fittings, if necessary, to get the fit right every time. Acknowledging that women lawyers must divide their time among billable hours, family, and other pursuits, she invited the attendees to shop at her store to minimize the time spent on finding the right suit, sportswear item, or evening dress for a particular occasion.

The NYWBA is grateful to Dara and her staff, including Glenda Ruby and Maxine Quist, for hosting the event. To learn more about Dara and her store, please go to [www.daralamb.com](http://www.daralamb.com).



# EMOTIONAL HURDLES IN MARKETING

*by Elizabeth Tillinghast, JD, MD*

Although I am a psychiatrist in private practice now, I used to work as a lawyer. Now I specialize in treating attorneys. So I have a first-hand understanding of the pressures on lawyers, including the pressure to get clients and generate business.

In my experience, some women have particular difficulty with marketing because it requires them to act in a way which conflicts with social ideals about femininity. Even if we don't consciously endorse these ideals, they can exert a subtle but powerful influence on us, and interfere with efforts to market effectively.

On the broadest level, marketing requires thinking analytically about your position and how to improve it. Some women avoid doing this. They think strategically for their clients, but not for themselves. Lawyers like this are often extremely hard-working, conscientious, and skilled, yet somehow they don't reap the rewards they deserve.

I think of this as the Cinderella or Sleeping Beauty problem. Both women won the prince – but how? What's the message here? Sleeping Beauty made no effort at all. At least Cinderella was a hard worker, but she was also remarkably self-effacing. Cinderella is presented as "good," that is, tirelessly giving and un-demanding. Although she is treated in a way which is grossly unfair, Cinderella never schemes about how to improve her situation. It doesn't even occur to her to take advantage of opportunities which fall in her lap. The prince has to insist that she try on the shoe. Yet Cinderella is the winner. Her sisters are left with bleeding feet, symbolically castrated, for their competitiveness, ambition and greed.

Would this ever happen to a man in a fairy tale? No. Male heroes go out to seek their fortune and make all kinds of unlikely friends who give them magical assistance, enabling them to win fame, wealth and love.

We should adopt this lesson, namely, that a sense of enterprise and strong social skills can help you succeed. Instead, many women are left with the shadow of Cinderella: an intense distaste for self-promotion coupled with a vague hope that just working hard and being good will be sufficient. Sooner or later you will be noticed, and showered with rewards.

We have to face the fact that Sleeping Beauty and Cinderella were unlikely success stories. Cinderella was kept well out of view in the kitchen, while Sleeping Beauty was hidden behind a wall of thorns in a castle tower. In both cases the prince was determined to find them despite great obstacles. This is not the usual outcome for shy business women. Most of us have to go out of our way to win attention and get clients.

Specifically, we have to display our expertise. As Teresa Schiller noted in an earlier article on rainmaking, public speaking can be a very effective way to do this. Yet some lawyers are intensely uncomfortable with public speaking. Some people even get panic attacks, with a pounding heart, shortness of breath, and sweating.

Bar associations often offer workshops on public speaking; taking one of these may help you develop skills and confidence. But

practice alone is not always enough. In my experience, people who dislike public speaking often secretly disapprove of it in some way. They may feel it is "showing off" or "grandstanding."

Although there are medications that may help you feel calmer while giving public presentations, some focused counseling can be useful as well. Perhaps you hate taking center stage at work, but you love to go out karaoke singing afterwards. Therapy might help you get access to that hidden love of performing as part of your work.

Showing your expertise to others is part of marketing. But developing social connections with colleagues and potential clients is every bit as essential.

It certainly helps if you are naturally gregarious and outgoing. If you are not, developing business relationships takes more work. People who feel anxious in social situations often avoid social contact with clients and colleagues.

Don't avoid social situations; start with manageable ones. Make a list of possible contacts, and prioritize them so you start with the people who are most likely to respond positively. Invite someone who likes you to lunch; this might be a law school professor, for example, or a partner at a former firm.

Don't start with a social encounter that seems too daunting. You are likely to feel overwhelmed, and any sign of failure will just confirm your sense of inadequacy and increase your anxiety. You need positive reinforcement. Engage in social activities that seem likely to bring success and then move to harder ones.

There's a cognitive element to this, too. People with social anxiety often interpret ambiguous signals negatively. Actively counter your tendency to do this. If someone doesn't call you back, don't conclude he doesn't like you. Instead remind yourself he is probably busy. If you're talking and suddenly worry you said something stupid: stop that thought. Don't give that inner prosecutorial voice a single second of your attention. Suppress it.

You need to cultivate a kind of mental toughness towards yourself, and a positive resilient attitude. Certain medications can help you feel less sensitive to rejection but you also need to remind yourself some overtures just won't work. Put out a lot of feelers and some people will respond.

Some women are comfortable socializing – but socializing with the underlying agenda of generating business makes them uneasy. I know of one woman who was invited for coffee by the editor of a prestigious journal and refused because she was worried there might be some hint of flirtation in the offer. The prospect of trading on what felt like a personal connection for a professional advantage made her feel smarmy. After all, we are taught that women who sell intimacy are prostitutes.

You are selling your skills, not yourself. Yet it is true you will be much more effective if people like you. Marketing effectively depends on mixing the personal with the professional. Men are often more comfortable with this model, but women may have to get used to it.

Once you've gotten the business, you need to get paid adequately for your work. Again, this can be harder for female attorneys, in part

*Continued on page 7*

## President's Message continued from page 2

We are mindful of the double duties of some of our members as attorneys and mothers. For this reason, we created the Working Mothers Committee. This year, the committee was admirably led by Carla Vogel, with help from Argyria Kehagias and Leslye Davidson. The group of approximately thirty members met many times during the year to discuss a variety of topics covering general parental needs to career satisfaction issues. The committee also collaborated on the survey that I discussed earlier, which we hope to be the first of many annual surveys. Thanks to the committee co-chairs, Morgan Stanley Investment Management, Clifford Chance US LLP, and Myra Freed for hosting our Working Mothers Committee meetings.

One of the important bases of our membership is our matrimonial lawyer group. Our Matrimonial and Family Law Committee, led by Co-Chairs Judy White and Randi Isaacs and Secretary Jo Ann Douglas, hold regular meetings and actively look for programs that will be of special interest to this group. One matrimonial program that the Association hosted during the year was a seminar on mortgage refinancing in the event of divorce. The event was coordinated by Event Co-Chairs Sylvia Di Pietro, Sue Moss, and Nancy Chemtob, and it attracted more than twenty-five members and prospective members. Thank you to American Home Mortgage for sponsoring the successful event.

In an international city like New York, we are pleased to have international opportunities in partnership with the United Nations and other organizations. Thanks to the efforts of Co-Chairs Brigitte Rajacic and Amy Halpert, the International Law and Practice Committee organized events this year entitled, "Darfur: Engaging Women in the Peace Process," and "Human Trafficking: Is the Girl Child Safe in New York?" Children's Rights Committee Chair Denise Scotto organized another international event entitled, "Violence Against Children: From the Global to the Local."

Our Alternative Dispute Resolution Committee also had a productive year. Co-Chairs Annie Ugurlayan and Christina Kallas began their efforts by circulating information to Association members about ADR programs in the area. They hosted a presentation on special education mediation and will offer a CLE presentation on April 25 on how ADR is an effective avenue for settling false advertising claims. Thank you to Loeb & Loeb LLP for hosting the April 25th program.

In addition to serving our members, the association is exploring ways to serve those who are less fortunate in our society. Leyla Marrouk, our Pro Bono Committee Chair, has established a strong relationship with Sanctuary for Families, which serves victims of domestic violence. Sanctuary has contributed a number of articles and announcements for inclusion in our monthly newsletter and in each instance has provided contact information for those who wish to become involved. Leyla's next step is to organize a pro bono event with Sanctuary so that our membership can volunteer directly.

### VI. Membership Initiatives

Let's focus for a moment on this past year's membership initiatives.

To perform all of our important projects, it is vital to have a broad membership of women and men with different skills and backgrounds. Our Membership Committee, led by Vice President Lisa Sokoloff and Bonnie Cohen-Gallet, has worked hard this year to make our members feel welcome. The committee hosted a membership reception in the fall at Skadden Arps Slate Meagher & Flom LLP, and thank you to Skadden Partner Sheila Birnbaum for her assistance with the event. Since then, Lisa and Bonnie have endeavored to reach out individually to new members as they join, providing helpful information about committees and upcoming events.

### VII. Our Upcoming Annual Dinner

Let's turn next to an announcement about our upcoming annual dinner.

We are looking forward to our annual cocktail and buffet gala, which will be on May 16 at the Puck Building. Please join us to honor the members of the Association who served on the recent New York Matrimonial Commission statewide task force -- Judge Betty Weinberg Ellerin, Susan Bender, and Marcia Goldstein -- as recipients of the Joan L. Ellenbogen Award, and join us to honor Myra Freed - who has contributed to our Association in countless ways -- as the recipient of the Doris Hoffman Service Award.

### VIII. A Bit of Pure Fun

And, finally, a bit of pure fun.

Although we search for ways to advance our mission, we also look for ways to have a bit of fun as well. Thanks to Vice President Jo Ann Douglas, we had the chance to cheer on the New York Liberty at Madison Square Garden last summer. We also enjoyed an evening of haute couture at Dara Lamb, a maker of custom and ready-to-wear clothing for professional women. Over cocktails and hors d'oeuvres, we learned a bit about the latest trends in professional wear and also enjoyed chatting with our fellow members and prospective members.

In closing this evening, I would like to thank Executive Director Christina Kallas, state Women's Bar Secretary Elizabeth Bryson, the Women's Bar officers and directors, committee co-chairs, the Advisory Council, and our members for their service this year. Together, we've come a long way, baby. Thank you very much.

*Teresa Schiller*



## NYWBA Hosts Advanced Appellate CLE and Annual Meeting

The NYWBA hosted its Annual Meeting on April 23 at Fulbright & Jaworski LLP, which was followed by an advanced appellate CLE program entitled "How an Appeal Really Gets Decided." More than sixty members and friends attended the combined events.

The CLE program featured Justices Angela Mazzarelli, John Buckley, and John Sweeny of the Appellate Division, First Department. They provided frank, practical advice about writing appellate briefs and preparing for and presenting oral argument. Additionally, the Justices provided historical background for some of the Court's practices as well as insight into the inner workings of the Court. They responded candidly to the many questions posed by attendees. Many of those who attended had the opportunity to meet the Justices and mingle with them before and after the program.

During the Annual Meeting, we elected our chapter's officers, directors, and Nominations Committee members, as well as state Women's Bar delegates and officers. We also approved amendments to three Women's Bar by-laws. (A copy of the "Notice of Elections & Proposed By-Law Amendments," was included in the April 2007 NYWBA newsletter and can be found on the website at [www.nywba.org](http://www.nywba.org) in the "Members Only" section.) President Teresa Schiller presented a report of highlights from the busy year and thanked the officers, members, and companies that helped to make the highlighted initiatives successful.

Thank you to Vice President Lisa A. Sokoloff, Board Member Laura Twomey, and Fulbright & Jaworski LLP for their efforts in coordinating this event. Thank you also to Counsel Press for donating materials for the CLE program.

Join us at

### JALBCA's Annual Dinnner

at Water's Edge, Long Island City

June 13, 2007

6 pm cocktails, 7 pm dinner

Visit [JALBCA.org](http://JALBCA.org) for more information

*Past NYWBA Presidents*

*Barbara A. Ryan and Mikki Golar*

*will be receiving the Leadership Achievement*

*Award that evening*

*and JALBCA's incoming co-President is*

*NYWBA's Hon. Eileen Bransten*

## Emotional Hurdles continued from page 5

because of "moneyblindness" in women.\* Women are sometimes uncomfortable thinking about money and hesitant about charging competitive rates for their time.

This may be in part because charging conflicts with cultural myths about motherhood. As a mother, you are expected to be utterly selfless, and totally dedicated to the interests of your child. Mothers, at least ideal mothers, are not supposed to take their own needs into account.

Some lawyers feel motherly towards their clients. They feel a personal loyalty toward them, and work hard to advance their clients' interests. But when it comes time to bill, they may feel embarrassed. Billing means drawing attention to their own needs. This can be particularly difficult for lawyers who went into the field because of social ideals; the sense that they are out for money goes against a valued self-image.

In my experience, while men often get a big charge out of making a lot of money, women rarely do – or at least, they rarely admit it. Making money adds to a man's masculinity; it gives him power, prestige, and a certain kind of sexual attractiveness.

Unfortunately, women may worry that wanting to make money will make them look masculine, too. Some women are afraid they'll look grabby or too aggressive if they charge too much. The equation of money with maleness can become internalized as a kind of social prohibition on women which interferes with rainmaking.

Ultimately, though, marketing effectively depends not just on a comfort with developing business relationships, but on a broader willingness to accept that we are all interdependent. Sometimes professional women are so accustomed to being self-sufficient and self-reliant that they feel uncomfortable even hinting they might need something from someone else. Telling a colleague that they have time feels like exposing an inadequacy. They feel ashamed of it.

Private practice works best if you can create a kind of give-and-take reciprocity in your professional life. If you get a case and feel you are not the right person for it, or you're too busy at the moment, refer the client to someone else. And tell your colleague about the referral. The colleague will be grateful and so will the client; both may come back to you at a later time. We are all part of a community; we need each other. Creating that kind of community is part of the mission of the New York Women's Bar Association.

\* Lieberman, A., and Lindner, V. (1987). *Unbalanced accounts: Why women are still afraid of money*. New York: Atlantic Monthly Press.

## NEW YORK WOMEN'S BAR ASSOCIATION

wishes to thank

**DIANA CECCACCI**

and

**KAREN CHU**

as Newsletter Committee members  
for their hard work in 2006/2007

## 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 email articles, notes on members, committee calendars, and any other announcements to **Diana Ceccacci, Esq.**, tel. no. 718-229-4932, email [newsletter@nywba.org](mailto:newsletter@nywba.org).

## NYWBA List Serve

The NYWBA List Serve provides up-to-the-moment information concerning events, programs, and job announcements through email. Please email us at [info@nywba.org](mailto: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 email to "info@nywba.org" with the updated information. This will help us keep you informed and our records up-to-date.

# TAG<sup>®</sup> online

**Official Website Provider  
for the NEW YORK WOMEN'S BAR ASSOCIATION**

Specializes in creating websites for attorneys and law firms, businesses and not-for-profit organizations

- \* Web Hosting \*
- \* Web Design \*
- \* Web Development \*
- \* Web Anything! \*

Contact Judy or Amy at 973-783-5583 or  
[sales@tagonline.com](mailto:sales@tagonline.com).  
[www.tagonline.com](http://www.tagonline.com)

*TAG Online is a women-owned business, certified  
by the Women's Business Enterprise National Council.*

Visit our website at [www.nywba.org](http://www.nywba.org)

### President

Teresa Schiller

### Vice-Presidents

Lisa A. Sokoloff

Jo Ann Douglas

Lisa A. Bauer

### Treasurer

Gretchen Schumann

### Recording Secretary

Sylvia E. Di Pietro

### Corresponding Secretary

Kay Marmorek

### Board of Directors

Susan L. Bender

Jane Bevans

Elizabeth A. Bryson

Robin E. Eichen

Catherine M. Foti

Myra L. Freed

Hon. Phyllis Gangel-Jacob

Amy E. Halpert

Hon. Sherry Klein Heitler

Randi S. Isaacs

Christina Kallas

Kelly O'Neill Levy

Marjorie A. Martin

Hon. Angela Mazzarelli

Susan M. Moss

Cassandra Porter

Donna M. Praiss

Amy Saltzman

Hon. Jacqueline W. Silbermann

Laura M. Twomey

Andrea Vacca

### WBASNY Representatives

Lisa A. Bauer

Jane Bevans

Jo Ann Douglas

Hon. Betty Weinberg Ellerin

Amy E. Halpert

Christine M. Harman

Christina Kallas

Marjorie A. Martin

Amy Saltzman

### Editor

Diana Ceccacci

## NEW YORK WOMEN'S BAR ASSOCIATION

**5009 Broadway, Suite 604, New York, New York 10034**  
**(212) 490-8202 • Fax (877) 571-4385 • [info@nywba.org](mailto:info@nywba.org)**

PRESORTED  
FIRST CLASS MAIL  
US POSTAGE  
PAID  
TERMINAL PRINTING  
COMPANY  
07030