

NYWBA

NEW YORK WOMEN'S BAR ASSOCIATION

JUDGES AND LAWYERS BREAST CANCER ALERT and The Evelyn H. Lauder Breast Center

Present

THE FIFTEENTH ANNUAL ELLEN P. HERMANSON MEMORIAL SYMPOSIUM

"Who Owns Your DNA? Property, Privacy, and the Cancer Battle"

This program will present the latest developments in the battle against breast cancer, and will address property and privacy rights concerning DNA (cell "lines," tissue banks, stem cells, organs, etc.), as well as related subjects of informed consent and duties of doctors, researchers, and those counseling patients and donors.

DATE: Wednesday, November 10, 2010
TIME: 6:00 p.m. - 8:30 p.m.
PLACE: Memorial Sloan-Kettering Cancer Center
William P. Hoffmann Auditorium
1275 York Avenue, NYC (67th / 68th Streets)

Moderator

Hon. Judith S. Kaye, former Chief Judge for New York State
(For a full list of speakers, including a panel of judges and a panel of medical experts, go to our website - www.nywba.org.)

Presenting Organizations

Women's Bar Association of the State of New York
New York Women's Bar Association

2 credits CLE (Accreditation Pending)

Refreshments will be served. Open to public without charge.

To reserve your seat, call (212) 289-9720.

Look inside for our other November and December events, including:

Fetal Alcohol Spectrum Disorders CLE - Nov. 9th - p. 5
Reclaim Your Life from Our Crazy Busy World - Nov. 11th - p. 7
NYWBA Foundation Breakfast Speaker Series - Dec. 7th - p. 9
Diversity vs. Inclusion in Law Firms CLE - Dec. 9th - p. 7
*Joint Holiday Cocktail Party - Students & New Lawyers and
Business Law, Taxation & Bankruptcy Committees - Dec. 2010 - p. 9*
Committee Meetings - p. 3

PRESIDENT'S MESSAGE

NOV/DEC 2010

Season's Greetings



Gretchen Beall Schumann

As I walk the aisles of various department stores, it's hard to believe that it's time to display items for sale for the December holidays. Nonetheless, the stores are well stocked for shoppers prepared to get a head start. In this issue, the last for 2010, we too bring you early holiday greetings, along with an expanded roster of exceptional CLE programs and events for November and December. For those of you who like to get a head start, sign up now!

Congratulations to Committees that held successful October programs - the Mentoring & Mentoring Circles Committee for hosting a spectacular Mentoring Circles Reception on October 14th, with keynote speaker Jezra Kaye; and the Committees on Solo and Small Firm Practice and Technology & the Internet for your timely October 19th program on developing websites that will aid in building a law practice. We issue a special thank you to the Honorable Loretta Preska, Chief Judge for the U.S. District Court, Southern District of New York, for hosting our "Lunch with a Judge" event on October 20th - our first in the federal court.

While attending our events, in particular our Mentoring Circle Reception and Membership Reception, I was especially struck by the level of law student interest and participation. To law students who are looking for opportunities to connect with the Association, your involvement is of great importance to us; we hope that you will use the Association as a resource as you navigate your legal education and later, your legal career. NYWBA programs and mentoring circles provide a fantastic complement to the classroom. It is never too early to observe attorneys in action, to start thinking about how your personal interests might interplay with an area of the law, or to meet fellow law students from other schools whose paths you may cross over years to come. One way to become involved is through the Students & New Lawyers Committee, which meets monthly and will host a joint holiday reception with the Business Law, Taxation, & Bankruptcy Committee in December. Please check our website for further details.

Have a happy and healthy holiday season. Finally, speaking of health, the Association looks forward to a cutting-edge Judges

Continued on page 2

2010-2011 NYWBA COMMITTEE CHAIRS

STANDING COMMITTEES

By-Laws and Amendments Elizabeth A. Bryson
 Cooperation with Other
 Bar Associations Kelly O'Neill Levy
 Employment and Equal
 Opportunity for Women . . . Felice B. Ekelman and Louis Pechman
 Judiciary Bonnie E. Rabin
 Legislation Jane Bevans and Jennifer P. Brown
 Membership Heather K. Leifer and Jessica Ventarola Kane
 Professional Ethics and Discipline Hon. Barbara Jaffe and
 Sarah Diane McShea

Programs, Events and
 Arrangements Diana G. Browne and Donna M. Praiss
 Patricia Ann Grant and Jo Ann Douglas (Annual Dinner)
 Publicity / Press Tamara Lannin

SPECIAL COMMITTEES

Advance the Status of Women
 in the Profession Brenda Pomerance and Rachel J. Minter
 Alternate Dispute Resolution . . . Andrea Vacca and Leona Beane
 Awards Orrit Hershkovitz
 Business Law, Taxation & Bankruptcy Cassandra M. Porter
 and Monique McClure
 Children's Rights & Issues . . . Barbara J. Schaffer and Jill M. Zuccardy
 Continuing Legal Education Yacine Barry
 Criminal Law Isiris I. Isaac and Kathryn E. Salensky
 Diversity Jillian L. Goorevitch and Caitlin I. Somerman
 Domestic Violence Amanda B. Norejko and Laura A. Russell
 Elder Law & Disabilities Miriam Davidson and Kay Marmorek
 Immigration Law Annie J. Wang and Jennifer Durkin
 Intellectual Property Maria L. Palmese
 International Law & Practice Christa M. Bosch and
 Rebecca Adams Hollis
 Investment Management Regulation Carla P. Vogel and
 Allison Harlow Fumai
 Litigation Kathy M. Lynch and Marni Rae Robin
 Long Range Planning Elizabeth A. Bryson and Myra L. Freed
 Matrimonial & Family Law Briana Denney, Sophie Jacobi
 and Hon. Andrea Masley
 Mentoring & Mentoring Circles Andrea Vacca and
 Randy L. Shapiro
 Newsletter Stephanie M. Adduci
 Privacy & Cyberlaw Patrice S. Ettinger
 Pro Bono Gail M. Kempler
 Real Estate Law TBA
 Reproductive Rights TBA
 Solo & Small Firm Practice Deborah G. Rosenthal and
 Gina T. Danetti
 Students & New Lawyers Stephanie M. Adduci and
 Jane CoCo Cowles
 Summer Program Cassandra Porter and Stephanie M. Adduci
 Technology & the Internet / Website Elizabeth A. Bryson
 and Theresa L. Widmann
 Trusts & Estates Leona Beane and Loretta A. Ippolito
 Women's Health Issues Denise Scotto
 Working Parents Christine M. Harman and Melanie A. Chieu

Contact info for NYWBA Committee Chairs, and the names and contact info for our Delegates to WBASNY Committees and our Liaisons to other bar associations, can be found at www.nywba.org/members/committees.shtml.

To join a committee, go to www.nywba.org/committeechoice. If you would like to chair a Committee, send a note with your qualifications and contact info to President@nywba.org.

President's Message Continued from Page 1

and Lawyers Breast Cancer Alert Symposium on November 10, 2010. Registration details can be found in the announcement on page 1 and on our website.

We'll be back in print at the beginning of the new year!



NOTES ON MEMBERS

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

Congratulations to the **Hon. Joanne D. Quinones** on her appointment to the bench of the Criminal Court of Bronx County. Judge Quinones is a member of the NYWBA and a member and current President of the Brooklyn Women's Bar Association.

Congratulations to **Joan G. Wexler**, NYWBA member and past recipient of the President's Special Award, who has been named President of Brooklyn Law School. She has been a member of the law school's faculty since 1985, and she served as Dean from 1994 until her June 2010 appointment as President.

NYWBA past President **Lisa A. Sokoloff** has been promoted to Of Counsel at Sills, Cummis & Gross. Congratulations, Lisa.

Congratulations to **Karin F. Segall**, who has joined the trademark and copyright practice group of the firm of Leason Ellis as a partner.

Congratulations and welcome to the new Co-Chairs of the NYWBA's Children's Rights and Issues Committee: **Barbara J. Schaffer** and **Jill M. Zuccardy**. Ms. Schaffer and Ms. Zuccardy practice family and matrimonial law and are partners of the firm Lansner, Kubitschek, Schaffer & Zuccardy.



Do You Know "html"?

NYWBA's Website Subcommittee is looking for a few members who are familiar with websites to join our team. Our website (www.nywba.org) is a terrific resource for members and the public. We need a few "techies" to join us as we enhance the site and provide exciting content for our members. If you are interested, send a note to WebDiva@nywba.org.

COMMITTEE NOTES

The **Business Law, Taxation, and Bankruptcy Committee** meets at 6:00 p.m. on the fourth Monday of each month at the New York offices of Lowenstein Sandler, 1251 Avenue of the Americas, NYC. We thank Lowenstein Sandler & Director Cassandra Porter for hosting this year. The Committee will meet on November 22, 2010. Check the NYWBA website calendar for the date of our December cocktail party. RSVP to Co-Chair Cassandra Porter at cporter@lowenstein.com. She and Co-Chair Monique McClure look forward to seeing you.

The **Cooperation with Other Bar Associations Committee** will meet on Tuesday, November 23, 2010 at 6:00 p.m., at O'Dwyer & Bernstein (52 Duane Street, 5th Floor, NYC). RSVP to Kelly O'Neill at KOLevy2006@yahoo.com.

The **Domestic Violence Committee** will be meeting on November 16, 2010 and January 18, 2011. Meetings begin at 6:30 p.m. and are held at O'Melveny & Myers LLP, Times Square Tower, 7 Times Square, NYC. All NYWBA members are welcome. Contact Co-Chairs, Amanda Norejko (anorejko@sffny.org) or Laura Russell (larussell@legal-aid.org) with any questions, to join the Committee, or to RSVP.

The **Matrimonial and Family Law Committee** meets at 6:15 p.m. on the third Wednesday of each month (excluding December) at Blank Rome, LLP, located at The Chrysler Building, 405 Lexington Avenue, NYC (at 42nd Street). We thank Blank Rome for hosting again this year. Our last fall meeting will be on November 17, 2010. To RSVP, email Co-Chair Briana Denney at bd@slade-newman.com. Please send ideas and requests for meeting topics to Co-Chair Sophie Jacobi at sjacobi@msalaw-ny.com.

The **Solo and Small Law Firm Committee** will meet November 16, 2010 at 8:30 a.m. at Reitler, Kailas & Rosenblatt (885 Third Avenue, The Lipstick Bldg., between 53rd and 54th Streets). The focus of this meeting will be to review the October program "Using Your Website to Build Your Practice." Next meeting will be held December 14, 2010 at 6:30 p.m. (see website calendar for location). Topic will be the billable hour and other financial issues. RSVP to Deborah G. Rosenthal at SSFChairs@nywba.org.

The **Students and New Lawyers Committee** meets from 6 to 8 p.m. on the fourth Monday of each month at the New York offices of Lowenstein Sandler, 1251 Avenue of the Americas, NYC. We thank Lowenstein Sandler and Director Cassandra Porter for providing our meeting space. Our last meeting for the fall will be on November 22, 2010. Check the NYWBA online calendar for the date of our December cocktail party. If you are interested in joining the Committee and attending our meetings, RSVP to Co-Chairs Stephanie M. Adduci and Jane CoCo Cowles at SNLChairs@nywba.org.

The **Working Parents Committee** invites you to our monthly brown bag lunch meetings at noon on the second Thursday of each month at MetLife, 1095 Avenue of the Americas, NYC (at 42nd Street). The first meeting will be on Thursday, November 11, 2010 with a program entitled, "Reclaim your Life From Our Crazy Busy World" (for details about the topic and speaker, see announcement on p. 7). Future meetings will be held on December 9, 2010 and January 13, 2011; meeting topics will include: balancing care giving responsibilities (including for elderly family members) with a law career; "on-ramping" and "off-ramping" / planning breaks from a legal career. RSVP to Co-Chair Christine Harman (christinemharman@yahoo.com, 201-704-9109). She and Co-Chair Melanie Chieu look forward to seeing you.

WELCOME NEW MEMBERS

Zia Al-Khalil
Blaire Babcock
Yvonne Andrea Baracaldo
Aditi Bhardwaj
Lindsey Paige Blacker
Onya Brinson
Celine Chan
Vivian Costandy
Laura Cruz
Elizabeth Pell D'Antonio
Julie F. Devine
Maria E. Douvas
Theresa A. Driscoll
Sarah J. Easley
Abigail Fox-Willman
Susan Elizabeth Frazzetto
Jodie Gerard
Ariel Misako Govan
Ashley Gravley
Donna Hopkins
Marie K. Hutchins
Susan Ingram
Jessica Jacobowitz
Kaitlin Jaxheimer
Gretchen Jenkins
Jesse Klee
Cynthia Liang

Nan Sze Ling
Kathleen Maher
Sammi Malek
Rebecca Molln
Maryam Nicholes
Molly Novero
Julie Elizabeth Otton
Pooja Naresh Patel
Efrat Pellet
Jessica M. Pepe
Maya Petrocelli
Christine Petrou
Sophia B. Rackman
Jaclyn K. Reyle
Christine M. Rodriguez
Stephanie Ruiz
Alexandra Sagalovich
Phyllis R. Sambuco
Rebecca P. Sarro
Barbara J. Schaffer
Christina Sierra
Kristen A. Truver
Vivian Tseng
Kelly Van Develde
Renata Vizental
Gail Weiner

SUSTAINING MEMBERS

With their generous contributions, our sustaining members make it possible for us to accomplish so much more. We honor and thank them for their support.

Nancy M. Loudon
Lisa A. Sokoloff
Gail Weiner



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NYWBA Gains Record Number of New Members at Annual Membership Reception

By Patricia Ann Grant

The NYWBA's exciting annual Membership Reception, which was graciously hosted by Skadden, Arps, Slate, Meagher & Flom LLP on September 28, 2010, was well attended. There were more than 260 responses to our invitation, and that did not include members who walked in without an RSVP. It was a fabulous evening that resulted in more than thirty new membership applications, thanks to the efforts of the Membership Committee, past President Elizabeth Bryson, and NYWBA Executive Director Karen Lu.

Membership Committee Co-Chairs Heather Leifer and Jessica Ventarola Kane kicked off the Reception by welcoming members and guests and encouraging new members to join. They spoke about the wonderful benefits of membership the Association has to offer, including programs, networking, and membership on our diverse Committees.

After these welcoming remarks, Gretchen Beall Schumann, NYWBA President, welcomed the attendees and highlighted many of the activities that the New York Women's Bar Association has offered this year and provides to its membership, including Continuing Legal Education courses, mentoring, and networking, including fabulous events like our Membership Reception.

This was a particularly exciting Membership Reception because so many law students attended and expressed their excitement at becoming members of the Association. As Director Stephanie

M. Adduci remarked, "I spent the entire event being escorted from one end of the room to the other by current members who introducing me to students who were anxious to learn about the Association and the Students and New Lawyers Committee that I co-chair with Jane C. Cowles."

NYWBA also continued our tradition at the Membership Reception of collecting children's books to benefit the NYWBA's Judge Judith S. Kaye Children's Book Club. A wide array of fabulous children's books was donated by attendees. These books were sent to the Children's Book Library at the New York Family Court.

The Judge Judith S. Kaye Children's Book Club is an exciting and unique program, which continues to grow. Behind the concept is the hope that the donated books will encourage a love of reading - the children who visit the Children's Book Library are welcome to take home the book they choose.

A wonderful time was had by all at the Membership Reception this year. It was a delightful opportunity to socialize, network, talk to adversaries in a neutral setting, and learn more about the Association's extraordinary Committees and programs.

Patricia Ann Grant is a Vice President of the NYWBA and served as the Chair of this year's Membership Reception. She is a member of the law firm of Grant & Appelbaum, P.C., specializing in family law.



(l. to r.): NYWBA Past President Elizabeth A. Bryson, NYWBA Director Andrea Vacca, NYWBA Committee Chair Briana Denney, Jeanine Elba, NYWBA Director Hon. Laura E. Drager, and NYWBA Vice President Patricia Ann Grant



(l. to r.): NYWBA Children's Rights Committee Co-Chair Jill M. Zuccardy, NYWBA Treasurer Julie Hyman, NYWBA President Gretchen Beall Schuman, and NYWBA Children's Rights Committee Co-Chair Barbara Schaffer



(l. to r.): Julie Otton, NYWBA Director Kay Marmorek, and NYWBA Past President Donna Praiss



(l. to r.): Hon. Ellen Gesmer; NYWBA Newsletter, Summer Program and Students and New Lawyers Co-Chair Stephanie M. Adduci; and NYWBA Legislation Committee Co-Chair Jennifer P. Brown



(l. to r.): Hon. Lucy Billings, Sylvia E. Di Pietro, and Anthony Cannataro

The New York Women's Bar Association's
Criminal Law Committee and
The New York County Criminal Court
Gender Fairness Committee

Present

**"Fetal Alcohol Spectrum Disorders
& The Justice System"**

Presenter:
Monica Coakley, Esq.

This program provides an overview of fetal alcohol spectrum disorders (FASD), their effects on the brain, treatments available, and the legal and social issues affecting individuals with FASD. The speaker will also explore considerations regarding criminal offenders with FASD, and the key role the justice system can play in cases involving them.

WHEN: Tuesday, November 9, 2010
5:30 to 6:00 p.m. Registration
6:00 to 7:00 p.m. Program*
(Allow time to get through Court Security.)

WHERE: New York Criminal Courthouse,
Room 535, 100 Centre Street, NYC

MCLE: 1.0 CLE Credits (Professional Practice)**

COST: \$10.00 - Special Discounted Price***

RSVP: To register, send an email to Kathryn Salensky, Co-Chair of the NYWBA Criminal Law Committee, at KSalensky@nywba.org. All participants MUST pre-register to be admitted.
Space is limited, so register ASAP!

* *CLE Accreditation:* NYWBA is a founding chapter of the Women's Bar Association of the State of New York, an accredited CLE provider. Approval of CLE credit is pending in accordance with the requirements of the NYS CLE Board for the above-listed credit hours for established and newly-admitted attorneys.

** *Financial Hardship Scholarships:* Full and partial scholarships based on financial need are available. For info, contact Yacine Barry, CLE Coordinator: NYWBA, 132 East 43rd St., The Chrysler Bldg, #716, New York, NY 10017-4019 (CLE@nywba.org or 212-490 8202). All requests are confidential.

*** *Cost:* Presenters thank the NYWBA for underwriting most of the costs of this program. Membership is open to lawyers, judges, law students and law graduates awaiting admission (www.nywba.org/membership).

Rebecca Rolland: In Her Own Words

On October 7, 2010, the NYWBA held an event at the New York Supreme Court to celebrate the distinguished life of long-time member and family law practitioner Rebecca Rolland (1908-2010). One of the highlights from the many tributes to Ms. Rolland was the reading of her own words on the occasion of her retirement from the New York City Corporation Counsel's Office, Family Court Division, in 1992. For the benefit of members who were unable to attend the Supreme Court event, we are reprinting the thought-provoking words Ms. Rolland had shared at a huge retirement party that was held for her at the Merchant's Club on Thomas Street.

I was not looking forward to this event. I have no desire to celebrate the end of the most rewarding period of my professional life. I have no wish to say goodbye to you, my colleagues and friends. I didn't want a fuss.

I have been thinking in recent weeks about what to say to all of you, other than to thank you. First, then, thank you all, for years of working together, of professional and personal communication and respect. It's meant a great deal to me.

Thank you too for the work that you do. We in this room know how important and how difficult our work is: trying to make the process of the law serve the tender, mysterious and wrenching experiences of the family under stress. King Solomon knew how little the principles of judicial fairness have to do with the feelings of all sorts that make people act as families do.

We live in troubled times, and the family registers every shock and every change of those times. The Family Court is charged with solving what the family cannot seem to solve. I am proud to have worked with you all in helping the families of this city, in trying to assist the people, the husbands and wives, children and parents and grandparents who come to our courts for help. They feel caught up in a system, and who can blame them. And I believe that we do our best to restore their sense of human dignity and individual responsibility while we apply the law to their circumstances. That's why our work is invigorating, why it is worth doing, why, for all the sadness we see, it is not unrelievedly depressing. We are doing something about the most important issues in human life, trying to make the society work fairly, giving the law our human dimension.

I think my own career among you is proof of this. My father wanted his first born to be a lawyer - he always called me "Clarence Darrow." Did you know that I was born in "the old country?" I went to school, college, and law school right here. NYU Class of 1929, I'm proud to say. But it was not until I came to the Family Court in 1972 that I found my real vocational calling as a lawyer, putting a lifetime of experiences to work. As an immigrant, a young woman lawyer, a mother and wife and widow and caretaker and community and education volunteer, and now as a senior citizen and grandmother, I am proud to have been working with you to make it work a little better for others.

My work in the Family Court has been the most rewarding experience in my professional life. It has kept me young and engaged in life. Even as I anticipate new challenges and new experiences - and I do! - I realize how precious these years with you have been. I'll miss the work, and I'll miss you. Thank you for your generous friendship, for every day of our working together. And thank you for the fuss. You make me proud to have been a lawyer for the City of New York.

Your Public Speaking Style

By Jezra Kaye

As women, we often blame ourselves for areas of less than stellar performance. Yet, many of the areas in which we struggle to improve do not represent *personal* weaknesses. Often, they are typical of a group that we belong to, and they may actually represent the flip side of an important strength.

Take the example of public speaking styles. My private coaching clients often say things like, "I sometimes ramble," or "People think I sound curt when I don't mean to." What they don't realize (but are glad to learn) is that a tendency to ramble is the flip side of being open to new ideas, or that communicators who don't have this trait can often sound brusque to others. These insights can put your personal foibles in a context that promotes learning and growth - the context of your **public speaking style**.

IT TAKES FOUR

The idea that people can be categorized into four different groups, styles, or types is eons old - remember earth, air, fire, and water? Applying a modern version of this theory can help you better understand your own communications style, and the styles of your communications partners.

Let's start by determining your style, then look at how you can strengthen it.

Guardians: "Just the facts, please."

Guardians are typically people who make society work. Buttoned-down, respectful of tradition, concerned with doing what *should* be done, they can often be found in big, hierarchical organizations. The closer you get to the top of the ladder, the more guardians you'll find, because their ability to make decisions and give (or follow) orders makes them invaluable to organizations.

If you chose to work at a large firm and value its solid history and tradition, you (like 38% of the U.S. population*) may be a Guardian.

Do-Gooders: "I'm here to help."

A smaller group (12% of the U.S. population), Do-Gooders, also known as "idealists," make a big impact through their passion for helping others. If you became a lawyer to help people, you may be a Do-Goooder.

Do-Gooders are values-driven - whatever their values may be - and tend to take every situation personally. They are big-picture thinkers who trust their instincts and can be great diplomats. Unlike Guardians, who are equally male and female, 70% of Do-Gooders are women.

Rationals: "I'll bet there's a better way."

Just 12% of the population, Rationals are well represented in the legal field because of their comfort with intellectual rigors and systems. Independent thinkers, they value competence and love a good debate; they will, in fact, sometimes argue a position they don't believe in just to see if they can win.

Although 70% of Rationals are men, many women lawyers also have this public speaking style. If you got into the law for its intellectual challenge, you may a Rational.

Daredevils: "Actions speak way louder than words."

As the name implies, this group (also known as "Artisans") would rather be fighting forest fires than writing briefs. You will, however, have many of them as clients, because Daredevils are 38% of the U.S. population.

If you are practicing law so that you can save up to sail solo around the world, you may be a Daredevil.

SMALL STEPS, BIG IMPACT

As you've probably gathered, each of the four public speaking styles has its own communication comfort zone - ways of thinking and talking about the world that seem self-evidently right to us. To strengthen your communications skills, you can begin taking small steps that incorporate the world views of *other* public speaking styles into your discussions and presentations.

Here are some places to begin:

If you're a Guardian: Be aware that many of your legal colleagues are "big picture thinkers" who prefer synopses to lists of particulars. As such, they may become impatient with an exhaustive review of the facts that pertain to a particular matter, and wonder when you're going to get to what they consider to be "the meat." Try starting your discussion with a summary or your ultimate point, and then use the details to explain the substance. Alternatively, let them know you'll be getting to the conclusion soon, perhaps by saying, "I want to quickly review the facts, and then we'll discuss the implications."

If you're a Do-Goooder: Since Do-Gooders often take an advocacy role, it's important for you to understand that no other type considers "It will help people!" a "reason" to do anything. Whether you're a big firm partner or work for Legal Aid, your Guardian colleagues will want to know the likely impact of an idea on your institution, and Rationals will evaluate it for originality and effectiveness. It will save you and them frustration if your discussion covers these concerns at the start.

If you're a Rational: Not everyone likes to argue with their own team members. Your Do-Goooder colleagues hate it, and some may pretend they agree with you to cut debate short. Guardians may find debate a waste of time, since they believe that the best solution *should* speak for itself. So, instead of jumping in to argue or defend your position, provide the facts that support it and then stand back and let other people have their say. If you still think your idea is correct once you've heard all the others' comments and objections, offer an example showing why your idea is right, leaving out the part about why their objections are wrong.

If you're a Daredevil: The biggest challenge for a Daredevil communicator, in a field where he or she is in the minority, is to handle large amounts of what will seem to you like "extraneous" talk, since many of the other communications styles treasure discourse at the expense of action. If you're the senior person in a room, try the effective but rarely-used technique of having everyone stand

* All statistical data contained herein is drawn from *MBTI® Manual: A Guide to the Development and Use of the Myers-Briggs Type Indicator®*, Third Edition (Myers, et. al, CPP, Mountain View, CA, 2003.)

The NYWBA Working Parents Committee
is pleased to host a brown bag lunch program

**“Reclaim Your Life
 from Our Crazy Busy World”**

*Feeling pulled in too many directions and never having
 time to focus, relax, and do what you really want?*

Speaker Karin Vibe-Rhymer-Stewart, Ph.D, Founder and President of Daily Mastery, is a time management and organization expert who empowers clients to increase productivity and create their ideal work-life balance. As a small business owner and mother herself, she has personal experience and expertise working with busy working parents. She will explain the "ADD traps" we fall into in today's world, the true cost of distractibility, and provide easy ways to stay focused and get more done in less time.

DATE: Thursday, November 11, 2010
TIME: 12 p.m. - 1 p.m.
WHERE: MetLife's offices, 1095 Avenue of the Americas (at 42nd Street)
RSVP to: Co-Chair Christine Harman at christinemharman@yahoo.com or (201) 704-9109. She and Co-Chair Melanie Chieu look forward to seeing you there.

Mark Your Calendars!

NYWBA and Cornell University's
 New York State School of Industrial
 and Labor Relations (ILR)

present a joint CLE program exploring

Diversity vs. Inclusion in Law Firms

Speakers will include: Lisa Hisae Nishii,
 Assistant Professor - Cornell University,
 ILR School, Department of Human Resource Studies

Date: Thursday, December 9, 2010
Where: Cornell's ILR School,
 16 E. 34th St., 6th Floor, NYC
 (between 5th Ave. & Madison Ave.)
Cost: \$95

*Check NYWBA website (www.nywba.org) for details,
 a complete list of speakers, and to RSVP.*

Public Speaking Continued from Page 6

throughout the meeting. (Sore feet can encourage brevity.) If you're not senior, you can still encourage efficiency by offering to craft a compact agenda, volunteering to be "time-keeper," suggesting that the team adopt written ground rules for participation (no repeated points, no side discussions, etc.), or just posting a sign with the mantra "Be brief, Be bold, Be gone."

IT'S ALL GOOD

As you learn more about your public speaking style, keep in mind that **all four styles are equally "good."** Being aware of your own and others' styles can help you better communicate and make it more likely that you reach a "meeting of the minds" with less frustration and wasted time.

The name of the game in successful public speaking is not becoming more like someone else. It's to become more positively and proactively **yourself** - and to have fun while you're doing it!

Jeza Kaye is a speaker coach and communications consultant who shows women how to highlight their achievements and ask for what they want. To make suggestions for this column or to discuss Jeza's individual speaker coaching services, send a note to jeza@yourownadvocate.com. For more info on public speaking styles, visit her blog at SpeakUpForSuccess.com.

REMINDER

You must be a current, paid-up member for **2010-2011** to continue to receive the NYWBA Newsletter, so be sure to **renew today!**



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Your Website & You: A Beneficial Partnership to Help Build Your Practice

By Valerie S. Wolfman

On October 19, 2010, the Solo and Small Law Firm Committee and the Technology & the Internet for Lawyers Committee co-sponsored a program entitled "Using Your Website to Build Your Practice," designed to enhance attendees' abilities to actively utilize their firms' website to their benefit. The speaker, D.K. Smith, an expert in the field of website marketing and principal of InteractiveBiz.com, provided valuable tips and tools to draw clients to your practice through your website.

You only have seven seconds to grab the attention of potential clients. The appearance of your website really matters - it has to catch viewers' attention and make them want to see more. Start with a headline that speaks to why clients should retain you, and be sure to include a photograph of yourself. Make sure your home page is uncluttered by moving content to other pages. The artwork on your website is the least important element of your page. In general, you should divide your website design budget so you spend two-thirds on a marketer, and one-third for design.

Make sure your website can be readily updated. There are two types of websites - ones that are "static" and ones that utilize a "content management system" ("cms"). You should have a "cms" website. Static websites (sometimes called "brochure ware") cannot be changed once they are created without major effort and a new design. By contrast, "cms" websites can be accessed by the owner, who can use a cms tool to add pages, insert new information, make updates, etc. Cms websites can also be set up to tweet to Twitter.

Be sure to review your site regularly and to update the information on your site periodically to draw in clients. One relatively easy way to add content to cms websites is to download "Word Press," which is as easy to use as Microsoft Word. For a more professional look, hire a developer who uses *Word Press* or another cms tool. If you decide to have someone else work on your website, be sure that you are able to review and approve all content and updates before they are "published" on your site.

"Search engine optimization" is a concept you should be aware of. The web is a giant digital library. To ensure that people searching the web will find your site, you need to focus on the selection of key words that should appear on your website. Using too many key words, or words that don't appropriately describe your services, can hurt your firm's chances of being found by potential clients when they enter a search in Google, Yahoo, etc. looking for an attorney. You do not need to optimize your name: all search engines will find your name. Focus instead on which words will be searched by your target audience, and use those as your key words. Also, work on your "off page optimization," which is a way of getting referrals from other websites.

Issue press releases, and post them on your website. Get noticed by issuing press statements that feature your name and contact info, including especially your "URL" (the Internet

address for your website). These releases could be about one of your cases or a development in the law. Toot your friends' and colleagues' horns as well, and you will be building your own credibility along with that of your colleagues. Be careful what you post on Facebook and Linked-In, however, and never invite a client to "friend" you on Facebook.

Ethical considerations. An ethical issue can arise for attorneys when we consider whether to "blog" about legal issues or to respond to queries received from people who go to your website. Among other concerns, answering legal questions and blogging about legal issues could potentially create an attorney/client relationship, even though you may never have met in person. This may be a risk even if all you do is ask potential clients to log into your website with their name and e-mail address. Also, be sure to comply with any rules about lawyer advertising disclosures that your jurisdiction may require.

Do purchase your own "domain name" - several if you can afford to do so. To see if a domain name is available, go to "www.whois.com," and type in the name you would like to use (e.g., "www.firmname.com" or "www.yourfullname.com"). If you purchase a domain name, only use the suffix ".com," not ".net" or anything else. In testing, it has been found that people do not remember ".net," and sites that use a ".net" suffix actually drive their potential business to websites with similar names that use a ".com" address. Try to have a target market in your domain name, such as "Nassau County Business Lawyer."

Register your domain name with a reputable company. Mr. Smith recommended "www.namecheap.com." If your domain name is already registered with a company with which you are not satisfied, it is possible to switch the domain name to another company by going to your domain and getting the code.

Some miscellaneous tips:

- Do not believe marketers who promise to put your web on page one of Internet searches.
- Stay away from "pay-per-click."
- Go on neighborhood websites (such as NYCbloggers.com) and spend time observing or participating to identify types of legal problems that may be brewing and appropriate for your firm to handle.

This useful and practical program was hosted in the offices of Reitler, Kailas & Rosenblatt, LLC, and NYWBA and the sponsoring Committees thank the firm for its generosity. NYWBA and the NYWBA Foundation Board also thank Mr. Smith for participating in a charity raffle and donating 3 to 5 hours of his time to a member of the audience who agreed to make a \$250 donation to the Foundation.

Valerie S. Wolfman is a solo practitioner in New York City whose practice is mainly concentrated in family law. She speaks French, German and Swiss German (www.valeriewolfman.com).

NYWBA Foundation Breakfast Speaker Series

featuring

Ida Abbott, Esq.

Ida Abbott Consulting

Ida Abbott is an internationally recognized expert on mentoring, leadership and professional development. She is a Fellow of the College of Law Practice Management and a member of the NYWBA Foundation Advisory Council.

At this fundraising breakfast, Ms. Abbott will discuss important leadership lessons for women attorneys and her new book, **Women on Top: The Woman's Guide to Leadership and Power in Law Firms.**

DATE: Tuesday, December 7, 2010
TIME: 8:00 a.m. - 9:30 a.m.
WHERE: Cornell Club, 6 E. 44th St., NYC
COST: \$75*

This event is a wonderful opportunity for professional development. The Foundation is also offering a unique opportunity for law firms to sponsor this event.

To RSVP and for more information, contact Katherine Posner (kposner@condonlaw.com, 212-894-6730)

** NYWBA Foundation is a 501(c)(3) charity; tickets for this event are tax deductible to the extent allowed by law.*

Save the Date!

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and
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DECEMBER 2010

Check NYWBA website calendar for details and to RSVP
(go to www.nywba.org/calendar/calendar.cgi,
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ATTENTION MEMBERS

-- Nominations Committee Notice --

The NYWBA Nominations Committee will be meeting in November and December to consider the slates for the Officer (President, Vice President, Treasurer, Recording Secretary, and Corresponding Secretary), Director, and WBASNY Delegate positions for next year.

The Committee invites you to send an email to Nominations@nywba.org with the names and qualifications of members who should be considered as potential candidates to fill the Officer positions for 2011-2012, Director positions for 2011-2014, and as Delegates to the WBASNY Board of Directors for 2011-2012

NYWBA Survey Needs Your Help!

The **Committee to Advance the Status of Women in the Profession** is preparing the next edition of the **NYWBA Survey of Manhattan Law Firms** and needs volunteers for this urgent project. Volunteers will call 3 to 5 firms to identify the correct person to receive a survey invitation and remind the firms to complete the survey promptly.

The Committee is also seeking assistance to review and make recommendations for updates to the NYWBA website pages dedicated to the NYWBA Survey and other surveys on the status of women lawyers.

If interested, please email your name and contact info to Co-Chairs Brenda Pomerance and Rachel Minter at Survey@nywba.org.



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Current members should send updated address and contact information to ED@nywba.org. This will help us keep you informed about our programs, events and other benefits of membership.

Newsletter and Advertising Information

Submissions must be sent to the Newsletter Committee by the **10th** of the month for publication in the following month's Newsletter. Please submit articles, announcements, upcoming event programming, photos, committee news, member news and ads to newsletter@nywba.org. Submissions should be proofed and cite-checked, and NYWBA retains the usual editorial discretion to omit or edit all contributions. Please send an email to newsletter@nywba.org if you have questions or are interested in joining the Newsletter Committee.

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