

Achieving DIVERSITY IN THE LEGAL PROFESSION

DIVERSITY & THE STATE BAR A View From The Top



BY JAMES O. HEITING
PRESIDENT

Leadership is the foundation of history. Our leaders take us to places and events that are recorded and are the subject of stories and debates for time to come. It is so important when we learn of leaders and the great things they have done that we can relate to them and see ourselves as leaders someday. Growing up, I loved Mickey Mantle, Abraham Lincoln and Mohammed Ali. I was fascinated by the power and prestige of lawyers and judges, senators and legislators.

Whoever our heroes are, we relate to them on many levels and use them to learn and to dream. We step into their shoes in our imaginations, and we fight the fights they fought, and we fight new fights that are our own.

In talking to other governors of the State Bar during the year before my election to the presidency, I learned of the importance and enthusiasm some had for a "pipeline project", to encourage diverse students to a career in the law, and diverse members of the Bar to leadership positions. The more I learned, the more I got excited and after the election, I immediately appointed a Pipeline Task Force to put in place THE model program(s) to do just that. Many groups have had pipeline projects of sorts, but I wanted to put together the best of the best for our Bar. It should be in place by the end of my year and we expect to introduce it, with the great effort of our Task Force volunteers, with Ruthe Ashley as Chair, at the Spring Summit.

When somebody is teaching me, or providing information to me, or moving me onto the "right path", respect and knowledge that they understand what I am about and who they are talking to is of *primary* importance. I must feel that they *understand*. Usually, the more exposure I have to those that are different, the more they become the same...or maybe the more I become the same. In either event, we begin to understand each other. We become blind to our differences and relate to our similarities.

In our society, in our country, we pride ourselves on the diversity of our citizenship. We are made up of all races, creeds, ages, appearances, backgrounds, religions, beliefs. How can we expect our children to live and thrive in this, our world we are forming for them, without diversity in the heroes of their dreams. I want my children to start with the realization that we are all human beings, all struggling for health, love, happiness. I want my children to have heroes of every color and type; and the only way I can have that for my children is if our leadership is as diverse as our citizens. I am happy to report that the State Bar puts diversity at the top of the list of our short and long term goals in its strategic planning.

I look forward to seeing you at the Spring Summit June 2-3, 2006 in San Jose.

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PIPELINE TASK FORCE: IN THE BUSINESS OF REPAIRING LEAKS



BY RUTHE ASHLEY

The United States Supreme Court stated in *Grutter v. Bollinger*, 539 U.S. 306, 332-33 (2003) that “access to legal education (and thus the legal profession) must be inclusive of talented and qualified individuals of every race and ethnicity, so that all members of our heterogeneous society may participate in the educational institutions that provide the training and education necessary to succeed in America.”

In California, people of color constitute fifty-three percent (53%) of the population. In contrast, only seventeen (17%) of our over 200,000 attorneys are attorneys of color. The pipeline for people of color into the legal profession is slowing to a mere trickle and leaks are occurring at all levels. From pre-school through law school, and then through retention and advancement into legal practice, under-represented attorneys are being lost. This leakage has created a crisis across the nation in a legal profession that understands the importance of diversity, and the American Bar Association has recognized this problem and is moving to find solutions.

California, as one of the most diverse states in the nation, has also recognized the crisis: Past President, John Van De Kamp, talked about the importance of opening the pipeline and current President Jim Heiting, created the Pipeline Task Force in October 2005. President Heiting asked me to chair the task force, with a goal of finding what the State Bar could do to ameliorate the crisis.

Our Task Force’s goal is to review the universe of diversity programs already in place across the nation. Following the review of national programs, Task Force members will recommend programs for inclusion in the Pipeline Model Practices list. Program evaluation is based on several factors including **continuity, impact, sustainability and replicability**. The goal is to create an on-line list of model practices that can be easily accessed and replicated by bar associations, law firms, corporations, law schools, the public sector or the courts. Partnerships and collaborations on all parts of the pipeline will be a key component to the success of these model pipeline diversity programs.

The Task Force is divided into four working groups: The education pipeline (Pre-School to grade 20); bar associations and law firms; courts and government sector; and corporate counsel. Task force members include bar association presidents and executive directors, law firm partners, professors, deans, teachers, judges, corporate counsel, chief counsels, and public sector attorneys. The unique aspect of this Task Force is that it addresses the entire pipeline from pre-school to retention and advancement in practice. This is the first time the entire pipeline is working together in a collaborative partnership.

The Task Force is currently reviewing existing programs. Our third meeting will be at the Spring Summit June 2nd and 3rd in San Jose, where the Task Force can get feedback from the attendees of the summit on the proposed Model Practices, as well as input on key issues and initiatives to be addressed by the task force. At this summit, the Courts committee will host a first-ever Judicial Summit for California judges to address the need for increased diversity on the bench. The Task Force is steadily moving towards the unveiling of the first phase of the project at the Annual Meeting October 5th through 8th in Monterey.

California, under President Heiting’s leadership, is leading the way in acting on the issues and problems that face our legal profession. As the *Grutter* court wrote, “access... must be inclusive” and the leadership of America must look like the population of America.

ABA SEEKING CO-SPONSORS FOR DIVERSITY PIPELINE RESOLUTION

The ABA Presidential Advisory Council on Diversity in the Profession has submitted a recommendation “to address significant problems facing minorities with the pipeline to the profession.” Several state, local and minority bar associations have signed on to the recommendation and the Council has requested that others sign on as well.

The recommendation urges bar associations to work to ensure that the bar exams of each state do not have a disparate impact on minority passage rates, to work with the LSAC and law schools to ensure that admissions policies do not have a disparate impact on minority acceptance rates, and to work with elementary and secondary schools to support programs that will increase the readiness of minority applicants for college.

To see the resolution go to <http://www.abanet.org/op/councilondiversity/resolution.pdf>



Back row: Judge Chen, Drucilla Ramey, Brian Sun, Jane Kow, Pat Lee
Front row: John Van de Kamp, Guy Rounsaville, Elaine Lu, Scott Wiley

The State Bar of California presented its 2005 Diversity Awards to Guy Rounsaville (individual attorney category), and to the Southern California Chinese Lawyers Association (bar association category), on Saturday, September 5, 2005, at the San Diego Marriott Hotel. More than 200 people attended and listened as Chief Justice Ronald George spoke eloquently about the importance of diversity in the legal profession and how diversity is necessary for a credible and relevant system of justice.

Magistrate Judge Edward Chen, U.S. District Court in San Francisco, gave the keynote speech, which included a riveting analysis of the tragedy of Hurricane Katrina and its aftermath. Judge Chen noted that, despite ample warnings of the high probability of destructive storm surges and levee breaches, there was a failure at all levels of government to respond properly, not only when the hurricane struck land, but days and weeks after. Judge Chen noted that some have argued that this was a result of racism and indifference towards African-Americans causing the slow response; while others blamed the victims, pointing out that they chose to live there. Regardless of the cause, no one can dispute that the devastating effects of Katrina disproportionately impacted the minority poor, primarily African Americans. Judge Chen concluded with the hope that, as a result of the open debate, issues of racial and social equality will return to the national agenda.

DIVERSITY AWARDS RECEPTION



Guy Rounsaville, Diversity Award winner, with two of his colleagues from Visa International

Guy Rounsaville, the recipient of the individual attorney Diversity Award, is well-known in diversity circles. Co-Founder of the California Minority Attorney Program, Mr. Rounsaville also sits on the board of the Minority Corporate Counsel Association's scholarship committee, providing scholarships to minority law students, as well as mentorship and guidance in the entry to the legal profession. He also serves on the Board of Directors of the Allen Broussard Scholarship Foundation, which assists law students in finding better job opportunities and careers in the legal profession. Finally, he serves on the board of Bay Area Youth Fund, which assists youths completing high school and matriculating to college.

The Southern California Chinese Lawyers Association (SCCLA) was recognized, in the bar association category, for its extraordinary diversity work. SCCLA promotes diversity within its membership, including private attorneys, public interest attorneys, government attorneys, judges, and law students, who speak Vietnamese, Malaysian, Chinese, Korean, Japanese, and Tagalog as second languages.

SCCLA maintains programs targeted for underrepresented minority law students to increase their chances for success in law school and in the profession. SCCLA addresses the issue of retention of women in the profession with its Phoenix Rising Program, which focuses on the unique challenges facing Asian women advocates, including practical exercises for overcoming internal and external obstacles.

SCCLA also offers Scholarships and Fellowships to students from underrepresented groups. Finally SCCLA conducts high school outreach through its Blue Car Project, which is a series of five one-hour lectures taking the students through the various steps of purchasing a car and explaining the various legal concepts involved. The series is then completed with an essay assignment and an interactive discussion between the students and instructors.

The State Bar of California applauds the diversity work of these deserving recipients and considers them outstanding examples of effective advocates of diversity in the legal profession.



John Van de Kamp, SCCLA nominator Brian Sun and SCCLA Chair Elaine Lu, accepting the Diversity Award

MESSAGE FROM THE CHAIRS

While women comprise over 50% of California's population, and almost half of law students, they represent only 33% of the legal profession. Many women opt out of the traditional law firm environment, or out of the practice of law altogether, because of competing demands between work and family life. Others may drop out or open their own firms because of discrimination and unfair employment practices.

Among other tasks, the Committee on Women in the Law (CWIL) is charged with encouraging the entry and advancement of women, with full and equal opportunity, in the legal profession. CWIL began the 2005-06 year with two exciting programs at the Annual Meeting addressing these goals.

The "2005 Face of Sexual Harassment in the Legal Workplace: Management Solutions, Effective Investigations and Ethical Considerations in Workplace and Courtroom Conduct" panel covered the latest developments in work policies on sexual harassment which now include protection for transgender and same-sex employees.

The second panel, "Flexible Work Schedules in Law Firms: Enhancing Profits by Improving Attorney Retention", explored reasons why existing alternate work schedule policies are ineffective and gave examples of best practices to develop and implement policies that improve retention and avoid gender stereotypes.

In September, CWIL presented a "Breaking the Glass Ceiling" panel in San Bernardino, co-sponsored by the San Bernardino County Bar and California Women Lawyers.

As it has done in past years, this year CWIL will present outreach panels of women lawyers sharing their experiences in the practice of law with students at three undergraduate colleges and universities and at nine law schools. These panels are intended to provide a real world perspective of the legal profession. To address pipeline issues, CWIL collaborated with the other Access and Fairness committees to publish a brochure and will create a speakers list and talking points for programs to encourage economically disadvantaged high school students to pursue a legal career.

At the 2006 Annual Meeting, CWIL will present these panels:

CLPD

**DAWN CAPP
CHAIR**



The Committee on Legal Professionals with Disabilities (CLPD) conducted an online poll of California attorneys with disabilities to determine the extent of challenges that face attorneys with disabilities in their quest for employment and commitment to the practice of law. Although Congress passed the Americans with Disabilities Act more than 15 years ago, California legal professionals with disabilities still face a variety of challenges in the job market and in their practice. Of the attorneys that responded to the survey, thirty-four percent had disabilities that were visible, while fifty percent said their disabilities were not

CWIL

**PEARL GONDRELLA MANN
CHAIR**



"Lessons Learned from Wal-Mart: Using Class Action Lawsuits to Successfully Challenge Gender Bias Discrimination", featuring co-counsel Jocelyn Larkin of The Impact Fund, and Irma Herrera, of Equal Rights Advocates. The program will survey the extent of gender bias discrimination in corporate America and provide a model for using class action lawsuits to challenge such discrimination successfully.

"Zen and the Art of Practicing Law: Strategies for Achieving a Balance of Work, Life and Monetary Success" will address strategies for reducing stress, avoiding substance abuse, and creating a balanced lifestyle for the legal professional using flexible work policies, mentoring and rainmaking.

CWIL analyzed the responses that pertained to women from a State Bar online Access and Fairness survey. Some of the results were predictable, but others were surprising. Although many legal employers now have equal opportunity policies to encourage nondiscriminatory hiring and promotion of employees and to prohibit gender discrimination, 45% of the female respondents to the Access and Fairness Survey felt they had been denied equal pay, benefits, promotions, good work assignments or other employment opportunities because of their gender. 94% of those who discussed this denial of employment opportunities or benefits with a supervisor said that the problem was not resolved to their satisfaction.

While the findings of the Access and Fairness Survey are not conclusive and approval of the report is pending, the responses suggest a significant gap between existing policies promoting gender equality and actual practices by employers that lead to unfair treatment and gender discrimination in the workplace. After further study and analysis of the survey data, CWIL plans to offer proposals and strategies specifically addressing the changes necessary to remove all barriers to women lawyers in the legal profession.

apparent to the eye. Sixteen percent were not sure whether their disabilities were visible.

Attorneys with disabilities face several challenges: finding competitive employment, gaining access accommodations to courts and proceedings, and receiving accommodations from opposing attorneys are still sometimes problematic. The Americans with Disabilities Act applies to all such settings, but surprisingly, many attorneys with disabilities still encounter barriers because of their disabilities. Common situations where attorneys reported encountering refusals or resistance to making reasonable accommodations for their disabilities was in their legal employment setting (24% have had that experience) and at court hearings or conferences (21% reported experiencing). Thirteen percent reported opposing counsel/parties refusing or resisting reasonable accommodation and refusal or resistance at non-judicial proceedings. Such problems are not limited to those licensed to practice law. Even students encounter difficulties. Respondents reported difficulties with receiving reasonable accommodations

from law schools (8%), at Bar examinations (7%), and Bar preparation courses (5%).

To address these issues, CLPD recommends the following: law firms must be educated about the advantages of hiring attorneys with disabilities; assistance should be provided to attorneys with disabilities in developing and finding part-time employment or in obtaining accommodations that allow them to be productive in the workplace; the judiciary, attorneys with disabilities and attorneys in general, must be informed about the provisions and procedures under California Court Rule 989.3 and outreach should be increased to spread the word about the

I can hardly believe that it has been three years since I was appointed to the Ethnic Minority Relations Committee (EMRC) of the State Bar. When I first joined the committee, I had just kicked off my new solo employment law practice and believed that the committee's overall mission of eradicating bias and increasing diversity in the legal profession would dovetail nicely with my professional goals and personal interests. As a sole practitioner who was developing an employment law practice focused on training and advising employers on their obligations to comply with equal employment laws, I had a keen interest in working with other lawyers throughout the state who shared the same commitment to achieving those goals within the legal profession. Little did I know what a significant impact serving on the EMRC would have on my developing practice, on helping me build a professional network of likeminded colleagues, and on nourishing my commitment to the cause of diversity within the State Bar.

It's been truly an honor to serve on EMRC these past couple of years and deeply gratifying to have had the opportunity to contribute both to a growing statewide dialogue on diversity and to a number of ground breaking projects on its behalf.

Soon after I joined EMRC, I was asked to address students at Wallenberg High School in San Francisco most of whom were children of minority and working class immigrant parents. Select students at Wallenberg High School participate in a semester long civics course culminating in a moot court competition at the annual American Justice/Street Law Program held at USF Law School, with the objective of building their confidence in public speaking and oral advocacy, while exposing them to law students and the practice of law.

As the opening speaker for this event, I recall expressing my vision that the legal profession and the justice system must be representative of the diverse population of this state and of America in the 21st century. I candidly shared my own struggles on the path to becoming a lawyer in an effort to inspire those who might come from circumstances that mirrored my own. Staring out at the faces of the young people in the audience, I could see the look of surprise on many when I disclosed that I was raised by uneducated working class Chinese immigrant parents in the heart of a predominantly Puerto Rican ghetto in New York City. Given my parents' meager education, limited language and employment skills, and the poverty and racism that we faced, I had to overcome significant hurdles in order to become the first college educated person and lawyer in my family. Through my own example, I tried to illustrate that despite seemingly insurmountable odds that they may now face, they too can attend law school and become successful attorneys, if they set their minds to it. The legal profession and justice system would benefit hugely from their life experiences and future participation.

Bar Examination rules that require reasonable accommodations during examinations.

Though great strides have been made in creating greater access to the legal profession for persons with disabilities, we as a legal community still have room to improve. As advocates of the law, it is our ethical duty to honor and uphold one of the greatest civil rights acts in the history of our nation – The Americans with Disabilities Act. The survey report is available online through CLPD's website, accessible via www.calbar.org (>Attorney Resources>Committees & Commissions>Access & Fairness Committees>Legal Professionals with Disabilities).

EMRC



JANE KOW
CHAIR

Shortly after this, EMRC's high school working group began to collaborate with members of the other Access & Fairness Committees to develop a brochure targeting high school students of minority and diverse backgrounds, entitled, "So You Want To Be A Lawyer," which provides a roadmap to law school and becoming an attorney, soon to be distributed to high schools throughout California. This year, the high school working group is producing a DVD for dissemination to high school students which will showcase diverse members of the bar and the spectrum of career opportunities for those with a law degree, to inspire them to consider pursuing law school and to assure them that there is a place for them in this profession should they choose this path.

Over the past two years, committee members have addressed issues of bias in the profession in various venues as panelists and moderators at programs held at law schools, national minority law student conferences, California State Bar annual meetings, Judicial Council of California conferences, American Bar Association and the Bar Association of San Francisco MCLE programs. EMRC has developed elimination of bias programs for the State Bar annual meeting, that have included thought provoking discussions about combating bias in the legal profession, and from those sessions produced a companion DVD, entitled, "Making it: The Road to Success for Minority Attorneys Definitive Training For Real Life Situations."

Of course much more work must still be done to ensure that all members of our profession are provided with equal opportunities within the legal profession. As we all know, despite the majority minority make up of the state's population, minorities still comprise a mere 17% of the legal profession in California. The recent State Bar survey on the experiences of minorities, women, seniors and gays, lesbians, bisexuals and transgender attorneys reveals aspects of the entrenched nature of bias in the profession and the deleterious effect it has had on the ability of minority and diverse attorneys to gain entry into the profession and succeed within it.

My own experiences growing up as an "outsider" and a "minority within a minority community," have taught me the value of embracing diversity and the incredible toll of intolerance on those individuals who are deemed "different" in American society. As an attorney, I have always believed that the legal profession must take the lead in affecting such social change and that we each have a responsibility towards that end.

MESSAGE FROM THE CHAIRS

It is a well-recognized fact that the longevity of attorneys practicing law has increased significantly and, as a result, the Committee on Senior Lawyers (CSL) has broadened the scope of its study and analysis of issues relating to Senior Lawyers. This longevity caused CSL to focus on issues that have not been given much attention by the State Bar. To address these issues CSL has established nine subcommittees and has assigned at least two of its members to each of these subcommittees.

As an example, one of the subcommittees of CSL deals with the subject of maintaining good health and reducing stress, and includes an individual who is a practicing lawyer and physician. CSL has another subcommittee looking into "Of Counsel" relationships, with an eye towards providing information to senior lawyers, who want to scale back their practice: the subcommittee hopes to make recommendations about what opportunities may exist for senior attorneys and what type of arrangements they might negotiate with a firm. CSL sponsors a panel on "Tactics for Experienced Attorneys Seeking Employment" every year at the State Bar Annual Meeting. CSL also has a subcommittee looking into employment discrimination based on age.

There is a subcommittee on financial planning that deals with insurance needs and retirement income. The subcommittee on educational needs works at identifying opportunities for Senior Lawyers to keep up with technology advances, like working with computers. There is a subcommittee on how Senior Lawyers can cope with sudden illness or disability and the impact of that on their law practice. CSL sponsors a panel on "Strategies on Closing or Selling a Law Practice" each year at the State Bar Annual Meeting. This subcommittee is also looking into how to measure or evaluate a Senior Lawyer's physical or mental capability as it relates to his or her competence to continue the practice of law and effectively represent a client.

CSOGID

BETH COLLINS-BURGARD
ROBERT RANCOURT
(not pictured)
CO-CHAIRS



Why volunteer for the State Bar? Many people have asked us this question over the years. We volunteer for the special opportunity to work to improve our community, the unique chance to learn about the State Bar and substantive issues facing the legal profession, and for professional growth. We also have learned about and tackled issues facing California lawyers and State Bar constituencies. We, and sometimes our clients, have benefited from us knowing lawyers and other professionals who are generous individuals, interested in working to improve their communities. Giving something back to the profession and to the community helps to sustain them both.

We have chosen to volunteer for the Committee on Sexual Orientation and Gender Identity Discrimination ("CSOGID"), one of the State Bar's five Access and Fairness Committees and have served on the committee for the last four to five years. The Access and Fairness Committees have initiated many programs to assist lawyers and constituents, foster diversity in the profession, and improve legal education. Specifically, our committee is developing a collection of "best practices" for employers regarding lesbian, gay, bisexual, and transgender ("LGBT") issues. We hosted the first MCLE Elimination of Bias session at a State Bar meeting addressing transgender issues, a program called "Transgender Legal Issues: What Practitioners

CSL



BENJAMIN B. SALVATY
CHAIR

CSL has a subcommittee on identifying and disseminating pro bono opportunities for those Senior Lawyers that wish to maintain an active practice of law but restrict it to pro bono matters. This subcommittee is comprised of two emeritus attorneys. (Emeritus Attorneys are attorneys who have met specific State Bar requirements and do pro bono legal work through qualified legal services programs. There are approximately eighty attorneys in this classification within the State Bar.)

Last but hardly least, CSL has a subcommittee studying the causes of disciplinary actions against Senior Lawyers. A preliminary analysis by CSL has indicated that more than half of the disciplinary actions taken by the State Bar are against attorneys who are 50 years or older. CSL's subcommittee is studying whether these actions are due to age or to some other cause.

CSL is comprised of 15 lawyers, male and female, who are at least 55 years old. The composition of the committee is fairly evenly divided geographically. CSL is recruiting new members for next year's committee, whose tenure will begin on the last day of the State Bar Annual Meeting in October, 2006. Anyone wishing to apply for membership should contact Rodney Low of the State Bar staff at (415) 538-2219 or at Rodney.low@calbar.ca.gov for an application.

"Need to Know", and have continued to provide transgender MCLE programming at State Bar annual meetings ever since. A program at last year's annual meeting was entitled "A Criminal Defense Perspective: How Discrimination and Bias Impact Defendants and Their Attorneys". We also have developed and sponsored MCLE programs about domestic partnerships and published and updated brochures regarding the impact of domestic partnership legislation. Finally, we have collaborated with other Access and Fairness Committees to create a brochure for high school students called "Want to Be a Lawyer?" This brochure will be distributed by panels of attorneys who will visit high schools to talk about their careers and the steps that they took to become attorneys, and to encourage students to consider the law as a career.

There are many different committees in the State Bar in need of volunteers. Each year approximately 150 members are selected and appointed by the Board of Governors to serve on 44 different sections and committees: there are 16 section executive committees, 15 standing committees (which include Access and Fairness Committees), and 13 other special committees, boards, and commissions. Many of these committees lack much needed diversity. If you come from an unrepresented geographic area, practice area, racial or ethnic background, or you are LGBT, have a disability, or are a woman, we encourage you to get involved. In short, there are many benefits from serving on a State Bar committee, whether in the area of substantive law, procedural practice areas or diversity in the profession. If you come from an underrepresented group, the State Bar needs you. If you are unsure how to proceed, look for the workshops hosted by the Access and Fairness Committees that can help you with the application process. Visit <http://calbar.ca.gov/attorneyresources/committeesand-commissions> to find out more information. No matter what your interest, the State Bar likely has a place for you to serve!

Starting an Alternative Dispute Resolution Practice: What Was I Thinking?



BY YOLANDA JACKSON, ESQ.

I was thinking I would learn a lot and that I would have a successful practice one day. Well, the good news is my thinking was correct; however the road getting there was very different than I thought it would be. I was thinking that my unique skill set, developed over 22 years, would be enough for me to succeed. Maybe I was thinking that the ADR community could benefit from more women of color assisting parties, many of whom might have greater faith in the process if they see more neutrals that look like them. Or maybe I was simply thinking that after many years of being an advocate in the adversarial process of litigation that I was ready to help refine and grow the ADR industry. Whatever I was thinking, it did not prepare me for the real awakening I faced in going down the path of starting a business in a practice area that is dominated by retired judges.

Experience and Skill Are Not Enough

I believed and continue to believe that, because I have been evaluating, analyzing and settling disputes and insurance claims since 1984 and litigating cases since 1995, I have a solid background and extensive experience in case resolution and litigation. I have been involved in resolving literally thousands of cases. My friends and colleagues and I, thought that with my experience in case resolution, a background working with insurance companies, experience litigating both plaintiff and defense cases and an ability to bring diverse personalities together, my business would take off rather quickly. As it turned out, experience alone was not enough.

Knowing A Lot of Lawyers is not Enough

The truth is experience, knowledge and colleagues alone are not enough to build a successful ADR practice. I had to build my marketing strategy around target client building, but

also around getting to know other ADR neutrals and adding to my skills. When I first started, my marketing strategy was to send out correspondence and marketing materials to many colleagues (over 150 attorneys and insurance personnel). I thought the business would begin to roll in. It did not. I learned that people in the ADR field needed to get to know me, know my capabilities, see my face and come to trust me. This can happen in ADR courses and seminars you where you ask questions and give your opinion. People will begin to talk about you...in a positive way. Herein begins the marketing process. This may seem a bit strange because you think that other ADR neutrals will not be your clients...WRONG! They are a great source of referrals and new ideas and techniques in the industry.

What I Learned About Marketing

I quickly learned that getting printed materials, doing mailers and advertising in the traditional sense would not be the focus of my marketing efforts. In fact, I had to spend most of my marketing time doing the following: conducting pro-bono mediations, getting training in effective technique, volunteering on ADR panels, volunteering on four boards/committees, attending industry conferences and seminars, volunteering as a panelist and writing articles for publication. These activities gave me experience and expanded my circle. I found a mentor; a mentor can be of the opposite sex and a different cultural background. I learned to sell myself: this is often quite difficult for women and people of color; we tend to be too humble. I learned to bank the humbleness for another part of my life and to sell myself with confidence. I also learned that I could always improve and grow in the practice of mediation, and while doing so, build a reputation within the industry.

THE HONORABLE WENDY LINDLEY, OF THE ORANGE COUNTY SUPERIOR COURT, NAMED 2006 JOAN DEMPSEY KLEIN DISTINGUISHED JURIST BY THE CALIFORNIA WOMEN LAWYERS

California Women Lawyers, the statewide women's bar association dedicated to improving the status of women in the legal profession, announced that Judge Wendy Lindley of the Orange County Superior Court was selected as this year's recipient of the Joan Dempsey Klein Distinguished Jurist Award. The Award is named in honor of Presiding Justice Joan Dempsey Klein of the Second District Court of Appeal, Division Three, the award's first recipient.

Recipients of the award are chosen for their judicial excellence and for long-term, vigorous service and inspiration to California's women lawyers. Judge Lindley was appointed in 1994 to the Orange County Municipal Court and was elevated to the Superior Court in 1998.

Judge Lindley currently presides over the Adult Drug Court and the Co-Occurring Disorders Drug Court, as well as the Homeless Outreach Court, all of which she has played a crucial role in establishing. Judge Lindley is also serving as Co-Chair of the Orange County Community Court Project: her experiences as a Drug Court Judge have positioned her to advocate for a court facility that will unite and house various social services providers and agency representatives.

Before her appointment to the bench in 1994, Judge Lindley served as a Deputy District Attorney in Madera and Orange Counties. In Orange County she developed and managed the first Domestic Violence Prosecution Unit for the District Attorney. While she was with the Madera County District Attorney's office, she also wrote and was awarded a Department of Justice grant for victims of domestic violence in Madera County. She also lectured on Domestic Violence throughout California, while a DA.

Judge Lindley received the award at CWL's 18th annual Southern California Judicial Reception on May 19, 2006.



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NEWS & EVENTS

June 13, 2006, 6:00 - 8 p.m.

BASF and the Barristers Club reception for minorities working in the legal community

June 22-23, 2006

National Conference for the Minority Lawyer, Philadelphia

August 11-12, 2006

The 2006 Bay Area Diversity Career Fair, Bar Association of San Francisco (BASF)

August 30-September 2, 2006

Hispanic National Bar Association (HNBA) 2006 Annual Convention San Francisco

October 5-8, 2006

The State Bar of California 2006 Annual Meeting, Monterey

November 2-5, 2006

ABA Council on Racial & Ethnic Justice, 3rd National Conference, New Orleans

November 9-12, 2006

18th Annual NAPABA Convention, Philadelphia

December 2, 2006

Charles Houston Bar Association Annual Gala Dinner and Installation of Officers

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