



Voices & Views



A NEWSLETTER FROM THE PENNSYLVANIA BAR ASSOCIATION • COMMISSION ON WOMEN IN THE PROFESSION

WIP 24th Annual Conference in Pittsburgh to Highlight “Lessons Learned from the Women’s Movement”

The PBA Commission of Women in the Profession (WIP) has an exciting agenda planned for its 24th Annual Conference on Thursday, May 11, 2017 at the Omni William Penn Hotel in Pittsburgh. The WIP Annual Conference, held in conjunction with the PBA Annual Meeting, will explore the lessons learned from the women’s movement.

The day will begin with a WIP business and breakfast meeting, followed by the morning session, “History of the Women’s Movement.” Professors Jessie Ramey of Chatham University, Lisa Tetrault of Carnegie Mellon University and Patricia Ulbrich of the University of Pittsburgh will discuss the significant aspects of the women’s movement, including the Suffragette Movement, the Second Wave and Current Trends and Developments. This session offers 2.5 substantive CLE credits.

Thursday, May 11, 2017
Omni William Penn Hotel
Pittsburgh
 Held in conjunction with the
PBA Annual Meeting



The keynote lunch speaker is Lilly Ledbetter, a nationally-recognized, ground-breaking employment discrimination plaintiff and co-author of *Grace and Grit: My Fight for Equal Pay and Fairness at Goodyear and Beyond*.



Lilly Ledbetter
Featured Keynote Speaker

During the luncheon, the commission will present the prestigious Anne X. Alpern Award to Deborah Epstein Henry, the Lynette Norton Award to Victoria S. Madden, and the WIP Award for the Promotion of Women in the Law to the law firm of Cozen O’Connor.

In the afternoon session, “Key Cases in

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WIP 24th Annual Conference

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the Women's Movement," author Gillian Thomas will present and moderate a panel that includes members of the



Gillian Thomas

judiciary and bar. This panel will explore three themes — stereotyping, pregnancy and motherhood, and sexual harassment — featured in Thomas'

book, *Because of Sex: One Law, Ten Cases and Fifty Years that Changed American Women's Lives at Work*. This session offers two substantive CLE credits.

Attendees are encouraged to bring along their own copies of Gillian's book. You may pre-order a book for \$21 when you register for the conference. Pre-payment is required and

payments will not be accepted on site. Books will be distributed the day of the program.

The PBA David M. Rosenblum GLBT Public Policy Award will be presented at a reception jointly sponsored by the Civil and Equal Rights Committee, GLBT Rights Committee, Minority Bar Committee, Commission on Women in the Profession, Senior Lawyers Committee, Solo and Small Firm Section and the Pennsylvania Bar Foundation.

The WIP Annual Conference registration fee is \$165 for PBA members; \$225 for non-PBA member attorneys; and \$50 for law students. The registration fee includes breakfast, WIP annual luncheon, reception and access to WIP CLE sessions. **CLE credits are included in your registration fee.**

The PBA Annual Meeting brochure and registration form are available [here](#). Register [online](#). To make hotel reservations, call (412) 281-7100 or register online [here](#).

Cozen O'Connor to receive award for the promotion of women in the law

The PBA Commission on Women in the Profession will present Cozen O'Connor with its inaugural Promotion of Women in the Law at its 24th Annual Conference, May 11, at the Omni William Penn Hotel, Pittsburgh.

This award was created this year to honor Pennsylvania law firms and solo practitioners, corporate law departments and other organizations providing legal services that have instituted programs or initiatives that help women lawyers continue and advance in their careers while maintaining a work/life balance.

Since the 1990s, Cozen O'Connor's Women's Initiative Network, complemented by its diversity and inclusion efforts and mentoring program, has made strides in retaining and advancing women in the practice of law. Women have constituted on average 42 percent of all attorney hires at the firm and 41 percent of women attorneys have been with the firm for five years or more. The Women's Initiative Network, which focuses on mentorship, networking, business development and education, holds activities throughout the year, including lunchtime learning sessions, mentor circles, client events, and sponsorship and charity opportunities. Cozen O'Connor also offers reduced-regular and part-time scheduling, backup childcare, and employee health and wellness programs.

In 2015 and 2016, Cozen O'Connor was recognized by Law360 on its Top 100 Law Firms for Women lists. The firm is routinely cited in The American Lawyer's Mid-Level Associate Satisfaction Survey.



The PBA Commission on Women in the Profession Public Service Committee will collect monetary donations for The Women and Girls Foundation in Pittsburgh. WGF promotes social change by addressing fundamental social inequalities and raising awareness of these inequities to the media, voters, legislators and corporate and non-profit decision-makers. By serving as an independent and clear voice, the foundation strives to bring together women and men in our region to work together to find solutions to

create sustained equity for all of its citizens. WGF empowers its donors to invest their dollars strategically and collaboratively to support women's and girls' efforts. WGF makes strategic investments, through grant awards, to regional non-profits to support systemic change initiatives at the state and local levels focused at developing more equitable public and corporate policies to ensure women and girls can realize their full potential.

WIP to honor Deborah Epstein Henry with Anne X. Alpern Award

The Alpern Award is presented annually to a female lawyer or judge who demonstrates excellence in the legal profession and who makes a significant professional impact on women in the law. Established in 1994, the award was named for Anne X. Alpern, Pennsylvania's attorney general in 1959 and the first woman state attorney general in the nation.

The PBA Commission on Women in the Profession will present its annual Anne X. Alpern Award to Deborah Epstein Henry, a recognized expert, consultant and public speaker on women, careers and the legal profession during its 24th annual conference, "Lessons Learned from the Women's Movement," May 11, at the Omni William Penn Hotel, Pittsburgh.

Since the late 1990s, Henry has traveled the world and spoken to thousands of women, lawyers and other professionals to help improve the trajectory of their careers and make their workplaces more hospitable for everyone. Her international work includes multiple engagements in The Hague, as well as in Paris at the French Senate and in London, Vienna and other cities abroad. She began her legal advocacy roots in Philadelphia, where she developed a women lawyer's network to provide support and resources. Henry's work has been featured in a wide range of news outlets, including *The New York Times*, NBC Nightly News, *The Wall Street Journal*, National Public Radio, *The American Lawyer* and many more.



Deborah Epstein

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Victoria S. Madden to receive Lynette Norton Award

The Norton Award was created in memory of Lynette Norton, a founding member of the PBA Commission on Women in the Profession who died in 2002. Norton was an advocate for young women in the legal profession and worked to promote literacy and women's rights. The award is designed to recognize and encourage female attorneys who excel in litigation skills and who are devoted to mentoring female lawyers.

The Pennsylvania Bar Association (PBA) Commission on Women in the Profession will present its annual Lynette Norton Award to Victoria S. Madden, chief counsel for the Department of the Auditor General in Harrisburg.

An awards ceremony honoring Madden will be held during the commission's 24th annual conference, "Lessons Learned from the Women's Movement," May 11, at the Omni William Penn Hotel, Pittsburgh.

Throughout her more than 20 years of public service with the Department of Corrections, Office of Attorney General, Board of Probation and Parole, and Department of Auditor General, Madden has handled a wide range of cases. Most notably, she achieved defense verdicts while representing the Department of Corrections in an excessive use of force class action matter arising out of a prison riot in Coal Township and in a matter involving the Office of Attorney General Drug Task Force. Madden most recently was involved in the National Collegiate Athletic Association suit against the Commonwealth of Pennsylvania, including the Pennsylvania Auditor General.



Victoria S. Madden

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Deborah Epstein Henry

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After practicing as a litigator at Schnader Harrison Segal & Lewis LLP, in 1999, Henry founded Flex-Time Lawyers LLC to provide consulting, training and speaking services. In 2006, she conceived of the Best Law Firms for Women initiative, a national survey she subsequently developed with *Working Mother* to annually select the top 50 law firms for women and report on industry trends. Henry ran the Best Law Firms for Women initiative with *Working Mother* for a decade. By 2008, her public speaking, press exposure and advocacy enabled her to build a network that she began with six lawyers in Philadelphia to a national network of over 10,000 lawyers. From there, she and two colleagues co-founded a second company, Bliss Lawyers, that

employs lawyers to work on “secondments,” or temporary engagements for in-house legal department and law firm clients. Bliss has expanded to also handle temporary to permanent and direct hire placements, and the company has lawyers employed for clients from New York to California.

Henry has also written two ABA-published best-selling books, *Law & Reorder: Legal Industry Solutions for Restructure, Retention, Promotion & Work/Life Balance* (author, 2010) and *Finding Bliss: Innovative Legal Models for Happy Clients & Happy Lawyers* (co-author, 2015). She writes and speaks extensively on a wide range of issues with respect to women, careers and the legal profession.

An active member of the legal community, Henry regularly donates her time to women lawyers in Pennsylvania and beyond via speaking

engagements with bar associations and other nonprofits. She is a liaison to the American Bar Association Commission on Women and a member of the New York City Bar Committee to Enhance Diversity in the Profession. Outside of the profession, Henry is a member of the Forum of Executive Women where she co-chairs the annual Leadership Symposium and serves on its Membership Committee. She is also a senior advisor to the Center for Talent Innovation. Her efforts have been recognized with the Women of Distinction and 40 Under 40 awards from the *Philadelphia Business Journal*.

Henry received a B.A. in psychology from Yale University and a J.D., *cum laude*, from Brooklyn Law School. She served as a federal law clerk to Judge Jacob Mishler in the U.S. District Court for the Eastern District of New York.

Victoria S. Madden

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In addition to being an accomplished litigator, Madden is dedicated to improving the profession through the mentoring of attorneys, especially women, through her bar association work, as well as within state government. She is currently a member of the PBA Commission on Women in the Profession Executive Council and co-chair of its Legislative Committee. Madden is also a member and former chair of the PBA Committee on Corrections, Government Lawyers Committee, Civil & Equal Rights

Committee, Appellate Advocacy Committee, Alternative Dispute Resolution Committee and Quality of Life/Balance Committee. In addition, she is a member of the Dauphin County Bar Association.

Madden completed the Leadership Development Institute for Women in Government in 1999 and received the YWCA Women of Excellence Award in 2013 for her contributions to the workplace and community.

In service to her community, Madden’s pro bono experience consists of: mediations for the U.S. District Court for the Middle District of Pennsylvania and the Office of General Counsel’s

Mediation Program, and participation in the Legal Clinic of Dauphin County YWCA for protection from abuse orders and the Dauphin County Bar Association Law Clinic.

Madden holds degrees from the University of Delaware and Widener University School of Law.



How to get the most out of your law firm marketing team

By Gina F. Rubel, Esq.

There are many ways to approach the execution of law firm marketing. Some lawyers take an ad hoc approach and do what I call, “throw darts blindfolded in the dark.” This is not an approach I recommend. Other law firms have in-house legal marketing professionals who oversee business development, marketing and public relations. Still others outsource legal marketing to an agency that understands the nuances of law firm marketing. No matter your firm’s approach, it is important to understand how to get the most out of your law firm marketing partners.

Working with your law firm’s in-house marketing pros

Since I’m not an in-house marketer, I reached out to some of my colleagues for their input.

“Understand your marketing goals,” was the first thing that Jim Jarrell, director of marketing and practice development for Stark & Stark, advised.

“Whether that means increasing your billable hours, the breadth and depth of your client roster, or building your personal brand, lawyers must have quantifiable and measurable goals. Identifying these goals helps define what the picture of success looks like, which can inform your strategic choices and plan of action.”

Tricia M. Lilley, chief marketing officer of Fox Rothschild LLP, said, “Attorneys should get to know what their in-house team can offer. Take the time to identify who your firm’s marketing professionals are and how they can help you. Don’t take what is close and convenient for granted. Don’t assume that sage advice, guidance, strategy, direction and coaching can only come from outside the firm.”

“The best way for a lawyer to work with their in-house marketing team is to bring us into the process as early as possible,” said Andrew Laver, business development manager, McCarter & English LLP. “Whether you’re prepar-

ing for a lunch meeting, replying to an RFP or considering cross-selling a client within your firm,” he said, “the more information we can provide, the better situated you will be to make the ask of the client. Attorneys are our clients, and we want them to succeed, so including us in the process is integral to reaching the mutual goal of success.”

Jarrell agrees and adds that attorneys should take

the opportunity to seek input from the in-house marketing team. He said, find out how other successful lawyers have marketed their practice. “Your in-house marketing team is probably cross-functional and working with virtually every attorney – they know what’s going on and can be valuable connectors to help you achieve your goals. Leverage that to your advantage.”

Lilly also advised attorneys to “discover what expertise the in-house team has.” She urges attorneys to “find out if the in-house marketers are strategic thinkers who can help to grow your practice, excellent wordsmiths who can craft collateral or a bio that will capture the curiosity of in-house counsel, or strategic planners who can conceptualize and execute memorable programs that will increase your referral business.” She went on to advise attorneys to educate the marketing team, whenever possible, on the unique selling points of their practice areas.

The marketers have only as much information as is shared with them. For example, if the lawyer wants to grow her maritime clients, it is helpful for the marketers to understand the attorney’s experience in maritime law, the ben-

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Your law firm marketing team

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efits of using that particular attorney, the competition, and how the attorney (and the firm) can be differentiated in a new business pitch. Lilley said, “Constant contact is key: Let the marketers know of trial victories, deal closings, hot prospects, new board seats, legal trends, etc., so they are fluent in your practice and your new opportunities.” In fact, she said, “when we are in the loop on legal trends and issues, we can also help the attorneys to secure bylined article placements, speaking engagements and media mentions.”

Most importantly, Lilley said, “Be someone that people want to help, that they’re looking out for, that they think of when opportunities arise.” That means, respect the marketing team – they are professionals just like the attorneys and should never be underestimated or undervalued.

How to work effectively with a legal marketing agency

Working with a legal marketing agency that does not have a daily presence in your law firm requires regular and ongoing communication. It also requires a more concerted effort from the lawyers to communicate with the marketing agency. Rest assured, no agency can effectuate marketing strategies and tactics (nor should they) without the input and consent of the lawyers they are marketing.

Ask your legal marketing agency to host regular marketing conference calls or meetings. These should take place frequently early on in the relationship (weekly or bi-weekly) and should then be monthly or bi-monthly once the agency and attorneys have an established relationship.

Request that the marketers educate you on all the terms and tools with which you and the other lawyers may not be familiar. For example, if the agency provides your law firm with Google Analytics reports from your website and they don’t provide an executive summary, then request that the agency educates you on what the reports actually mean and how the agency will use the reports for data-driven marketing.

Set up a calendar item to remind yourself to communicate news opportunities to your marketing team. It’s important that your legal marketing agency knows what’s happening and when, such as board appointments, CLE presentations, anticipated outcomes of high profile litigation, media coverage and quotes, philanthropic endeavors, sponsorship advertisements, etc.

If the agency handles your blog and other content marketing, be sure to respond to them in a timely fashion with content feedback or approvals. No agency should be permitted (or expected) to post content such as blogs, articles, web content, etc., without an attorney’s review and consent. Remember, there are rules of professional responsibility that guide legal marketing efforts.

Most importantly, remember that no matter what a legal marketing agency does successfully, the law firm still is responsible for the relationships it creates and maintains with clients and prospects. This means that the law firm must maintain up-to-date contacts in a centralized manner, respond to online queries immediately, follow up with website queries within 24 hours, return telephone calls within one business day, and develop and maintain positive relationships. After all, legal services are a relationship business.

Getting the most out of legal marketing

Jarrell summed it up by saying, “We know that marketing takes time and is non-billable, both of which can be dirty words, but lawyers cannot let that dictate whether marketing becomes part of their discipline.” He said, “Use your marketing team to help you stay on top of efforts. Give them the power to hold your feet to the fire, to follow up to ask if you’ve scheduled that lunch you said you were going to schedule, or whether you’ve sent that follow-up email from the networking event.”

All legal marketers, no matter whether they are in-house or consulting, understand that legal marketing often is seen as an annoyance and that marketers can be considered nags. Jarrell said, “It’s important for lawyers to accept that the reminders can also be helpful ... and eventually, it becomes an integral part of your discipline, then voila, you’re a marketer yourself.”

“The truth is,” Jarrell said, “for most attorneys, marketing is not fun or easy – if it were, everyone would do it and nobody would be asking how. But take advantage of the resources you have and make good use of your marketing team.”

I concur.



Gina F. Rubel is an integrated marketing and public relations expert with a niche in legal marketing. The owner of Furia Rubel Communications, Gina and her agency have won national awards for law firm marketing, public relations, websites

and strategic plans. She maintains a blog at www.ThePRLawyer.com, is a contributor to The Legal Intelligence, Avvo Lawyermomics and The Huffington Post. You can find her on LinkedIn at www.linkedin.com/in/ginafuriarubel or follow her on Twitter at <http://twitter.com/ginarubel>. For more information, go to www.FuriaRubel.com.

The 1, 2, 3 of a successful estate planning law firm and why I failed

By Wendy Witt

I'm an estate planning attorney, and I get it. We all want more highly qualified, well-paying clients right now.

In college and law school, I just wanted to help people, and those who focused on business and making money were greedy. I was going to save the world. Upon my graduation, my favorite law professor said, "Wendy, call me if you give all of your money away."

Of course, I laughed, gave him a hug, and walked into the world only to discover, as you might imagine, that everything – even helping people, even practicing law – is a business.

The good news for estate planning attorneys – even those with idealistic goals – is that it is possible to help people, have fun and prosper financially all at the same time. And, I love that we can get more highly qualified clients without feeling as though we're selling our souls.

I'll show you how. Here's where you start: This is the 1, 2, 3 of a successful estate planning law firm.

Step #1: Identify your ideal lifestyle and ideal law firm

"The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle." —Steve Jobs

What does your ideal workday look like? What could you do for months or years on end and not get bored? Where do you work? What hours do you work? Do you drive an RV around the state, meeting clients where they are? Do you practice virtually? Do you take summers off? How much time do you spend with your spouse, kids and

grandkids? Hobbies? Health? Self care? Friends? Community service?

Go ahead and put some time into thinking about what you really want. After all, why market and build a law practice – and a life – you don't want?

I did that and failed. Not only was the firm not successful, I had the pleasure of paying more than \$10,000 for working for myself for a year. I created a law firm without enough thought as to how I wanted to live my life, just to get myself out of a job I hated. I did what I thought every other lawyer did. I put out a shingle. It cost me a bundle and made me feel like a failure.

The only way to succeed is to, first, identify your ideal lifestyle and then create your law practice around your life. Are you asking what any of this has to do with marketing and business building? If you are, that's okay, I can take it and I'll explain:

- Potential clients and referral sources will know whether you love your law practice and your life or not. If you are overwhelmed, resentful, feeling stuck, or wish you were somewhere else, they'll know – and no marketing plan, even one incorporating my sage advice, will change that.
- Attorneys, who are passionate about what they do and have a full and balanced life, are attractive and happy. They attract both people and money. Your ideal law practice, supported by the right marketing plan, will get you all the highly qualified, well-paying clients you want.



Hate your practice and how it affects your life? Wish it were something different? Change it. Make it your own.

Step #2: Niche It – Pick what you love and do only that

"If you are what you should be, you will set the whole world on fire."

—St. Catherine of Siena

No one can be good at everything. I know how hard it is to keep up just with estate planning. And, how do you explain to prospects that you're good at everything from adoption to zoning (with a straight face)? You can't.

- But, niching is more than being competent; it's about being seen as an expert.
- It may seem counter-intuitive, but the – smaller your niche, the more clients you will have and the higher the fees you'll command.
- For example, you could be the go-to lawyer for small businesses, family businesses, families with young children, or asset protection for doctors. Pick something that makes your heart sing. Mushy, yes; good advice, yes.

If you're just an estate planning attorney, prospective clients don't know who you help, how you help, or the results you get. They think you just serve rich people.

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1, 2, 3 of a successful estate planning law firm

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Step #3: Identify your ideal client

"Who do you love?" –George Thorogood & the Destroyers

Identify who you love working with and direct all marketing efforts to that one client only.

- Who do you love working with? Picture that ideal client and identify him or her by service provided, gender, age, race, religion, household income, level of education, number of children, marital status, shopping habits, political affiliations, fears, goals, problems and personality.
- Then, direct ALL of your marketing to your ideal client.

Marketing is simply you having a conversation with that one client, your ideal client. This doesn't mean that you won't accept other clients; it just means that you market to your ideal client only. When you do, your ideal client will know that you are there to serve her. And, you'll be easy to find.

Finding success with your estate planning law firm

Once I implemented these factors into my life and my estate planning practice, a better life and financial success came. It's a natural result. I was a lot happier and my life and checkbook reflected my thoughts and vision – yours will too. I'd love to help get you there.



Wendy Witte, Wendy Witt International LLC in Pittsburgh, is a legal marketing consultant exclusively for estate planning attorneys.
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An interview with Justice Debra McCloskey Todd

By Karen Grethlein

I was recently fortunate enough to sit down with Justice Debra McCloskey Todd of the Pennsylvania Supreme Court. Over a casual lunch of pizza on a cloudy day in Harrisburg, we hunkered down to talk about the state of our world, the legal profession, and the justice's impressive career trajectory, which resulted in her election to the highest court in the Commonwealth of Pennsylvania.

Justice Todd is only the second woman to be elected to the Pennsylvania Supreme Court in its nearly 300-year history. Lest you think times have changed significantly, I'll point out that Pennsylvania's Congressional Delegation has zero women representing the commonwealth and the state has yet to elect a female governor. This absence of women in higher office serves only to emphasize the exceptional accomplishments and fortitude of women like Justice Todd, recent Supreme Court addition, Justice Christine Donahue, and gubernatorial appointee, Justice Sallie Updyke Mundy, as they strive to serve the citizens of this commonwealth from our highest court.

Luckily for Justice Todd, she's known what she wanted to be since she was only 12 years old. A summer spent as a file clerk at a local law firm ignited her interest in the law, an interest that would evolve and propel her through college, law school and even an LLM degree. Her legal career began in-house



for U.S. Steel, where a hands-on approach and high caseload gave the justice courtroom experience, such that she was trying major cases on her own by her third year as an attorney. She would work as a litigator, both in a large firm and in a smaller firm, which she started. In 2000, she joined the Pennsylvania Superior Court and has been on

the bench ever since. She credits her robust litigation experience as a key factor that contributed to her success on the bench.

Further, Justice Todd is a jurist and a woman who has taken an innate passion for public service and harnessed it into a unique and profound set of causes, many of which spring from her life experience. To begin with, Justice Todd is fiercely dedicated to serving Pennsylvania's veteran community in her capacity as the liaison between the Pennsylvania Supreme Court and Pennsylvania's burgeoning Veterans Court Program. Started in 2008, the Veterans Court Program addresses the complex panoply of issues faced by returning veterans, which include post-traumatic stress disorder (PTSD), mental illness, substance abuse and countless more. As the wife of a veteran, retired Army Reserve Col. Steve Todd, Justice Todd is keenly aware of the challenges and opportunities within our legal system with respect to this population.

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Justice Debra McCloskey Todd

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With that in mind, Justice Todd accepted an appointment in 2015 by Chief Justice Thomas G. Saylor to be the liaison between the Pennsylvania Supreme Court and the Veterans Court, which now numbers 20 programs across the state. Unknown to me prior to our lunch, Pennsylvania has the fourth-highest population of veterans in the country – more than 900,000 individuals. Veterans comprise approximately one-third of the homeless population. Since 2004, the number of veterans being treated for mental illness and substance abuse and disorders has increased by 38 percent. It is estimated that of the more than 2.4 million veterans of the wars in Iraq and Afghanistan, approximately 460,000 (20 percent) suffer from post-traumatic stress disorder (PTSD) or major depression. Yet, only half of these veterans seek treatment. Others resort to self-medication with drugs and alcohol, which often leads to their involvement with the criminal justice system. And sadly, 22 veterans commit suicide every day in the U.S.

The Veterans Court system helps combat these significant issues by creating a specialized criminal docket for eligible veterans with substance dependency and/or mental illness. Utilizing a team based approach and mentor coordinators, veterans move through the program in phases. By graduation, successful participants are employed and substance free, and continue to receive care and counseling through their community and peer groups. The Veterans Court program boasts a 5 percent recidivism rate, which is astonishing compared to most rehabilitation programs.

Justice Todd also works as an advocate for Pennsylvania's elderly popula-

tion in her capacity as the chair of the Pennsylvania Elder Law Task Force. This 38-member panel was comprised of experts who worked towards developing best practices for protecting Pennsylvania's aging population. The task force published a report with an extensive list of 130 recommendations. This report is available on the Pennsylvania Courts website and is a fascinating look at the status of seniors in our state. According to 2010 census data, Pennsylvania is the fourth oldest state, coming in behind Maine, West Virginia and Florida. This task force examined and recommended action to combat the problems faced by seniors in Pennsylvania including financial abuse, exploitation, physical abuse, scams and neglect. The Supreme Court has established the Office of Elder Justice in the Courts and appointed an advisory council to oversee its progress.

At a meeting of the Academy of Trial Lawyers in Pittsburgh in February of 2017, Justice Todd had this to say about public service: "Become active in your community in whatever way you can. Whether by performing pro bono legal work, volunteering, or sitting on the board of a charity about which you feel passionate, or devoting your professional life to representing those who are less fortunate, your life will be enriched if you pursue justice and equality." As shown by her work with the Veterans Court and Elder Task Force, it is obvious that the justice is a person who follows her own advice.

With an eye toward the younger generations of women lawyers who are entering the workforce or ascending the ranks of their firms, governmental offices, and so on, the justice has some advice. Be respectful and collegial to one another. It may sound obvious, but our profession is inherently adversarial, as you may have noticed. Learning to work with opposing counsel by

building bridges is often far more effective than losing one's temper and burning them down. And being collegial does not equate to loss, just as being aggressive does not equate to victory. Professional collegiality and an overall respectful attitude toward other members of both the bench and bar can make all the difference. To summarize her feelings on the role of women in the law, the justice stated: "Many years ago, the legal profession was a man's world. Thankfully, that has changed, and women are now law firm partners, general counsel,...judges, and Supreme Court justices. That is not news to you. But...in striving for success, there is no reason to be anything other than who you are, to make it in what is admittedly, a tough profession where assertiveness and tenacity reign supreme. You can be tough without being a bully. You can be kind without being weak."

In a time when the role of a smart and independent judiciary is more vital than ever before, it is comforting to realize that capable jurists are in place. Not only does Justice Todd bring a wealth of diverse legal experience to the bench, but she also has endeavors to improve the legal profession through her community activism as a justice of the Pennsylvania Supreme Court, a brilliant lawyer and a compassionate human being.



Karen Grethlein is a litigation associate at Kane Pugh Knoell Troy & Kramer LLP, in Montgomery County, Pennsylvania. She specializes in insurance defense and assists clients with risk management, general

liability defense, and motion practice. She is a 2015 graduate of the Thomas R. Kline School of Law at Drexel University and an active member of the PBA Commission on Women in the Profession.

Securing Your Law Firm's Website: A Critical Cybersecurity Task

By Sharon D. Nelson, Esq. and John W. Simek
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One of a law firm's most critical assets is its website – and yet protecting it is a priority that is often overlooked. Reading this and you're not in a law firm? The same rules apply, so keep reading!

A lot of lawyers simply don't think about protecting their websites. They ask why anyone would target them, especially if they are solos or small law firms. The sad truth is that, today, the majority of attacks against websites are automated. The bad guys throw out a net looking for websites with vulnerabilities and pull in whatever insecure fish they can find – along with any data held on your website.

If you are targeted, the risk is much greater. In all likelihood, you are now facing a more sophisticated attacker with a clear agenda who is likely to have more sophisticated tools.

One of the threshold questions is "Where is your website held?" Are you hosting your own website or is someone else hosting it?

For many years, we have advised law firms not to host their own websites. Some years ago, one client decided to ignore our advice. The managing partner came to work one day to find that the law firm website home page said "F*** the U.S. Government!" Not precisely the best image for a law firm website!

Also, if you host your own website on your network, ALL of your data may be compromised if the website is breached. Another very unhappy thought. Much better to put the security of your website in the hands of another company which has experience

in providing website security.

Remember that many websites have been taken over by hackers – and the results are never pretty. Your website is your public face – any compromise of that face, which is generally your primary advertising vehicle, is going to constitute a gut punch to your law firm's reputation.

So if your website is redirected to a pornography site (yes, it has happened), you will be tearing your hair out trying to fix the mess. Sometimes, things like this are done because a hackivist (a hacker with a political agenda) doesn't like one of the clients you've represented. Sometimes, they may try to extort money in exchange for putting things right or for not using the data they were able to harvest.

In this day and age, websites can have a lot of functions. Many collect information from prospective clients, including email addresses, phone numbers, etc. This is information which can be sold on the Dark Web. If you have a client portal through your website and that gets breached, the extent of the disaster is compounded exponentially.

Larger websites of big law firms have a considerable amount of computing power at their beck and call – it is possible for a bad guy to use that power to screw with you, or to attack someone else (with you in the middle of the mess). If indeed you are collecting emails on your website, cybercriminals may use those emails for phishing purposes, sending messages far and wide in the hopes of compromising someone else.

The problem with websites is that

you want everyone to have access to your website, which makes it public and vulnerable. If you have a lot of applications and interactivity on the website, it is that much more vulnerable, because there is code running those functions, which heightens the possibility that the code has vulnerabilities. Custom coding is often riddled with weaknesses.

Hackers routinely probe websites for vulnerabilities – a weak coding practice by a developer which adds functionality is a potential gold mine. The hacker may be able to submit commands to extract data from your database not in a way that the developer intended. This particular nightmare is known as a SQL injection – and boy oh boy, have we seen a lot of those.

Then there is cross-site scripting (XSS), in which an attacker uses XSS to inject client-side scripts into web pages viewed by others. The attacker can use XSS to control a web browser and/or modify how content is displayed on a website. You can only imagine the mischief that the attacker can create.

Even the old-fashioned brute force attacks have been known to work. It's a dangerous world, and there are now over one billion websites out there waiting to be compromised.

Frequently, websites run on open source software and people download software that comes with vulnerabilities in it. You must be careful to proactively patch your site as security updates become available.

As we sit typing this article, here is a headline from Naked Security: "Critical Vulnerabilities Pose a Serious Threat to Joomla Sites." The post says "Joomla, the world's second most popular web content management system (CMS), has been under sus-

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Securing Your Law Firm's Website

Continued from page 10

tained attack for several days, thanks to a nasty pair of vulnerabilities ... ”

Apparently, flaws in Joomla's user registration code could allow an attacker to “register on a site when registration has been disabled” and then “register ... with elevated privileges.” This means that the vulnerabilities could be used to unlock any site running Joomla, anywhere on the internet, with little more than a request detailing what you'd like to be called and how much power you want. And there are millions of vulnerable Joomla sites.

The culprits here were “incorrect use of unfiltered data” and “inadequate checks” – we've been reading those words for the last 20 years of web vulnerabilities. The solution, for anyone running an unpatched version of Joomla is to upgrade to version 3.6.4 (which removes the vulnerable code) and then test their website for any indication that it has been compromised.

How many times have WordPress websites been impacted? A lot, due to the popularity of WordPress. In one 2014 incident, more than 100,000 websites were impacted. And a heck of a lot of legal websites use WordPress.

So what do you need to do to avoid this morass? You need website vulnerability detection and management. Some website providers offer this, but many do not. There are products that identify and remove malware from your website. There are website firewalls that you can use to block attacks – targeted or not. Tools today tend to be affordable for law firms of any size – some are even free, though we would be suspicious of their quality. To find examples, Google “website malware scanners” and “website firewalls.”

Everyone would like a security

blanket that is 100 percent effective, but “wanting ain't getting” and there is no such thing as 100 percent effective cybersecurity solutions. If a vendor claims to have a 100 percent solution, beat a hasty retreat.

So what if the worst happens and your website is compromised? You should be as prepared for a website breach as a breach of your network. You manage the risk in part by simply planning. An Incident Response Plan should cover website breaches and detail the legal authorities to be notified, steps to take to comply with state data breach notification laws, and processes for notifying those whose data may have been compromised.

In this new era of websites, we are seeing law firms trying to achieve a great interactive experience for their clients. Clients love client portals and love the interactivity, but the more complicated the site and the more interactive it is, the greater the “attack surface” and the more likely the site is to have vulnerabilities making it susceptible to attack. All the neat whiz bang features are wonderful, but you need to work with experts to secure those features. And those wonderful web applications? They (and their custom coding) account for 80 percent of website vulnerabilities.

We recently had the opportunity to talk with Neill Feather, the president of SiteLock, a firm that specializes in website security in the course of recording a Digital Detectives podcast for Legal Talk Network. Disclosure: SiteLock is a sponsor of that podcast. It was a fascinating conversation, because we frankly had never interviewed anyone who specialized specifically in website security. To find other such companies, just Google “website security company” – and make sure you get references.

As Neill said, firms continually un-

derestimate the risk of being attacked. He hears them say, “I didn't know this was something I needed to be worried about.” When we asked him about making a prediction about the future of website security, always a risky proposition, he said (and we agree) that the Internet of Things is revolutionizing security. He expects IoT devices to make website attacks more frequent, with less opportunity to bask in obscurity thinking one is safe. More and more, website owners – law firms included – will need to take proactive steps to protect their websites.

Lawyers tend to view security as an unwelcome chore – and having to deal with website security as well as network security just gives them a monumental headache. But the flip side is to think of website security as enabling. You can do neat stuff with a client portal and other website features giving clients a better experience. This feeds into very successful marketing and ultimately, client satisfaction born of a great website experience.

You have a lot to gain by building an interactive website with a client portal. But never lose sight of security or you may tarnish your brand's reputation if your website is compromised. Hindsight may not be much of a balm if that happens!



Sharon D. Nelson and John W. Simek are the president and vice president of Sensei Enterprises, Inc., a legal technology, information security and digital forensics firm based in Fairfax, VA. www.senseient.com

From Andy Warhol to Zuppa di Pasta e Fagioli: The Best of the Steel City

By Mallorie A. McCue, Esq.

Though I am not a “Yinzer”¹ by birth, I have adopted Pittsburgh as my home after coming to the area for law school and have made it my goal to seek out the best that the ‘Burgh has to offer. Selected by *Travel + Leisure* as one of the Best Places to Travel in 2016 and one of the “Top Food Cities of 2015” by Zagat, Pittsburgh is truly rich with options for residents and visitors alike. Are you planning to attend the Pennsylvania Bar Association Annual Meeting and Commission on Women in the Profession Annual Conference this May in Pittsburgh? Then you’re in for a treat, because there are some “must sees” ... and “must eats” that I would recommend for your stay.

Next Door

If you will be looking to stay “Dahntahn,”² close to the Omni William Penn Hotel, the **Andy Warhol Museum** (117 Sandusky Street, \$20 for adults) features more than 4,000 works of the iconic Pittsburgh-born artist, including paintings, drawings, prints, photographs, films and videos — a great cultural starting point for your time in Pittsburgh.

For a spectacular panoramic view of the City of Bridges, day or night, take the **Duquesne Incline** (1197 West Carson Street, \$5 round trip) up Mount Washington in a century-old cable car. The Golden Triangle never looked so good.

Whether or not you’re a Steelers fan, a **Heinz Field Stadium Tour** (12 noon on Friday, May 12, \$8 for adults) showcases the beauty of the structure where



the masses flock to wave their Terrible Towels. Close by, the **Carnegie Science Center** (1 Allegheny Avenue, \$11.95 and up) has activities for both children and adults; my recommendation is to take in a show in the Omnimax, a four-story, state-of-the-art IMAX® dome theater, which is one of only 50 of its kind in North America.

Finally, for history buffs, the **Fort Pitt Museum** (601 Commonwealth Place, Building B, \$8 for adults) uses interactive exhibitions, artifacts and life-like historical figures to tell the story of Western Pennsylvania’s pivotal role in the French and Indian War, the American Revolution and as the birthplace of Pittsburgh.

Pittsburgh also shines in the food department, and Downtown offers some true gems. For something fast

and simple, **Bluebird Kitchen** (221 Forbes Avenue and 11 Stanwix Street, Lower Level, \$, V/Ve³, no reservations) offers scratch-made breakfast and lunch, with an emphasis on quality ingredients and seasonal specials. Now that I work outside the city, the lunch I miss most is Bluebird’s honey-thyme brined roast turkey sandwich with Gouda, shallot-bacon jam, avocado and butter lettuce on house-made whole grain bread, dipped in one of the delicious daily soup specials. The Italian yellowfin tuna nicoise salad is a close second, as it is served with oven-dried tomato, haricot vert, hard-cooked egg, olives, avocado and a mustard vinaigrette. No meal at Bluebird is complete without a house-made goodie to bring home — especially the classic vegan chocolate chip cookie.

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The Best of the Steel City

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Penn Avenue Fish Company

(2208 Penn Avenue, Strip District, \$\$, BYOB, no reservations) has some of the most delicious seafood in town. They offer fresh sushi rolls, sandwiches, fish tacos and salads by day and entrée options such as Chilean sea bass and pan-seared scallops by night. Though lunchtime is rather busy, you would be hard-pressed to find fresher seafood served so quickly.

NOLA (24 Market Square, \$\$\$, V/Ve, reservations recommended), frequented for business lunches and dinners, brings the best of New Orleans to Market Square. Their shrimp po'boy is my go-to, but the flatbreads and jambalaya do not disappoint.

Meat & Potatoes (649 Penn Avenue, \$\$\$, V/Ve, reservations recommended), recently rated as the “Best Spot for Celeb Sightings” by *Pittsburgh Magazine*, is a speakeasy-style gastropub with classics such as the Waldorf salad, pappardelle Bolognes, and Wagyu flat iron steak, as well as inventive dishes such as the Korean Reuben and Kobe beef corn dog.

The Commoner (458 Strawberry Way, Pittsburgh, PA 15219, \$\$, V/Ve, reservations recommended) is anything but common. Whether visiting for breakfast, lunch, dinner, brunch or drinks, The Commoner focuses its menu on elevated classics, integrating local ingredients in dishes like short-rib macaroni with blue cheese cream and horseradish, topped with a fried egg. The food is delicious and unpretentious, and the modern, industrial-style interior is a feast for the eyes.

The list would not be complete without including **Primanti Brothers** (2 South Market Square, \$, no reserva-

tions). Often featured on the Travel Channel and Food Network, Pittsburgh's sandwich, stacked with fries, tomatoes and cole slaw, is best eaten greasy – choose a pastrami, corned beef or kielbasa with cheese and add a fried egg on top.

Down the Street

Pittsburgh is truly a collection of neighborhoods, and there are an abundance of excellent activities and eateries that are just a short cab ride away. **Phipps Conservatory and Botanical Gardens** (700 Frank Curto Drive, Oakland, \$17.95 for adults) is the place I bring family and friends to first. Located in Schenley Park, it was chosen as the site of the last Pittsburgh G-20 Summit Dinner. Built in 1893, it features a massive steel and glass Victorian greenhouse, filled with 13 rooms of expertly manicured formal gardens and exotic plants, including an Orchid Room. In May, it will feature my favorite attraction: the Butterfly Forest, where you can walk through a fragrant room where, if you're lucky, a Monarch or Zebra Longwing might land on your shoulder.

Visiting the **Carnegie Museums of Art and Natural History and the Hall of Sculpture and Architecture** (One Allegheny Avenue, Oakland, \$19.95 for both museums) could easily take up an entire day, as the history museum is one of the six largest in the nation, with more than 20 million specimens from all areas of natural history and anthropology. The don't-miss areas? The Hall of Dinosaurs, the Hillman Hall of Minerals and Gems, and the *Iris van Herpen: Transforming Fashion* Afternoon Exhibition Tour.

For a low-key afternoon, you might want to head to **The Strip District** (Route to 2100 Penn Avenue, plan to

walk), where it is easy to envision the history behind the old factories and warehouses now renovated into upscale lofts and storefronts. I usually visit on Saturdays, when the area is buzzing with activity. I would recommend picking up some house-cured olives, artisanal cheese, small batch olive oil, aged balsamic vinegar, and homemade pasta from **Pennsylvania Macaroni Company** (2010 Penn Ave.); gourmet chocolate from **Mon Aimee Chocolat** (2101 Penn Ave.); and espresso from **La Prima Espresso** (205 21st St.). Treats from **Pittsburgh Popcorn** (209 21st St.) and **Enrico Biscotti** (2022 Penn Ave) – including a “pupscotti” for my dog, Rudy - usually end up in my bag, too. If you get hungry, make sure to stop at **Colangelo's Bakery** (207 21st St., Strip District, \$, V/Ve, no reservations, stand up and outdoor seating) for their “legendary” beans and greens, as well as their Caprese salad, zuppa di pasta e fagioli, Gorgonzola pizza and pastries.

If you're a fan of mussels, **Point Brugge** (401 Hastings Street, Point Breeze, \$\$, V/Ve, no reservations) is your place for lunch, dinner or brunch. While I've heard that the rest of their menu is great, I have never strayed from the Prince Edward Island mussels prepared with red curry, coconut milk, lime juice, basil and cilantro. A Belgian beer and their Brugge frites (fries) served with basil mayonnaise are the perfect complement to the dish.

For casual, classic Italian food, the lunch and dinner offerings at **Piccolo Forno** (3801 Butler St., Lawrenceville, \$\$, BYOB, V/Ve, no reservations) are second to none. Though there is usually a wait, the brick-oven pizza, homemade pasta (especially the tagliatelle with porcini and wild mushroom ragu) and tiramisu are ethereal.

The Best of the Steel City

Continued from page 13

Avenue B (5501 Centre Avenue, Shadyside, \$\$\$, BYOB, V/Ve, reservations recommended) serves upscale comfort food for lunch and dinner in a cozy atmosphere. You can choose from options on the seasonal menu and the daily chalkboard menu, which features dishes such as the signature Kobe meatloaf with goat cheese and chive whipped potatoes, and wild caught fish and chips with Napa slaw and malt aioli.

Umi (5849 Ellsworth Avenue, Shadyside, \$\$\$, reservations recommended) is my favorite restaurant in Pittsburgh. The executive chef, Mr. Shu, trained with Chef Morimoto, an “Iron Chef” frequently featured on the Food Network, and his dishes strike the perfect balance between traditional and innovative. Whether you order off the menu or try the seven or 11 course Omakase, dining at Umi is truly an experience.

A Bit of a Drive

If you're open to a bit of a drive, Frank Lloyd Wright's historic **Fallingwater** (1491 Mill Run Rd, Mill Run, PA; \$30 for adults) is about an hour and 15 minutes east of Pittsburgh. Built partly over a waterfall, it is considered by experts to be among the 10 most significant buildings erected in the world during the last two centuries.

Finally, for a treat on your way back to the airport or on the drive back home, stop by **Burgatory** (300 McHolme Dr., \$\$) for a burger and milkshake. Start with a Salted Nutella Crunch, PBJ or Caramel Pretzel milkshake, and follow it up with a Wagyu beef, bison, crab, jerk chicken or veggie burger. Or, create your own custom burger, with your choice of bun, rub,

cheese, sauce and gourmet toppings. My choice? A Wagyu beef burger with sweet onion rub on a brioche bun, topped with truffled shallot aioli, sautéed mushrooms and a cage-free fried egg. A cautionary word, though: be prepared for a bit of a wait, as Burgatory is not the area's best-kept secret.

I hope that you enjoy all that Pittsburgh has to offer!



Mallorie McCue is an in-house employment attorney.

- 1 Someone from Pittsburgh, PA
- 2 “Downtown” in Pittsburghese
- 3 This restaurant offers vegetarian and/or vegan options.



Liebenberg



Axelrod



Bowen

WIP Members in the News

Roberta Liebenberg of Fine, Kaplan and Black received the Martha Fay Africa Golden Hammer Award from the American Bar Association's Law Practice Division at the ABA Mid-Year Meeting in Miami. This award honors individuals who have achieved professional excellence in their careers and demonstrated a commitment to diversity. Roberta is a senior partner at her firm, focusing her practice on class actions, antitrust and complex commercial litigation, and white-collar criminal defense.

Sheryl L. Axelrod, president of The Axelrod Firm PC, was presented with the NAMWOLF (National Association of Minority and Women Owned Law Firms) Yolanda Coly Advocacy Award. The award is given to an individual who utilizes his/her position of influence and stellar advocacy to profoundly advance NAMWOLF's mission of promoting diversity in the legal profession. Sheryl is a member of the WIP Executive Council, co-chair of the WIP Diversity Committee and a member of the PBA Diversity Team.

Susan Bowen of Jefferson Township announces her candidacy for magisterial mistrict judge for the North Pocono area. Bowen is an attorney at Hughes, Nicholls & O'Hara. She is a member of the Lackawanna Bar Association and the Pennsylvania Bar Association, where she is a member of the Executive Council for the Commission on Women in the Profession. Bowen has served on the board for Dress for Success Lackawanna and is a board member and state coordinator for the Selective Mutism Association. She is also a volunteer youth basketball and running coach.

Pennsylvania Bar Association Commission on Women in the Profession 2017 SPRING CONFERENCE



Featured speaker
Dena Lefkowitz, Esq.

<http://achievementbydesign.com/>

Lawyer and executive coach Dena Lefkowitz discussed the featured book *The Confidence Code*, at the PBA Commission on Women in the Profession's annual Spring Conference, held March 16 at PBI's CLE Conference Center in Philadelphia. The conference was also simulcast in Erie, Mechanicsburg and Pittsburgh. Coach Dena's interactive presentation taught attendees how to embrace and build their confidence and stop giving away power in the workplace. It also explored the correlation between confidence and competence and how the Model Rules of Professional Conduct affects that relationship and the way women view their own approach to doing their jobs.





BOOK REVIEW

Seneca Falls Inheritance and More

By Mary Kate Coleman

The WIP Annual Conference on May 11 in Pittsburgh focuses on the women's movement, so I am reviewing a book in which the women's movement plays a part and two other books that speakers at the annual conference authored.

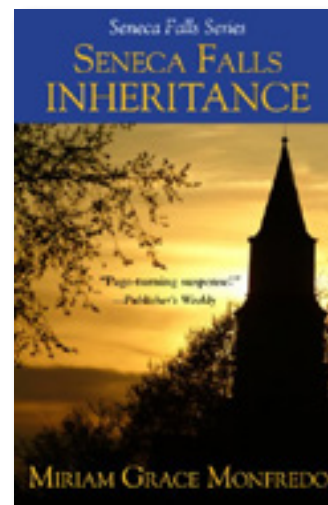
Seneca Falls Inheritance, a mystery, is Miriam Grace Monfredo's first novel. I read it shortly after it came out in 1992; and because I liked the book, I revisited it in light of our focus on the topic of the women's movement. The sleuth is librarian and Oberlin graduate Glynis Tryon. The story is set in Seneca Falls, New York in 1848. Tryon, a budding feminist, is involved in solving the murder of a woman visiting the town. The author weaves historical figures, such as Elizabeth Cady Stanton, Elizabeth Blackwell, Frederick Douglass and Lucretia Mott into the story. Stanton asks Tryon to help gauge interest in the Women's Rights Conference, which eventually takes place in the town. The New York Married Women's Property Act, the Declaration of Sentiments and Resolutions, and the suffrage and abolitionist movements also feature in the story. If you like historical mysteries, you will enjoy this novel set against the background of the struggle for women's rights in America.

I also highly recommend *The Myth of Seneca Falls, Memory and the Women's Suffrage Movement, 1848-1898* by Lisa Tetrault, one of the speakers on our

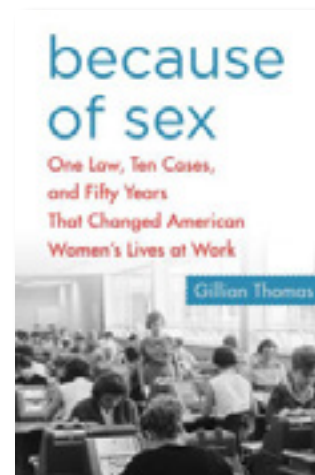
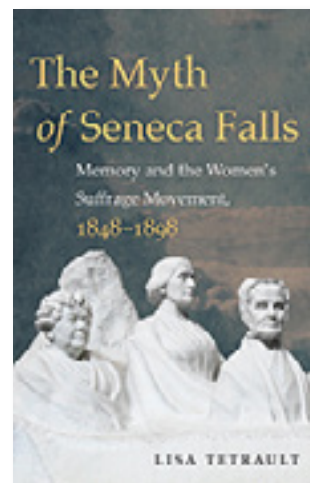
morning panel at the annual conference, and *Because of Sex: One Law, Ten Cases, and Fifty Years That Changed American Women's Lives at Work* by Gillian Thomas, who will moderate the afternoon panel that will discuss the cases featured in her book.

Both books are amazing reads, and I am really looking forward to hearing the authors speak. Tetrault's book is rich in historic detail and kept my attention throughout. The issues of who founded the women's movement, when and where it began, and the writing of its history are discussed, as well as issues of race, gender, ethnicity, class and politics (national, state, local and organizational). Thomas' book, set later in time, focuses on the case law and the human faces of the case law — the individuals who were the litigants in the ground-breaking cases on women's rights in the work force. Thomas' book was interesting to read after having read and discussed *Notorious RBG: The Life and Times of Ruth Bader Ginsburg* at Spring Conference 2016.

I could go into more detail about these two books, but I won't! Instead, I recommend that you read them and/or come to the annual conference to hear the authors speak and learn more about the women's movement and lessons learned from it! See you in Pittsburgh on May 11 for what promises to be a fascinating day!



If you like historical mysteries, you will enjoy this novel set against the background of the struggle for women's rights in America.



Celebrating a Milestone in the Western District of Pennsylvania

The mission of the United States District Court for the Western District of Pennsylvania is to preserve and enhance the rule of law while providing an impartial and accessible forum for the just, timely and economical resolution of legal proceedings within the court's jurisdiction, to protect individual rights and liberties, promote public trust and confidence in the judicial system, and to maintain judicial independence. One of the critical tools in achieving this mission is the use of Alternative Dispute Resolution (ADR) in civil cases.

Last month, the court recognized the 10th anniversary of its ADR program with an event held at the Joseph F. Weis Jr. Federal Courthouse in downtown Pittsburgh. Over 75 members of the bench and local legal communities joined together on December 8, 2016, for a celebration that featured a short excerpt from a video produced by the Federal Judicial Center (FJC) in 2011 about the court's ADR program,

as well as remarks from Senior Judge Donetta Ambrose, the Chief Judge at the time the court initiated its ADR program, and Judge Joy Flowers Conti, the current Chief Judge. The event concluded with remarks from Judge Jeremy Fogel, the director of the FJC who, in 2004, originally came to the Western District of Pennsylvania as a member of the FJC consultation team that help the court develop the plan for its ADR program.

The Western District of Pennsylvania is proud of the success of its ADR program and the benefits it has provided litigants over its first decade and looks forward to continuing those advances well into its next. For more information about ADR in the Western District of Pennsylvania, please visit the District Court's website at <http://www.pawd.uscourts.gov/alternative-dispute-resolution>, or contact the court's ADR Coordinator, Karen Engro, at adrcoordinator@pawd.uscourts.gov.



From left: Arthur J. Schwab, Hon. Jeremy Fogel, Hon. Donetta W. Ambrose and Hon. Joy Flowers Conti

PBA ANNUAL MEETING

May 10-12, 2017
Omni William Penn Hotel

PITTSBURGH



The brochure and registration form are now available on the PBA website.



Your Other Partner

www.pabar.org

Applications Now Being Accepted for PBA Bar Leadership Institute Class of 2017-18

Lisa M. Benzie and Melinda C. Ghilardi
Co-Chairs, Bar Leadership Institute Committee

We are seeking applications for the PBA Bar Leadership Institute program for the 2017-18 bar year. Ten individuals will be selected for this year's class.

The criteria for inclusion in the 10-member class are a demonstration of leadership ability in some capacity, a willingness to make the time commitment to the seven-month program and being 38 years old or younger or having practiced five years or less. Membership in the PBA is required; however, prior active participation in the PBA is not a criterion.

Please help us to select the very best bar leadership class possible by sharing this information with worthy candidates or submitting an application if you meet the eligibility criteria.

For an overview of the Bar Leadership Institute, the candidate application and reference forms, go to the PBA Bar Leadership webpage:

<https://www.pabar.org/bli.asp>

The application packet is due by May 5, 2017. Candidates will be notified of their selection in June.

If you have questions about the process, please contact Susan Etter, PBA Director of County Bar Services, Education & Special Projects at susan.etter@pabar.org



PBA President Sarah A. Austin and the co-chairs of the PBA Bar Leadership Institute (BLI) welcomed the recently selected BLI Class of 2016-2017 at the YLD Summer Meeting/New Admittee Conference at Toftrees Golf Resort, State College, July 27-29, 2016.



PBA Bar Leadership Institute

The PBA Bar Leadership Institute provides **emerging leaders**, representing a broad cross-section of the **diversity of the PBA membership**, with an opportunity to **learn about the PBA** while actively participating in key meetings. Participation in the Bar Leadership Institute provides numerous opportunities to **network with PBA members and leadership** and helps **build lasting relationships** that will serve as an invaluable resource for future success.

The Bar Leadership Institute **looks to the future** of the organization by **developing well-informed, committed leaders** who will serve the PBA for many years to come. It familiarizes participants with the day-to-day operation of the association, provides a foundation on **governance and policy issues** and introduces the participants to PBA staff and resources.

If you know a young leader reach out and **encourage him or her** to apply.

If you are a young leader, **visit the PBA website** for details and to **complete an application**.



Applications for the 2017-2018 PBA BLI class are due May 5, 2017.

Everything you need is on the website:

www.pabar.org/bli.asp

PBA Commission on Women in the Profession Leadership

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Promotion of Women

Amy Coco, Kathleen Wilkinson

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Hon. Karoline Mehalchick, Stephanie Latimore

Quality of Life

Jane Dalton, Jill McComsey

Report Card

Bernadette Hohenadel, Christine Lombardo-Zaun, Melissa Wright

Retreat 2016

Ellen Bailey, Carla Donnelly

Retreat 2017

Susan Bowen, Elizabeth Triscari

Spring Conference

Melissa Leiningner, Samantha Phillips

Book Group

Mary Cushing Doherty, Bernadette Hohenadel

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Diane L. Banks

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Ursula Marks

* PBI Board Liaison

** PBA Nominating Committee Representative

‡ Diversity Liaison

Welcome

New Commission Members!

The Pennsylvania Bar Association Commission on Women in the Profession extends a warm welcome to the new commission members who joined during the months of December 2016 through March 2017. The commission hopes that these new members enjoy their membership and experience the many benefits of serving on the Commission on Women in the Profession.

- Molly Anglin, Erie County District Attorney's Office, Erie
- Jane Anzalone, Hourigan Kluger & Quinn PC, Luzerne
- Doris Baxley, Cumberland
- Althia Bennett, Governors Office of General Counsel, Dauphin
- Melissa Bergman, Law Office of Melissa Bergman, Crawford
- Beverly Block, Sherrard German & Kelly PC, Allegheny
- Jennifer Breton, Jennifer Breton Law, Chester
- Jennifer Brown-Sweeney, Pennsylvania Department of Transportation, Dauphin
- Wendy Carson, PA Department of Health, Dauphin
- Alyssa Coast, Pennsylvania Department of Transportation, Dauphin
- Janet Del Monte, Allegheny
- Krystal Edwards, Goldstein Heslop Steele Clapper Oswalt & Smith, Blair
- Brittany Esser, Out-of-State
- Christine Gordon, Timoney Knox LLP, Montgomery
- Beth Hackney, Family Legal Center LLC, Allegheny
- Chelsea Hicking, Cumberland
- Kandice Hull, McNees Wallace & Nurick LLC, Dauphin
- Sarah Kaboly, Cumberland
- Erin Kawa, Shumaker Williams PC, Cumberland
- Rachel King, Eckert Seamans Cherin & Mellott LLC, Philadelphia
- Cheri Leinberger, Davison & McCarthy PC, Lehigh
- Lauren Martin, Pyfer Reese Straub Gray & Farhat PC, Lancaster
- Katrina Mavroudis, Philadelphia District Attorney's Office, Philadelphia
- Terri Mitko, Mitko Law Offices PC, Beaver
- Melanie Murphy, High Swartz LLP, Montgomery
- Julia Parrish, York
- Ana Lisa Petrella, Allegheny
- Katharine Platt, Steptoe & Johnson PLLC, Washington
- Anisha Reddy, Cumberland
- Melanie Romero, Young & McGilvery PC, Philadelphia
- Chloe Thatcher, York
- Abbie Trone, Schmidt Kramer PC, Dauphin
- Tiffany York, Fenchel Law Offices, Beaver

Film Screening &
Presentation
with attorney & filmmaker
Sharon Rowen
April 24, 2017 - 7:00 pm
The University of Scranton
Moskovitz Theater
TDC 401

Balancing the Scales

A documentary exploring gender inequality in the legal profession and the cultural attitudes that prevent women from reaching the top.

A FILM BY SHARON ROWEN

SKYDIVE FILMS & R&K PRODUCTIONS PRESENT "BALANCING THE SCALES"
EXECUTIVE PRODUCERS SHARON ROWEN AND JOHN KLONOSKI PRODUCED BY ZAC ADAMS
WRITTEN PRODUCED AND DIRECTED BY SHARON ROWEN
MUSIC BY CODY WESTHEIMER EDITED BY SERGIO VALENZUELA

BALANCINGTHESCALESMOVIE.COM





Contribute to *Voices & Views*

The editors of *Voices & Views* encourage our membership to contribute articles and announcements, including articles on your area of practice, topics relating to women and the law, book reviews, save-the-date notices, members in the news and photos of members at events.

The submission deadline for the Summer 2017 issue is June 15, 2017.

Please send information, news and articles to the
2016-2017 WIP Communications co-chairs:

Jennifer Ellis
Lowenthal & Abrams PC
Jennifer@lowenthalabrams.com
Jellis.net
610-667-7511
or 717-256-1638

Kathryn L. Harrison
Campbell & Levine LLC
klh@camlev.com
412-261-0310

Upcoming PBA Events

- | | |
|-------------------|---|
| Starting | |
| April 3 | Avoiding Legal Malpractice Seminars
Get list of seminars and registration info. |
| April 19 | 207 Third Circuit Judicial Conference
Lancaster Marriott at Penn Square
Get more information . |
| April 20 | Civil Litigation Section Regional Dinner
Loews Philadelphia Hotel
Get more information . Register online . |
| May 10-12 | PBA Annual Meeting
Omni William Penn Hotel, Pittsburgh
Get the brochure . Register online . |
| May 11 | PBA Women in the Profession (WIP) Annual Conference
Omni William Penn Hotel, Pittsburgh
Get the brochure . Register online . |
| July 26-28 | Young Lawyer Summer Summit
The Penn Stater Hotel and Conference Center, State College |



Pennsylvania Bar Association Commission on Women in the Profession Communications Committee

Editorial Policy

Voices & Views is a publication of the Pennsylvania Bar Association (PBA) Commission on Women in the Profession and is published by the Communications Committee three times per year. The purpose of the publication is to facilitate communication among the membership of the commission on topics and events of general interest to women lawyers. The editors of *Voices & Views* reserve the right to accept or reject any submission and to edit any submission to ensure its suitability for publication, its adherence to the Mission Statement of the Communications Committee and its furtherance of the objectives of the Commission on Women in the Profession.

The articles and reports contained in *Voices & Views* reflect the views of the writer and do not necessarily represent the position of the commission, the editors of *Voices & Views* or the Pennsylvania Bar Association.

Mission Statement

It is the mission of the PBA WIP Communications Committee to foster improved communication among its members in the furtherance of the goals of the commission. To this end, the publication, *Voices & Views*, provides a forum for professional and open exchange among the WIP membership on all issues related to women and the law. *Voices & Views* shall be utilized for the following purposes:

- To publicize opportunities and events that may be of interest to the WIP membership;
- To provide information to the membership on topics that may be of general interest to women lawyers;
- To reach a wider audience and increase the visibility of the commission;
- To inform the WIP membership of the projects and goals of the commission; and
- To share information with the WIP membership regarding accomplishments of the members, other women lawyers and public figures.

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