



WWBA news

Westchester Women's Bar Association

November 2007

www.wwbany.org

THE SIXTH ANNUAL WWBA GOLF OUTING AND COCKTAIL PARTY

by Claire Meadow
Golf Committee Co-Chair

Six years ago, past President Kathy Rosenthal, a few other WWBA members and I embarked on a mission to create a non-intimidating, beginner-friendly golf outing, one where our members feel comfortable playing regardless of their skill level and have an atmosphere in which to discover what golf outings are all about. We have come a long way to achieving our goal.



Joe Petrone, Mike Shalhoub, Hon. Linda Jamieson, Gail Boggio

The Hampshire Country Club course was in superb condition and a joy to play. The skills contest winners for this year were Women's Closest to the Pin - Meg Gaynor, Men's Closest to the Pin - Mike Meadow, Women's Longest Drive- Gail Hiler, Men's Longest Drive - Tony Skoczylas, Women's Closest to the Line - Hon. Christine Krahulik, Men's Closest to the Line - Loren Glassman, Team Low Gross - Tony Skoczylas, Jed Coiteux, Justin Dupray, John Toomey, Team Low Net - Kiowa Crawford, Steve Glassberg, Mark Gross, Paul Millman.

There seemed to be a back-up at the 10th hole snack station as players noshed and inspected our two hole-in-one prizes, a Series 300 BMW Station Wagon from

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▶ SAVE THE DATES

Westchester Women's Bar Association

General Membership Meeting

November 28, 2007
Making the Most of Discovery

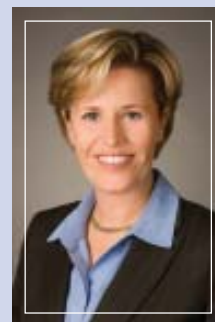
Westchester Women's Bar Association

Holiday Party

December 5, 2007
White Plains Women's Club

▶ PRESIDENT'S MESSAGE

Many of you may not realize that your membership in the WWBA is also a membership in our umbrella organization, the Woman's Bar Association of the State of New York (WBASNY). WBASNY is a state-wide organization reaching from Buffalo to Westchester, from Saratoga to Staten Island. This month I want to take an opportunity to tell you about some of WBASNY's impressive legislative and community initiatives that are made possible by virtue of your membership.



The unified strength of the Women's Bar in Albany is something to behold. WBASNY employs a Lobbying Consultant who works hard to keep issues in front of our New York legislators. In fact, many legislators turn to WBASNY for opinions on women's and children's issues. Our voice is strong and can make the difference in the successful passage of laws. Examples include WBASNY's positions on legislation concerning child testimony procedures, emergency contraception, video voyeur laws, the death penalty, and most recently no-fault divorce for which WBASNY has spearheaded a coalition of

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▶ WWBA Member Newsletter



NOVEMBER 2007

Published Monthly by the
Westchester Women's
Bar Association, a Chapter of
the Women's Bar Association
of the State of New York

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▶ 2007-2008 WWBA Committee Chairs

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Families, Children & the Courts	Shari R. Gordon, Hon. Alayne Katz	New Lawyers	Christina Fahrback, Richard Gruenberger
	Hon. Irene Ratner, Lauren B. Abramson	Placement	Amy Gewirtz, Rachel Littman
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AD HOC COMMITTEES

ADR	Lauren S. Morrissey, Lynn J. Maier	International Women's Rights	Dale Siegel, Mary Beth Morrissey
Annual Dinner	Julie A. Crek, Dana Brescia	Lawyering & Parenting	Rita J. Tino, Deb Volberg Pagnotta
Archive & Historian	Susan L. Pollet	Long Range Planning	Kathy Rosenthal, Carla D. Glassman
Awards	Deborah A. Scalise, Hon. Carole Princer Levy	Litigation	Lisa M. Bluestein, Angela Marcone Giannini
Bankruptcy	Dawn Arnold, Susan Mills Richmond	Network of Bar Leaders	Dawn Arnold, Jody Fay
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Community Outreach	Stephanie M. Roebuck, Deborah A. Scalise	Past Presidents	Jane Bilus Gould, Mary F. Kelly, Linda Markowitz
Continuing Legal Education	Ann M. McNulty	Practice Management	Lisa Solomon, Alicia Sandberg
Directory	to be determined	Pro Bono	Erin Noelle Guven, Robin Stiebel
Diversity in Membership	to be determined	Souvenir Journal	Lisa M. Bluestein
Domestic Violence	Beth Feder	Technology/Website	Donna E. FroSCO
Elder & Health Law	Jeffrey S. Goldstein, Mary Beth Morrissey	Westchester County Bar Association Director on WCBA Board	
Employment Law	Susan M. Corcoran, Paula Johnson Kelly		Kathleen Donelli, Linda Markowitz
Environmental & Land Use	Lucia Chiochio, Anna L. Georgiou	Westchester County Association Member on WCA Board	
	Katherine Zalantis		Dawn Arnold
Gender Dynamics	Hon. Terry Jane Ruderman	WWBA Foundation President	Jane Bilus Gould
Golf Outing	Claire Meadow, Jody Fay	WWBA Delegate to WBASNY Judicial Screening Committee	
Holiday Party	Jeanna M. Alberga, Joy S. Joseph		Gail M. Boggio
Holiday Party/Crafts	Beth Willensky	WWBA Delegate to WBASNY Mentoring Program	
Immigration	Sonia Lopez Gonzalez, Joanna M. Schaffer		Mary Beth Morrissey

President's Message

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groups that are working together to influence legislators and draft appropriate legislation.

At the United Nations, WBASNY holds status as an NGO, a non-governmental organization. Through this status, WBASNY has supported laws against human trafficking and forged a bond with many international groups, including the UN's International Association of Women Judges. A truly global influence stems from your membership.

Finally, WBASNY tirelessly gives back to the community. WBASNY consistently participates as amicus curiae, holds at least three major diversity programs each year, and is currently undertaking a state-wide survey on part time, flex time and family leave policies. Stay tuned for results.

If you would like more information or wish to get involved please speak with me or Gail Boggio, WWBA member and president-elect of WBASNY.

Our membership year runs from June 1st to May 31st. If you have not renewed your membership for the new term, please take advantage of the easy online process at www.wwbany.org or contact our Executive Director, Linda Surace, for guidance at (914) 347-3662.

- Dawn

► Making Dates and Getting Published

We welcome your submissions! The deadline for newsletter submissions is the **twelfth of the month prior to publication**. Submissions should be sent as email attachments (do not submit proposed text in the body of the email itself) to juliek0601@aol.com (Microsoft Word only other than flyers or photographs). Photographs must be high-resolution (150 dpi or more). Articles should be 1,000 words or fewer. Authors must spell-check, cite check and blue book all entries before submitting. Remove all pagination, headers, footers or other formatting, other than bold, underline or italics. We encourage authors to submit their photographs for publication. Authors must include a short biographical statement with their submissions. (E.g., Lois Lane is a 2006 graduate of Pace law school and is awaiting admission to the NY bar; Jimmy Olsen is in private practice in White Plains where he concentrates on matrimonial matters).

Please **telephone** Julie S. Kattan, 2007-2008, Corresponding Secretary and Editor-in-Chief of the WWBA Newsletter, at (914) 355-2955 to schedule all WWBA sponsored or co-sponsored events, including, e.g., committee meetings, speakers, CLE programs, panels, etc. To view existing event postings first visit our website: www.wwbany.org and click on the Calendar tab. Conflicts in scheduling will be assessed on a case by case basis, with priority for early submissions.

Once you have gotten the date reserved with Ms. Kattan, you can submit an event form online at our website's calendar tab, which will publicize your event on both the website calendar and in the printed newsletter calendar. We will also consider event form submissions from outside organizations regarding upcoming events that may be of interest to our members.

Any opinions expressed in the articles contained herein are solely those of the author(s) and do not constitute positions taken by the WWBA. Materials submitted allow the WWBA limited copyright and full permission to reprint the material in any WWBA publication or on its website without additional consent.

Members who wish to receive the newsletter electronically only should email lindasurace@wwbany.org with that request. ►

Advertising Rates

Full Page Display Ad 5-10 Issues - \$525.00 per issue • 1-4 Issues - \$575.00 per issue
Half Page Display Ad 5-10 Issues - \$275.00 per issue • 1-4 Issues - \$300.00 per issue
Quarter Page Display Ad 5-10 Issues - \$165.00 per issue • 1-4 Issues - \$180.00 per issue

*Deadline for all ads is the 12th of the month prior to publication.
Call Julie Kattan at (914) 355-2955 for any questions regarding advertising.*

► Editor's Note

The world can be a scary place sometimes. We face uncertain global politics, terrorism, campus shootings, as well as personal health and family issues. However, as Thanksgiving approaches, it is appropriate that each of us take time to reflect on all of the things in our lives that we are thankful for, and to appreciate the wonderful things in our lives.

It is just 3 years this fall since my family suffered the tragic loss of my young nephew. But although a sadness still remains, I am comforted by a Thanksgiving holiday game my little niece had us

all play that first Thanksgiving. Each of us was asked to write on a card something we were thankful for - no small task at that time. My daughter Amy, who plays close to the vest with her serious feelings but will share happy thoughts, wrote, "I am thankful that Josh Hartnett is single." Amy always tries to be strong and keep everything from getting too heavy. My son Jeff, wise beyond his years, wrote, "I am thankful that G-d is taking care of Jason." Jeff, true to his feelings, charged at the 800 pound gorilla in the room and broke through the sadness that none of the other adults in the room could

do. I was thankful then, as I am now, for the beauty in my children's souls, and for my wonderful family.

Each of us has our own issues to deal with, and as lawyers we often see devastation and hardship in our clients' lives as well. But if we can each take a moment to be thankful for the good things in our lives, we will be better for it, we will serve our clients better, and the world will be a better, less scary place. Happy Thanksgiving! - JK

AN INTERVIEW WITH PAST-PRESIDENT KATHY ROSENTHAL, ESQ.

Susan L. Pollet, Archive and Historian Chair

Kathy Rosenthal was President of the Westchester Women's Bar Association from 2001 to 2003

Q: When did you first become involved with the WWBA and why?

A: I had been active in the New York Chapter of WBASNY when we lived in Manhattan. As I realized I enjoyed the practice of Wills, Trusts & Estates, I wanted to network with other practitioners. I talked to the then-president in the mid-80's (whose name escapes me at the moment) to find out how to join the T&E committee. She said she didn't have a T&E chair at the moment and asked me to do it. Of course, I wanted to be on a committee to learn about the subject but took the position of Chairperson with trepidation. When I took the position, people assumed I knew about the subject. Even then I was good at organizing meetings, so I held monthly meetings (in our living room - then my office) and people came. I made great contacts, many new friends and learned a lot. When we moved to Westchester in 1989, the first thing I did, before finding a dry cleaner or a supermarket or a synagogue, was to join the WWBA. In fact, it's through my early WWBA friends that I found the synagogue we still belong to, the stores I still shop at, and my law partner.

Q: When you were President, what were the most im-

portant accomplishments which the WWBA achieved?

A: There were several things. Within the first few months after I took office, we faced the tragedy of 9/11. The WWBA was able to organize its members and coordinate with the County Bar to provide pro bono legal services to victims, including their families. We created an annual Employment Friendly Policy Award. We created an annual Golf Outing. I am also very proud that we improved communication within and among our membership by the frequent use of emails to keep our members informed of educational, networking and job opportunities. We increased our membership, expanded the number of our Law Day programs and other community outreach programs, and we co-wrote an \$800,000 DOJ grant with the Northern Westchester Shelter and Victim's Assistance Services to assist victims of domestic violence, sexual abuse and stalking.

Q: How has the WWBA changed over the years?

A: Because it has grown in size, we have developed as a stronger presence in Westchester County and the state to promote the goals and vision of the WWBA. We have also been able to raise more money in dues and advertising revenue, and because the WWBA has grown in diversity of member interest, we've been able to provide a

broader palate of programs and services to our members and the public: many and varied CLE-accredited programs which are moderately priced; many networking events (including the golf outing and our fabulous Holiday Party); more community services such as working with Judge Nicolai on providing pro bono legal services and providing education and support to other agencies that provide pro bono legal services; providing more law day programs with several different schools in several different court houses and Take Your Children To Work Day. Our focus has also grown and included attorneys who practice in the trusts and estates, bankruptcy, corporate commercial fields, litigation and the public sector as well as the private sector.



Kathy Rosenthal

Q: What do you see as the most important issues for the WWBA to tackle going forward?

A: I'm tired of saying this and I'm sure people are tired of hearing it, but women in the legal profession still struggle for recognition and equal treatment. Women are still making less than their male counterparts and

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KATHY ROSENTHAL

from previous page

women do not comprise fifty percent of law practice partners, professors and judges. We make it too hard in the profession for lawyers to leave the professional track for the parent-track, and that harms all members of the family. We need to encourage employers to encourage men to actively enter the parent-track without risk of losing seniority and promotion opportunities. Women and girls in the larger community also still struggle against the same issues of gender and race discrimination, and are still subject to domestic violence.

Q: Please tell us about your private law practice, and how your partnership with Linda Markowitz, another former WWBA President, was formed?

A: Again, when I joined the WWBA, the then-President knew I had been chair of the T&E Committee in NY and she invited me to be on the committee here. I attended meetings at Rita Gilbert's office where Linda was employed. She and I met and bonded. Over the years, as Linda concentrated in family law and I concentrated in trusts and estates matters and we relied on each others' expertise, we would joke about becoming partners. By the late 1990's, the concept solidified and made so much sense to us, we joined forces in December of 2000 and never looked back.

Q: Your husband is a lawyer, and you have two grown children-how have you managed to do it all?

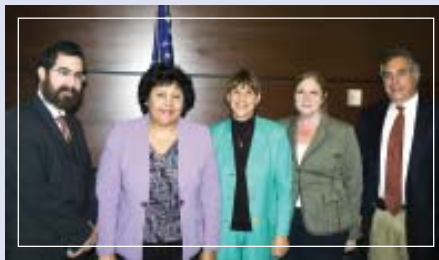
A: With smoke and mirrors (and we all have a sense of humor). Having two parents who work outside the home helped our children understand that their parents had obligations to many people and that they couldn't be the center of our attention all the time. I think that while they might not have been happy about that all the time, they learned perspective and self-reliance (as well as how to shop, cook and manage their own schedules). It would have been impossible to juggle everything without Stuart who both keeps me grounded and encourages me to fly.

Q: You have been involved in so many activities in the community-can you tell us about some of that work?

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► General Membership Meeting

September General Membership Meeting: "Livable Communities"



September General Membership Meeting Panel Speakers



Gail Boggio and Dolores Gebhardt

Our first General Membership Meeting of the year was held on September 19, 2007 at a new venue for us: The New York Power Authority's Jaguar Room.

The high-powered panel included Mae Carpenter, Commissioner of the Westchester County Department of Senior Programs and Services; John Migliaccio, PhD; Rebecca Fialk, RN, JD; Jonathan Polter; and Linda Levine.

Commissioner Carpenter defined a livable community as one that has affordable and appropriate housing, supportive community features and services, and adequate transportation options, which together facilitate personal independence and community involvement for senior citizens.

John Migliaccio, the Director of Research at MetLife's Mature Market Institute and a professor at Northwestern University, explained the concept of Asset-Based Community Development as a network that identifies and mobilizes the needs and the talents or skills of a community and brings them together for the good of everyone in the community.

Rebecca Fialk, the Director of Outreach and Training at the Pace Women's



Dawn Arnold

Justice Center, described the many faces of elder abuse and its implications for livable communities.

Jonathan Polter, the principal of Polter Financial Group in Southfield, Michigan, specializes in life settlements. He described a life settlement as the sale of an existing life insurance policy to a bank or a

mutual fund for an amount that exceeds its cash surrender value. The bank or investment firm will then continue to pay the premiums and will collect the death benefit upon the death of the insured. Life settlements are a pro-consumer option for seniors and others in need of cash.

Linda Levine is a licensed financial representative specializing in long-term care insurance, which pays for nursing home or home care services to those with chronic illness or disability.

The well-attended program was organized and planned by the tireless Mary Beth Morrissey. Our thanks to Mary Beth for once again presenting important information to all of us boomers with elderly parents! ▀

The Sixth Annual WWBA Golf Outing and Cocktail Party

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BMW of Westchester and a shiny azure colored VESPA motorcycle from John La Soursa Auto Group/Vespa the Bronx. Insurance requires independent spotters to monitor these prize holes. Many thanks to Vespa spotter, Devorah Rosenthal (Kathy's beautiful daughter) and BMW spotters, Laurence Thaul of Millenium Financial Inc., Harvey Braunstein of Braunstein Assets Management and between shifts, our photogra-

pher Kenneth Jackman.

The 3 "C's" of compassion, community service and charity are ingrained in us so, it is no surprise that the proceeds from our Mulligan sale (tickets purchased for "do over" shots) are immediately gifted to Women's Bar Foundation to further its work with deserving law students and distressed women and families in need of legal help. Nor was it a surprise to find fliers urging support for two charities especially dear to my heart: the First Tee of Metropolitan New

York (based in the Bronx at Mosholu Golf Course) to further their work of training inner city kids in the skills and the core values of golf and the American Cancer Society's "Making Strides Against Breast Cancer". A significant number of our members participate each fall in the annual, inspiring, 5 K walk dedicated to the fight against breast cancer.

Souvenir photos taken on the course and at cocktails can be seen at our web site

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Carole Brown, Joe DePietro, Pat Clowry, Jody Fay



Richard Sosis, Claire Meadow and Jean Connelly



Jewelry for Kathy Rosenthal presented by Jean Connelly and Claire Meadow



Mike Meadow accepts the Closest to the Pin Prize



Gail Ames, Alicia Gaudio, Fran DeThomas, Julie Kattan and guests



Dawn Arnold, Charles Arnold, Nicole Atlas and Ray D'Agostino



Jody, Claire and Dawn presenting Calloway Golf Bag to winner Barbara Bel



Carole Brown, Jody Fay, Jean Connelly, Claire Meadow



Dawn Arnold, Jody Fay, David Junker, Jean Connelly



Julie Kattan, Fran DeThomas, Gail Ames, Alicia Gaudio



Hon. John Colangelo, Claire and Mike Meadow, Richard Sosis

▶ Thank You to Our 2007 Golf Outing Sponsors

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Westchester Women's Bar Committee Activities

Judicial Screening Committee Ratings of 2007 Judicial Candidates

The Westchester Women's Bar Association ("WWBA"), a chapter of the Women's Bar Association of the State of New York, has released its ratings of the candidates for the Supreme Court for the Ninth Judicial District, (which includes the counties of Westchester, Rockland, Dutchess, Orange and Putnam), the Westchester County Family Court and the County Court for Westchester County.

The WWBA offers ratings through its Judicial Screening Committee, which conducts interviews of the candidates. The ratings are based upon the criteria of judicial temperament, knowledge of the law, legal writing ability, general reputation, character and fitness, and attitudes towards women's issues. Possible ratings are "outstanding," "well qualified," "qualified" or "not qualified" for the judicial office the candidate seeks.

All of the rated candidates for the Supreme, Family and County Courts appeared before the Committee, except for Mark E. Constantine, Esq.

Ratings are determined after conducting a personal interview of each candidate and considering a written questionnaire, a resume and other documentation, including written decisions, legal briefs and other relevant writing samples submitted by the

2007 Judicial Screening Report

Candidate	Rating
Supreme Court	
Hon. Francis A. Nicolai	Outstanding
Hon. Elaine Z. Slobod	Outstanding
Hon. Rory J. Bellantoni	Well-Qualified
Hon. Robert M. Berliner	Well-Qualified
Hon. William E. Sherwood	Well-Qualified
Hon. Christine Krahulik	Qualified
Family Court	
Hon. Charles F. Devlin	Outstanding
Hon. Janet C. Jordan	Qualified
County Court	
Hon. Barbara Zambelli	Outstanding
Hon. James W. Hubert, Jr.	Qualified
Mark E. Constantine, Esq.	Not-Qualified

Networking and New Lawyers

The **NETWORKING COMMITTEE** and **NEW LAWYERS COMMITTEE** held their first joint event on September 27th, a cocktail party and dinner at Sunset Cove overlooking the Hudson in Tarrytown. New members, new lawyers and some of our bar association founders had a fantastic time making new acquaintances and learning more about the WWBA. Thanks to all who attended and to our generous sponsor David Lerner & Associates. ▸



Jennifer Reinke, Aileen Noonan, Marisa DeVito



Christina Fahrback, Richard Gruenberger, Meredith Coleman

Tax

The **TAX COMMITTEE** will be presenting a program entitled "Income Tax Updates for the Non-Tax Practitioner." This program will be held on Tuesday, November 13, 2007 at 5:30-8:00 pm. Please contact Susan Edwards for more information. ▸

candidates. The Committee also takes into consideration the candidate's judicial experience for the position sought and references solicited from lawyers who have either appeared before the candidate, and/or appeared as opposing counsel or co-counsel with the candidate. If a candidate does not appear before the Committee, fails to submit written materials, or otherwise fails to cooperate with the Committee, a rating of "not qualified" is given. All interviews and deliberations remain strictly confidential.

This year, the WWBA Judicial Screening Committee is co-chaired by attorneys Gail M. Boggio and Loren Glassman. Other members of the Committee are attorneys Lisa Bluestein, Delores Brathwaite, Dolores Gebhardt, Janet Johnson, Sandra Kurtz, Roberta Michael, Lucille Oppenheim, Marilyn S. Reader and Beverley Rogers.

WWBA has more than 650 members all of whom are lawyers or law students who live and/or work in Westchester County or adjoining counties. Members include judges, attorneys in private practice, in-house counsel, government attorneys, and attorneys with alternate careers. WWBA is the largest chapter of the Women's Bar Association of the State of New York. ▸

For further information please contact WWBA President, Dawn K. Arnold, Esq., at (914) 381-7400.

▶ November Practice Management Tip

PUBLICITY GOLD MINE:

How to Land an Ongoing Column in a Publication

Editors don't often invite writers to submit columns because they usually receive enough unsolicited submissions. Still, most editors are open to looking at what you offer because they always want to publish better information that interests their readers.

In addition, as current columnists move on in their careers, editors need new writers to keep their publications full and fresh.

What does this mean to you?

You have nearly unlimited opportunities for closely targeted visibility that will bring you responses from genuine prospects. From daily newspapers to business weeklies; from industry trade publications to professionals journals; from national glossies to local newsletters. A quick look at national media directories of print publications will astound you.

What's more, in today's super-information age, editors also need copy for gazillions of online publications.

Get the picture? Your market for editors in need of well-written articles and columns is constantly changing – and nearly endless.

Here are 15 secrets for winning an ongoing column:

Secret #1: Identify the publications that will benefit your marketing effort the most. If you already have clients in the same industry or profession, ask them which publications they read. Not which publi-

cations they receive, but which ones they actually read.

Secret #2: Don't be put off if the publication already has a columnist writing about your subject of choice. Some editors like to change writers to give their readers a new point of view. The editor may have the current columnist simply filling the page until the editor sees the really good materials you offer.

Secret #3: Don't overlook "small" publications. Lawyers often ignore small publications, thinking they are only local as opposed to national--or read by only hundreds instead of thousands. Don't overlook local and small-circulation publications that reach your prime prospects. Your prospects often read local publications much more closely than they read national publications that reach millions.

Secret #4: Choose a subject that will interest the publication's readers. If you hope to write for a broad-based publication, such as a daily newspaper, the editor will look for a broad-based column that deals with many fields of law. If you want to write for a niche publication, the editor will favor a narrow column that deals with various aspects of the same subject.

Secret #5: Don't call the editor on the telephone. Editors at the bigger (and often more desirable) publications are so overwhelmed with deadlines – and so understaffed – the last thing they want is another phone call. (This is not true in every case, but most.) In addition, your

phone call provides the editor the opportunity to quickly say "no", with the hope of reducing his or her stack of incoming mail.

Secret #6: Send sample columns. Even if the editor will talk with you on the telephone, no editor will make a positive commitment without first seeing what you offer. The editor will say, "Send me what you've got and I'll look at it." If you don't have something ready, the editor may lose interest by the time it finally arrives. So forget phone calls and send sample columns instead.

Secret #7: Give the editor a yes-yes choice. I suggest you send six columns roughly the same length as other columns already running in the publication. You might send three in a question/answer format, and three in a straight topic format. This way if the editor prefers one over the other, you still have a chance.

Secret #8: Write in plain English. Most editors want columns their readers can easily understand. If you're writing to a consumer audience, keep the readership level at around sixth grade. If you're writing for other attorneys, you can write at a higher level, but even lawyers grow tired reading legalese. The simpler the language and the easier readers can understand what you write, the more likely the editor is to publish your columns.

Secret #9: Write in the format you see. Look at the columns and articles written by the publication's editors and writers.

Try to match the length of sentences and paragraphs with what you see in the magazine. If they use sub-heads throughout, you should, too.

Secret #10: Create your samples so they look as if they were already in print. Use the same type fonts and sizes that appear in the publication. The more closely you duplicate the editor's current format, the more easily the editor can visualize your column in print. If existing columns have the author's photo, include your photo in the same position.

Secret #11: Include a cover letter no longer than one page. Introduce yourself and talk about your background and experience. Include how long you've practiced law and any special qualifications. Explain the range of subjects you can discuss, and point out how your columns will differ from anything the editor has ever seen. This is especially true if the publication already has a legal writer. You must convey how your column will be better, fresher--and more informative than the column currently running in the publication.

Secret #12: Submit your columns simultaneously to editors at publications that do not compete. They may have readers in different

continued on page 10 ➔

▶ Chapter News and Announcements

Notes on Members

□ **Susan M. Damplo** was named in the 2007 Metro Edition of New York Super Lawyers in her field of practice, appellate law. She handles civil and criminal appeals in state and federal courts. Before opening her appellate practice in 2000, she worked as sole career clerk to the Hon. Ralph B. Guy, Jr. of the U.S. Court of Appeals for the Sixth Circuit. She serves on the Committee on Courts of Appellate Jurisdiction for the New York State Bar Association.

□ **Judge Susan Simon** has announced that she is running for re-election as Lewisboro Town Justice. Susan is the first woman judge in her town and has served for four years. Susan states that she has a general practice in Cross River, focusing on real estate, wills, trusts and estates, and corporate matters. ▶

Classifieds

Larchmont - Small suite of attorneys. Windowed office available, furnished if desired. Conference room, fax, copier. Contact (914) 834-2302. ▶

WWBA Program on Domestic Violence and Financial Exploitation

On October 2, 2007, the WWBA co-sponsored a multi-discipline program concerning domestic violence and financial exploitation in matrimonial cases. Other sponsors were with The Ninth Judicial District Committee to Promote Gender Fairness in the Courts and The Pace Women's Justice Center. Speakers practicing real estate, criminal, matrimonial and bankruptcy law each provided a different spin on how to help victims of domestic violence facing financial exploitation and challenges. ▶



Speakers Tamara Mitchell, Audrey Stone, Dawn Arnold and Jody Fay

WWBA 2007 Golf Outing

from page 6

www.wwbany.com and in our newsletter. If you would like any extra prints, feel free to order them from Mr. Jackman at AMBERZ29@verizon.net .

While our tournament strictly follows USGA rules of golf, accepted procedures for scramble play and required etiquette on the golf course, the ladies' touch, which is pervasive, makes it unique.

Special thanks go to Jean Connelly and David Jonker, Bank of New York Wealth Management consultants, who among other things oversaw our raffle and Mulligan sales. Jean was our very own glamorous Vanna White for the prize giveaways at cocktails. Finally, without my special friend and co-chair, immediate past president, Jody Fay and our Executive Director, Linda Surace who shared her indispensable organizational skills, this event could not have been so, so perfect.

The page 6 sidebar contains a list of our sponsors. Please, please tell them you saw their signs and patronize them because without their support the event would not be the door buster that it is. ▶



Winner of Citibank Sports Bag



Closest to Line Prize for Loren Glassman with Low Gross Players



Prize Presenter Lisa Solomon

▶ PRACTICE MANAGEMENT

Publicity Gold Mine

from page 9

geographical areas, or reach different target audiences. If you're dealing with major national publications, you should offer the editor an exclusive review for a specific period of time. Since many editors won't comment on what you send, ask the editor for a response within 60 or 90 days, after which you'll approach other publications.

Secret #13: Don't expect a quick reply. Due to pressing deadlines, the editor may need a few weeks to review what you send. If you don't hear from the editor within 90 days, you can assume the editor has other priorities--or that the editor is not interested at that moment. Don't waste your time trying to call the editor. If the editor likes what you sent, you'll hear from him.

Secret #14: Don't get discouraged if you come up dry. You can be sure that somebody reviewed what you sent. But, even if you send good materials, most editors can accept only a fraction of what they receive. Still, an occasional "yes" can give you a terrific opportunity to generate inquiries from your prime prospects.

Secret #15: Never give up. The key to getting publicity is to send good materials on an ongoing basis. Keep sample columns flowing from your office to targeted publications. Every once in awhile you'll strike publicity gold. And in some instances, the editor may even pay you. ▶

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This month's Practice Management Tip was provided by Trey Ryder, a law firm consultant who specializes in Education-Based Marketing for attorneys. He offers lawyers three free articles by e-mail: 11 Deadly Assumptions That Kill Your Marketing Program, Marketing Secrets of a Powerful Web Site, and 17 Fatal Marketing Mistakes Lawyers Make. To receive these articles, send your name and e-mail address to trey@tre Ryder.com and ask for his free e-mail packet of articles.

AN INTERVIEW WITH KATHY ROSENTHAL, ESQ.

from page 5

A: Invariably, many of my community activities somehow started with the WWBA. One of my first new WWBA friends was Irene Sandford who was active in the Arthritis Foundation. There came a time she couldn't attend a meeting and asked me to attend for her. I did and got involved and became a member of the Planned Giving Committee. Through the WWBA, I also became active in WEDC (the Women's Enterprise Development Center), WCA (the Westchester County Association) and now the WPPP (Westchester Public Private Partnership).

Q: *If there was one thing that you could change about the legal profession, what would it be?*

A: I love the law and I love the opportunity it gives me to help people. I deal with the young and the aged, the frightened

and the resolute, the dying and the recently bereaved; I can make order out of chaos and bring comfort and calm. I don't think I would change any part of my practice. I find that most of the lawyers I have come to know in my thirty years of practice are equally engaged and care about their clients and work. What I would change would be the public's negative perception of the legal profession. I am proud to be member of two associations, the WWBA and the WWBA Foundation, which promote such a positive impression of the work we do. ▀

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 Susan L. Pollet is Counsel and Director of New York State Parent Education & Awareness Program and may be contacted at:
 140 Grand Street, White Plains, New York 10601
 Work Cell #: 646-483-3536

▶ Westchester Women's Bar Association New Members

The Westchester Women's Bar Association proudly welcomes our newest members:

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 (Negligence/Torts/
 Product Liability)*

▶ WWBA Schedule of Upcoming Events

COMMITTEE	DATE/TIME	PLACE	TOPIC	RSVP
WWBA Board Meeting	11/7/07 Light Supper & Meeting 5:30-8:00 pm	The Bank of New York 701 Westchester Ave White Plains, NY	Board Meeting	Dawn Arnold at 914-381-7400 if you are unable to attend
Taxation	11/13/07 6:00-8:00pm	Westchester Community Foundation 200 North Central Park Avenue, Hartsdale, NY	Tax Updates: For the Non-Tax Practitioner	Susan Edwards 914-948-5166 X26
WWBA General Membership Meeting	11/28/07 5:30-8:00 p.m. Cost: \$40	NY Power Authority Jaguar Room 123 Main Street White Plains, NY	Making the Most of Discovery	Linda Loscalzo, 914- 385-1051 or lloscalzo@mccarthyfing ar.com

▶ Other Upcoming Events

SPONSOR	DATE/TIME	PLACE	TOPIC	RSVP
Westchester County Pro Bono Local Action	11/15/07 2pm-4pm	Westchester County Courthouse	Views from the Benches and the Trenches	Lisa Florio, Esq. @lflorio@courts.state.n y.us or 914-824-5100

WWBA is a chapter of WBASNY which is an approved provider of CLE credit. Full and partial scholarships for CLE programs based on financial need are available. For information on the guidelines and procedures for applying, please contact the person running the program. All requests are strictly confidential. All programs are for transitional credit unless the program states otherwise.



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