



# WWBA news

Westchester Women's Bar Association

September 2008

www.wwbany.org

## ANOTHER FABULOUS WOMEN'S BAR GOLF OUTING

by Roberta Michael and Kathy N. Rosenthal  
Golf Committee Co-Chairs

**W**e are pleased to report that the WWBA Golf Outing opened this year at the Willow Ridge Country Club to rave reviews. No one's good walk was spoiled on August 4, 2008.

The day started with a lavish brunch buffet sponsored by *Liberty Title/Skyline Title*. Everyone was invited to limber up with complimentary use of the driving range sponsored by *BNY Mellon Wealth Management*, a clinic with club pro, Tish Certo, and a massage by Peggy Altman sponsored by *Madison Abstract, Inc.* For extra insurance, players purchased mulligans which raised funds for the WWBA Foundation.

Skills contests punctuated the scramble play. Contests were sponsored by *PFC Title Ins. Agency*, *Bengker Corp* and the WWBA. Congratulations to the winners, each of whom won a Willow Ridge Gift



Elaine Snider, Steven A. Swidler, Jill C. Owens

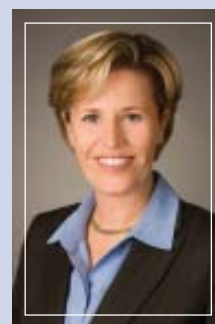


Carla Glassman, Andrea Reinke, JoAnn Rossano

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## ► PRESIDENT'S MESSAGE

I spent the summer thinking about what I want to accomplish for the WWBA during the 2008/2009 term: "Empowering Women To Become Leaders." I've noticed this



is a common theme to the events and programs I've recently attended. Searching for the answer to "do we really still need a women's bar association" (after all, don't we represent 50% of law school classes?), I've been confronted with the cold hard statistics. Women are graduating at the same rate as men from law school, but they are not yet achieving the same seniority and leadership roles as their male colleagues. We need to empower more women leaders!

Geraldine Ferraro recently spoke to me and others at the National Conference of Women's Bar Associations, attended by bar leaders from all over the nation. She told us that less than 15% of equity partners at the big law firms are women, less than 15% of top Fortune 500 jobs are occupied by women, and only 15% of the United States Senate are women. Why are our numbers so small? We need to continue to encourage, train and support women leaders. As Geraldine Ferraro said, just think of how different society's attitude might have been toward women leaders if she had broken the barrier into the White House 25 years ago. Things don't change just because you want them to. We have to continue to

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## ► SAVE THE DATE

### WWBA GENERAL MEMBERSHIP MEETING

**SEPTEMBER 17, 2008**

**5:30-8:00PM**

"Sex and the Billable Hour"

See insert for more details

### WOMEN IN THE LAW CONFERENCE AND PANEL DISCUSSION

**OCTOBER 24, 2008**

**3:00-7:30PM**

See back for more details

# ▶ WWBA Member Newsletter



**SEPTEMBER 2008**

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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# ▶ 2008-2009 WWBA Committee Chairs

## STANDING COMMITTEES

By Laws .....	Laura Freeman, Sonia Lopez Gonzalez	Membership .....	Jody Fay
Corporate & Commercial .....	Jill C. Owens, Linda Liberatore	Networking .....	Meredith Coleman
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	Hon. Irene Ratner, Lauren B. Abramson	Placement .....	Amy Gewirtz, Rachel Littman
Grievance/Ethics .....	Hon. Janet M. DiFiore, Deborah A. Scalise	Programs .....	Lisa M. Bluestein, Donna E. Frosco, Alicia Gaudio
Judicial Screening .....	Gail M. Boggio, Loren I. Glassman	Public Relations .....	Donna Frosco, Dawn Arnold
Judiciary .....	Hon. Sandra A. Forster, Hon. Linda S. Jamieson	Real Property .....	Jody Fay, Dwight D. Joyce
Legislation .....	Joelle M. Burton, Sylvia Goldschmidt	Taxation .....	Susan D. Edwards, Daniel Timins
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Annual Dinner .....	TBD	International Women's Rights .....	Dale Siegel, Mary Beth Morrissey
Appellate Practice .....	Annette Hasapidis	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, Barbara Curtis
Bankruptcy .....	Julie Cvek, Susan Mills Richmond		Angela Marcone Giannini
Breast Cancer Awareness .....	Natanya L. Briendel, Roberta L. Michael	Network of Bar Leaders .....	Dawn Arnold, Jody Fay
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Domestic Violence .....	Beth Feder, Joy Joseph	Souvenir Journal .....	Lisa M. Bluestein
Education Law .....	Susan Mills Richmond, Aileen Noonan	Technology/Website .....	Donna Frosco
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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 ...	Dawn Arnold
	Katherine Zalanitis	WWBA Foundation President .....	Linda Markowitz
Gender Dynamics .....	Hon. Terry Jane Ruderman	WWBA Delegate to WBASNY Judicial Screening Committee	
Golf Outing .....	TBD	.....	Gail M. Boggio
Holiday Party .....	Julie S. Kattan	WWBA Delegate to WBASNY Mentoring Program	
Holiday Party/Crafts .....	Beth Willensky	.....	Mary Beth Morrissey

## President's Message

from page 1

learn, persuade, build coalitions, mentor and think about the next generation. As women, we're pretty darn good at those talents, so I have every confidence we will continue to see women making positive strides in leadership.

Join the cause by attending the Women in the Law Conference on October 24th, co-sponsored by the WWBA and Pace Law School. A panel discussion, cocktail social hour and dinner with prominent speakers are planned. We're lining up some exciting speakers, so please stay tuned for details. I also plan to hold a fall networking program featuring a panel of senior women revealing their secrets to success.

Your membership in the WWBA is a huge step in the right direction to climbing the ladder, to becoming a leader. Membership, and the support it provides, add to career satisfaction, moral support, professional connections, client development, advice in other areas of the law, and just plain having fun. Membership applications for the June 2008-May 2009 fiscal year were sent in July. For convenience consider the on-line application at [www.wwbany.org](http://www.wwbany.org).

The Past Presidents of the WWBA will hold a reception before the November Board Meetings. If you're thinking about becoming more active, thinking about joining, or just want to check out what the Board Meetings are like, please mark your calendars for November 5th.

As you can see in this newsletter, one of the most exciting events I attended this summer was the WWBA Golf Outing. What fun! The weather was perfect. The venue was hospitable and beautiful. Thank you so much to Kathy Rosenthal, Roberta Michael, Linda Surace, Adrienne Orbach and everyone else who worked so hard to make this year's outing a huge success. I want to add a special "welcome" to new member Richard Sosis, President of the New Rochelle Bar Association. I look forward to future joint programs and initiatives between the two organizations.

If you haven't been an active member, or have taken some time off, please consider getting involved this year. The Board and all of our Committees welcome you with open arms. If you're not sure where to start, contact Executive Director Linda Surace at 347-3662 or me at 381-7400. ▀

~Dawn

## ▶ Editor's Note

Greetings everyone! I just wanted to introduce myself to all our members. I am the new corresponding secretary for the WWBA. I have very big shoes to fill as Julie Kattan was a wonderful editor and I ask everyone to bear with me these first few months as I learn the ropes. Like Julie, I need all submissions made by the 12th of the month, thereby insuring a timely newsletter. Please feel free to contact me at either [nefesh18@hotmail.com](mailto:nefesh18@hotmail.com) or (914) 833-5297 with any questions or concerns. I am looking forward to working with all of you and hope to keep Julie's "legacy" of phenomenal newsletters alive.

~ Lonya Gilbert

## ▶ 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 [nefesh18@hotmail.com](mailto:nefesh18@hotmail.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 with their submissions. 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** Lonya Gilbert, 2008-2009, Corresponding Secretary and Editor-in-Chief of the WWBA Newsletter, at (914) 833-5297 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](http://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. Gilbert, 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](mailto:lindasurace@wwbany.org) with that request. ▀

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*Deadline for all ads is the 12th of the month prior to publication.  
Call Lonya Gilbert at (914) 833-5297 for any questions regarding advertising.*

# WESTCHESTER WOMEN'S BAR ASSOCIATION GOLF OUTING - AUGUST 4, 2008

from page 1

Certificate for \$100: Closest to Pin for Men, Ed Fay; Closest to Pin for Women, Anne Donahue; Longest Drive for Men, Tony Skoczypas; Longest Drive for Women, Jill Owens; Straightest Drive for Men, Jed Coitcux; Straightest Drive for Women, Christine Krahulik; Team First Gross, Ed Ray, Keith Housman and Andrew Cecil, and Team First Net, Carla Glassman, Andrea Reinke, JoAnn Rossano and Judy Stern. To ease the pain for those who did not win any contests, players had easy access to the very ample hot dog and snack station sponsored by *Rattet Pasternak & Gordon-Oliver, LLP*.

Our Outing was also supported by the Tee Box Sponsors whose signs dotted the course: *Eisman, Zucker, Klein & Ruttenberg, LLP, Glassman & Brown, LLP, Hudson Valley Bank, Jackson Lewis LLP, Keane & Beane, PC, Mary Beth Morrissey, Esq., and Rosenthal & Markowitz, LLP*.

After the round, *Rosenthal & Markowitz* sponsored the Putting Contest which was

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Suzanne's Sweets  
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WWBA

WE LOOK FORWARD TO SEEING YOU AGAIN NEXT YEAR!

ably run by club pro Anthony Lovallo and decisively won by Dawn Arnold, who was the only player to sink the long putt.

The cocktail hour flowed into a delicious dinner sponsored by *CEO Title Agency, Inc.* Most people stayed until past 8:30, not wanting to end the comraderie of the day.

During the dinner, players and dinner guests participated in the raffle contest. Prizes consisting of wine baskets, champagne, a golf lesson, decorating services, a coffee/candy basket, rugelach, and various restaurant gift certificates were sponsored by: *Abraham, Lerner & Arnold, LLP, the Colten Family, Frank's Steakhouse, Jurlique, Law Offices of Annette G. Hasapidis, Lisa Solomon, Esq./The Billable Hour, Le Provençal Bistro, Liberty Title/Skyline Title, Teddy Morrissey, National Granite Title Insurance, Neci Marr Interiors, Surprise Lake Camp, Suzanne's Sweets and Willow Ridge Country Club.*

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WWBA Member Hon. Susan C. Simon



WWBA Member Kathy Rosenthal



WBASNY President and WWBA Member Gail M. Boggio



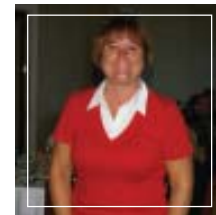
WWBA Members Carla and Loren Glassman



WWBA Member Linda Markowitz



WWBA Member Donald Snider and his wife, Elaine Snider



WWBA Member Hon. Christine Patneau



WWBA Member Jody Fay



Goody baskets donated for the raffle prizes



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# AN INTERVIEW WITH PAST-PRESIDENT SUSAN L. POLLET

*Susan L. Pollet was President of the Westchester Women's Bar Association from 1995 to 1997*

by Susan L. Pollet, Archive and Historian Chair  
Counsel and Director of the New York State Parent Education and Awareness Program, O.C.A.

**Q: Why are you interviewing yourself?**

A: At a meeting of the Past Presidents and Long Range Planning Committees, it was determined that we would collect all of the interviews of Past Presidents that I have been initiating as Archivist and Historian, and make them available in some form for our next big anniversary. When everyone realized that I had yet to be interviewed, they told me to interview myself. Since I am used to talking to myself (sometimes out loud, my daughters tell me), it did not seem to be a "stretch." I hope that nobody will edit me! (Unfortunately, they usually try to).

**Q: What were the accomplishments of the WWBA during your Presidency?**

A: We took a leadership role in the legal community and the community at large. We continued to work diligently on domestic violence issues through our Committee. A Committee on Alternative Dispute Resolution was formed. We worked on increasing our Diversity and forming an active Committee. We had an active Legislative Committee and worked with our elected officials. We built upon our relationship with Pace Law School through

mentoring efforts and other programs, and we worked well with the Westchester County Bar Association. We had an active voice with the local Administrators of the Courts in our area. We remained a well-respected presence with regard to Judicial Screening as well. We had a 'staggering' number of educational programs, designed to attract attorneys with all types of practices. It was a time of much productive activity, and good feeling amongst our members, as it has always been and will continue to be.

**Q: Do you remember any particular highlights during your years as President?**

A: There are certain images that come into my mind immediately. I remember we had a Breast Cancer Awareness Program in the lobby of the courthouse at 111 Dr. Martin Luther King Drive. We had a female singer there whose songs with 'feminist themes,' (which literally echoed), was a sharp contrast to the institutional setting, and really drew a crowd. We had a program called the "Pink Bench" with the women Appellate Division Justices, including our own Hon. Sondra Miller. They were and are an extraordinary group. Congresswoman Nita Lowey came and spoke to a crowd about legislative issues in the Tudor Room of Pace Law School, which we

had organized. She was such a presence. I remember dancing with Gary Bashian, Esq., who was the President of the Westchester County Bar Association. We did it as a symbolic act to prove that our organizations could get along in harmony in the community. Gary was a good dancer. On a personal note, I was sworn into office by Chief Judge Judith S. Kaye. She gave my youngest daughter a coloring book about the Court system, and sent her a beautiful handwritten note after the occasion. Who could forget that, and more importantly, everything that she has achieved? But what really stands out to me are two years of board meetings in my living room. I believe that I was the last President to have the



Susan L. Pollet

meetings "at home." I really appreciated the fact that our Board members came all the way to Chappaqua-but I fed them well. Everyone made fun of my living in the 'boonies' with no street lighting, and windy roads. My husband escorted all attendees out of my house with a flashlight to find their cars. Who knew that 'Hillary' would end up moving

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# AN INTERVIEW WITH SUSAN L. POLLET

from previous page  
to our sleepy town?!

**Q:** *Why have you been involved with the WWBA for so many years?*

**A:** Whatever time and effort I gave to the WWBA, I always felt, and still do, that I received so much more from my involvement. We do important things and we make a difference. What better combination could there be? The WWBA has served my needs at each stage of my development as a lawyer, mother and community member. I was involved with the New York Chapter when I was a 'baby' lawyer in the early 1980's. As Publicity Chair, I used to type press releases from my electric typewriter, given to me upon graduation from high school. When I moved to Westchester County and started a family, I immediately joined the WWBA. I was initially a member of the Lawyering and Parenting Committee when Jane Gould was President. I remember being involved with a fabulous conference on child care, and with another conference on alternative forms of legal careers for women. Donna Tsamis was the Chair, and she worked at the law firm Jackson, Lewis at the time. We held meetings at their offices, and breast feed our babies. We managed to get work done and eat lunch too. Many of their lawyers were known to pace outside the closed door, but I don't think they ever managed to 'see' anything. I then went on to co-chair committees, served on the Executive Board in ev-

ery capacity, and now, with my limited memory, fallen arches and failing eyesight, they have allowed me to remain as the Archivist and Historian! In the early 1990's I became involved with the Women's Bar Association of the State of New York, served as Vice President, and Co-Chaired many committees. I have continued to remain active and engaged with that group as well. I cherish all of the friendships that I have made, and continue to be inspired by so many of our members.

**Q:** *Do you think you have managed to balance a family and work well over the years?*

**A:** I tried. I have a helpful husband and my children were not ill so I was able to operate on all cylinders at all times. I did as little housework as is humanly possible without much assistance. I am an indifferent cook. My legal work has always been meaningful to me personally, and my children have now reached an age where they appreciate that I have a life and identity of my own. I had bad moments, bad weeks, even bad months where the balance was out of whack in one way or another. I learned that nothing is perfect, and was able to live with imperfection, albeit reluctantly. I probably would not do any of it differently if given a second chance. Everyone has to find their own balance. One thing my husband and I used to tell our children is – "you will always have one parent at every one of your events, sometimes two." And we managed to keep that promise for the last 22 years. ▀

## WWBA Annual Dinner June 11, 2008 Mamaroneck Beach and Yacht Club



Hon. Sondra M. Miller



WWBA President Dawn Arnold



WWBA Annual Dinner attendees



WWBA Incoming Officers  
Patricia LaPorta, Lonya A. Gilbert and Julie S. Kattan



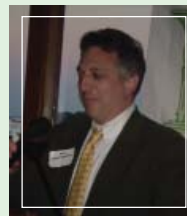
WWBA Incoming WBASNY Directors



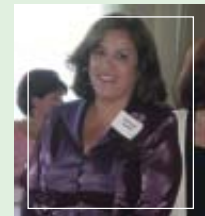
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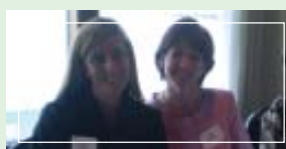
WBASNY President Gail M. Boggio



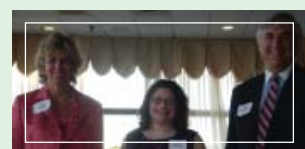
Honorable Janet M. DiFiore



WWBA Member Julie S. Kattan



WWBA Member Julie Cvek and WBASNY Pres. Gail M. Boggio



Hon. Sandra A. Forster, Lisa Solomon and Loren Glassman

## Westchester Women's Bar Committee Activities

### Matrimonial

The Matrimonial Committee on Thursday September 25, 2008 from 5:30-8:00PM will present "Hidden Minefields and Treasures in Five Leading Court of Appeals Decisions." Speakers will be Elliott Scheinberg, Esq. and Ronald J. Klein, CPA, ABV. The program will be held at the Bank of New York, 701 Westchester Ave in White Plains. ▶

### Practice Management

On Tuesday, September 23 from 5:30-8:00PM, the Practice Management Committee of the Westchester Women's Bar Association will present "Powerful Persuasive Writing Techniques for Your Marketing Materials and Briefs." The program will be held at the offices of Silverman, Bikkal & Sandberg, LLP, 81 Main Street, Suite 300, in White Plains. ▶

## New Directions Helps Attorneys "Opt-In"

by Andrea Reinke

The decision to go back to the legal profession after a long absence is not an easy one. I know from personal experience. I have been away from the practice of law for seven years, working as the primary caregiver for my three children. Although the time has flown by, I sometimes feel like my career was in another lifetime, and as much as I have enjoyed my time away from the rat race, I am now longing to pick up where I left off.

I started to feel a little pull when I received my bi-annual Attorney Registration back in January, but the thought of trying to get back into the field after a seven-year absence seemed daunting, to say the least. It is difficult enough to enter the workforce fresh out of law school, but how could I get a foot in the door without up-to-date skills and experience? I also had a huge gap in my resume. I knew I would need serious help to get myself back into the profession, and I felt ready for the challenge.

I started by asking the clerk at the Attorney Registration office if there was any kind of mentoring or training program for non-practicing lawyers who wanted to return to the field. He thought

it was a great idea, but knew of no such program. I was convinced that my dream program must exist, so I Googled it. Sure enough, I soon found all sorts of information about *New Directions*, a program designed to help attorneys who have been away from the profession transition back into the law. It was exciting to discover that the program I had envisioned actually existed, but it was also a little bit scary, because I felt like someone had just upped the ante. What had seemed almost impossible minutes before-me working as a lawyer again-now seemed kind of possible. There was an open house scheduled for the following week. The timing was too perfect to be an accident.

I attended the open house, and left feeling energized and ready to take on the world. Program Director and WWBA member, Deb Volberg Pagnotta, outlined the course and described the experiences of the prior year's inaugural class. Deb's great energy, knowledge of the local legal market and enthusiasm for the program helped me to begin to imagine my own successful return to attorney-dom. The program addressed all my concerns: it offered a survey of substantive law (to help me choose a direction), refreshers on basic computer skills and computerized legal research, legal writing, and an externship to pro-

vide practical experience. I started drafting my application immediately.

I have now been in the course for two months. The transition is well underway. The journey began with an initial weeklong "boot camp," involving five full days of CLE level classes in networking, computer skills for lawyers, legal research, being in-house counsel, and legal writing. We were also given our first legal writing assignment—a short memorandum of law. We got helpful feedback through one-on-one meetings with Pace legal writing professor Leslie Garfield.

We have now settled into a part-time class schedule of eight hours per week. Each week brings new lecturers on substantive legal topics. The lecturers have one thing in common—they all seem to love the work they do. (This fact is incredibly comforting and reassuring for someone reentering the workplace). Legal writing continues, and now we also have job search skills and an actual job search for an externship added to the mix. Amy Gewirtz, *New Directions'* Associate Director and the Associate Director of Alumni Counseling & Relations at Pace Law School (and another WWBA Member), has been preparing us for our transition into the legal workplace. Her kind and knowledgeable guidance has proven in-

valuable. Even the daunting prospect of a taped mock interview becomes fun when Amy is involved.

I will soon be going on my first interview for an externship and I'm nervous, but I feel well prepared. *New Directions* has really given me the tools necessary to reenter the profession. One of the best lessons I learned was that I never stopped being an attorney and I never really lost all the great skills I learned in law school and in practice. Even when I was wiping noses, I was still an attorney. (I now realize why I always found myself glancing at the clock in six-minute intervals).

I am ready, willing and able to return to the law, and the program has convinced me that I really have something to offer prospective employers. Not only does *New Directions* provide training for attorneys who are opting-in, the program also provides employers access to this great, and largely untapped, talent pool through the externship process. With my rejuvenated skills and experience, it's only a matter of time before employers start knocking.

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WWBA Member Andrea Reinke is a 1998 graduate of Osgoode Hall Law School in Toronto. Soon after writing this article, she accepted externships at the Judicial Institute and the New York City Law Department, as part of *New Directions*.

## Make Your E-Mail Signature Work for You

*Most (if not all) email programs include a feature that will allow you to customize your email “signature” – the information at the bottom of your outgoing emails. Your email signature can be a great marketing tool.*

Is your email signature pulling its weight? Here are some things to consider incorporating into your email signature on business-related emails:

■ **Your full name.** While this may seem obvious, it still amazes me how many people send emails that don't include their name at the end. Perhaps that's because they assume that their email arrives in your in-box with their name attached to it-but even that isn't always true. Some emails arrive with only the email address, which can look like gobbledy-gook. And some emails are signed only with a first name. Don't assume that everyone you write to will know who you are-include your full name in your email signature.

■ **Your firm name.** Just as you shouldn't assume that people know your name, you shouldn't assume that they remember your firm name. You want to have name recognition for both you as a lawyer and for your firm. That means all of your business-related emails should include your firm name.

■ **Your logo.** If your firm has a logo, it was created to help “brand” your firm. It should always accompany your firm

name. Include it in your email signature.

■ **Your firm's tagline.** Just like your logo, your tagline is a part of your brand. If it's on your other marketing materials, you might want to include it here, too.

■ **Your contact information.** Include your email address, phone number and/or mailing address at the bottom of emails. Your contact may have this information stored in their contact database, their rolodex or on your business card (which, if they have it at all, is likely to be at the bottom of a pile or tossed in a drawer somewhere). Even if you think your email recipient has your contact information, including it at the bottom of your email will make responding to you easier.

■ **Your complete website url.** If you include your web url at the bottom of your email signature, you're much more likely to get visitors from your email. It's much easier to click on the web address in your email than it is to open up the internet and type in your website name (or worse yet, do a Google search to find you). The name of the game is to make things as easy as possible for clients, potential clients, strategic alliances, etc. If you have a blog, include that url in your signature as well.

Although these suggestions are pretty basic, countless law-

yers who send business emails or participate in list serves or other email activities that are intended to create or foster business relationships forget to include these items.

Once you've tackled the basics, you may want to consider some “advanced” additions to your signature:

■ **Practice Areas.** Email recipients may see your name and firm name and know that you're a lawyer, but how will they know that you're the kind of lawyer they need? Noting your main practice areas in your email signature will make it immediately obvious.

■ **PS.** Do you respond to list serves, client questions, website answer services, etc? Do many of these responses relate to the same issues? Do you have written materials or articles on your website that address these same issues? If so, create some email signatures containing a “PS.” that address those issues and point to specific articles or pages on your website. Psychologically, most people can't resist reading what you put in a “PS.”

■ **Links to educational materials.** If you're a disciple of education marketing and you have a book or free report to offer to build your list and start your “drip” marketing campaign, your email signature is yet another place to promote these materials.

■ **Photographs.** If you are your brand, including your photograph in your email signature might take the place of a logo and improve recognition.

■ **Updates.** Do you have a blog or other frequently updated site with an RSS feed? If so, you might want to include some code in your email signature which posts the titles of your recent blog posts to entice readers to visit.

■ **Profiles.** Active on LinkedIn (or other social networking sites)? Looking to promote your profile and expand your network on those sites? Include a link to your profile. By doing so, you'll encourage email recipients to view your credentials and join your network.

One word of caution: there are many options when it comes to additions to your email signature, but you'll want to use restraint-don't overload your email signature to the point where it's too busy or overwhelming and your message gets lost. As with any other marketing tactic, you'll want to consider your target audience and choose the right additions to your email signature to receive maximum impact. ▀

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*Allison Shields is the Founder and President of Legal Ease Consulting, Inc., a consulting firm that helps lawyers create productive, profitable and enjoyable practices. Her website is [www.LawyerMeltdown.com](http://www.LawyerMeltdown.com) and see her blog, [www.LegalEaseConsulting.com](http://www.LegalEaseConsulting.com) for more information about how to improve your practice.*

## ▶ Chapter News and Announcements

### Announcements & Notes on Members

□ Congratulations to **Ronnie Gouz** on her appointment as Chair of the Family Law Section Executive Committee of the New York State Bar Association and to the new NYSBA Family Law Section Executive Committee members: Frances A. DeThomas, Sylvia Goldschmidt, Nancy D. Kellman, Lydia A. Milone, and Tamara A. Mitchel.

□ **Lisa M. Bluestein**, principal of Law Offices of Lisa M. Bluestein, LLC, was featured in an article in the May 12-18, 2008 issue of Crain's New York Business on the subject of small law firms adjusting to the recent economic downturn. Lisa discussed the shifts she has noticed of late and the strategies her law firm is implementing to address them. Law Offices of Lisa M. Bluestein, LLC concentrates in the areas of commercial litigation and construction law.

□ **Lisa Solomon's** article, "Associates? I Don't Need No Stinkin' Associates! A Brief Introduction to the Use of Contract Lawyers," was published in the Summer 2008 issue of Solo, a quarterly newsletter published by the ABA's GP|Solo Division. The article is available on Lisa's website at [www.QuestionOfLaw.net](http://www.QuestionOfLaw.net). "Ethical Judicial Opinion Writing," which she co-authored with Hon. Gerald Lebovits and Alifya Curtin, was published at 21 Geo. J. Legal Ethics 237 (Spring 2008) and is available on Westlaw.

□ WWBA member **Pia Rivero**, of Yorktown Heights, New York, a Partner in Rivkin Radler's Intellectual Property and Litigation & Appeals Practice Groups, has been elected an At Large member of the board of directors of the Long Island Women's Agenda (LIWA). Ms. Rivero was inducted at LIWA's annual awards dinner on June 3 at the Woodbury Country Club.

□ **Norma Silfen** was featured in an article entitled "Comeback Lawyers: New Efforts Help Attorneys on Extended Leave Return to Practice." The article was printed on June 30, 2008 on Lawyers USA Online. ▶

### Desires by Mikolay

Desires by Mikolay will roll out the red carpet on Saturday, September 20th to mark the culmination of a week-long benefit, where clients have the opportunity to purchase exquisite fine jewelry at a 15% discount. Desires will donate an additional 15% to Pace Women's Justice Center. Desires by Mikolay is located at 55 King Street in the heart of Chappaqua. For more information and to R.S.V.P., please contact the store at 914.238.2223. ▶

### WWBA Foundation News

The WWBAF (Westchester Women's Bar Association Foundation) has the following new officers: **Linda Markowitz**, *President*; **Robin Carton**, *Vice President*; **Janet Johnson**, *Secretary*; **Kathy N. Rosenthal**, *Treasurer*.

These officers were approved by the Foundation at their meeting on June 30, 2008 at the home of Mike Faust and approved by a vote of the WWBA board at the July board meeting. New board members also approved were Susan Edwards (class of '09), Jody Fay (class of '11) Julie Kattan (class of '11) and Gary Brown (class of '11).

The WWBAF received \$10,799.72 from direct contributions, sale of note cards, and account interest. Distributions were given to two Hon. Sondra Miller Scholarships at Pace University School of Law, (\$2,500 each), a contribution to the Women's Research and Education Fund of \$1,000, an award in honor of Cherry Krassner to a New Rochelle student interested in the law, and \$500.00 contributions to Pace Women's Justice Center, My Sister's Place, Student Advocacy and the GEMS program. Please contact Kathy N. Rosenthal at (914) 347-1292 to purchase WWBAF gift note cards (either in honor of... or in memory of ...), cost is \$25.00 for one, \$100.00 for five.

A fundraiser for the Foundation will be held in the spring. ▶

## ▶ Another Fabulous WWBA Golf Outing



Barbara Ryan, Gail Ames, Lisa Bluestein and Alicia Gaudio.



Golf Outing cocktail party guests

from page 4

Players took home handsome photos taken by photographer *Kate Barbato* whose services were sponsored by *First American Title Ins. Co. of America* and goodie bags filled with neat stuff donated by: *Hyman & Gilbert*, *Murray Surety*, *Dale Siegel, Esq./Circle Mortgage*, *Lisa Solomon, Esq./The Billable Hour*, *Frank's Steakhouse*, *Rosenthal & Markowitz* and the WWBA. You can check out all the photos of the day at our website, [www.wwbany.org](http://www.wwbany.org).

Special thanks goes to all of our sponsors whose support not only enables the WWBA to keep our Outing reasonably priced, but also enables the WWBA to continue to produce the Newsletter and the website, provide community outreach programs such as Law Day and Take Your Children to Work Day, low-cost, OCA-approved continuing legal education programs, mentoring for law students, and other special services. We can show our appreciation to our sponsors, in return, by patronizing them.

Extra special thanks to the Golf Outing Committee. See you in December to start planning for next year. Players and sponsors – watch the Newsletter and WWBA website for information on our 2009 Outing. ▶

## ▶ Westchester Women's Bar Association New Members

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

### **NAOMI ADLER, ESQ.**

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## ▶ WWBA Schedule of Upcoming Events

COMMITTEE	DATE/TIME	PLACE	TOPIC	RSVP
WWBA Board Meeting	9/3/08 Light Supper & Meeting 5:30-8:00 pm	BNY Mellon 701 Westchester Ave White Plains, NY	Board Meeting	Dawn Arnold at 914-381-7400 if you are unable to attend
WWBA General Membership Meeting “Sex and the Billable Hour”	9/17/08 5:30-8:00 p.m.  \$35 members \$45 non-members 2CLE credits pending	BNY Mellon 701 Westchester Ave White Plains, NY	“Identifying and Preventing Sexual Harassment in the Workplace”	Dawn Arnold at 914-381-7400
Practice Management Committee and Meeting	9/23/08 Dinner & Meeting 5:30-8:00pm  \$35 Member/\$45 non-member pre-paid  \$40 Member /\$50 non-member at the door	81 Main Street Suite 300 White Plains, NY	“Powerful Persuasive Writing Techniques for Your Marketing Materials and Briefs”	By 9/19 to Licia Sandberg 914-683-5300 or Sandberg@sblawyers.com
Matrimonial Committee and Meeting	9/25/08 Dinner & Meeting 5:30-8:00pm \$25.00	BNY Mellon 701 Westchester Ave White Plains, NY	“Hidden Minefields and Treasures in Five Leading Court of Appeals Decisions”	Fran DeThomas at 914-967-2114
WWBA Board Meeting	10/2/08 Light Supper & Meeting 5:30-8:00 pm	BNY Mellon 701 Westchester Ave White Plains, NY	Board Meeting	Dawn Arnold at 914-381-7400 if you are unable to attend

## ▶ Other Upcoming Events

Westchester County Senior Law Day – WWBA Co-Sponsor	10/16/08	Westchester County Center	Various workshops for seniors dealing with legal issues	
The Pace Women’s Justice Center Annual Dinner	10/16/08	Abigail Kirsch at Tappan Hill	Eleventh Annual Benefit	For information call Woodrina Harris (914) 422-4069
Women in the Law Conference	10/24/08 3:00-7:30	Pace Law School Tudor Room	Planning for Progress and Change	Details to Follow
Westchester CPA annual networking event	10/30/08 5:30-8:00	Willow Ridge Country Club	Networking	Cost and Details to Follow

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.