

Westchester

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Women's Bar Association

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

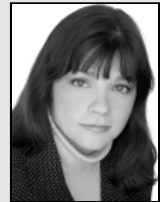
Congratulations to Lonya Gilbert on Winning the WBASNY New Lawyer's Award

Lonya has been exposed to the law since the early age of five when her mother Rita went to Pace Law School. In 1987, she was a member of the first New Rochelle High School Youth Court program which takes high schools students and trains them in all aspects of the criminal justice system, allowing them to serve as judges, prosecutors and defense attorneys on cases for offenders 7 to 15 years old that are diverted from family court.

She received her bachelor's degree in Political Science from Goucher College in 1992 and was able to Study law abroad in both England and Israel. She went on to receive two Master's degrees in Nutrition and Public Health from Columbia University and then continued on to graduate from Pace University School of Law with a certificate in Health Law and Policy. She was admitted to practice in Connecticut in 2001 and New York and Washington D.C. in 2002. She worked for both Henry Simon, Esq. and Michael Lombardi, Esq. until finally arriving at Hyman and Gilbert in August of 2002 where she is a current associate. She practices in the areas of matrimonial law, adoption, estate planning, real estate and corporate law. In addition to her work at Hyman and Gilbert, she is the current Co-chair of the Westchester Women's Bar Association Matrimonial Committee, State Director for the Women's Bar Association of the State of New York, Treasurer of the Westchester Women's Bar Association Foundation, and has been a volunteer speaker for the Pace Women's Justice Center. She volunteers with numerous charitable agencies such as UJA and the Jewish Hebrew Home and Hospital and is a current Board member of the Sarah Newman nursing home. In her "free" time she is Captain of the New York Snipers which is a predominately male ice-hockey team based in Westchester County. ◆

A Message From The President

"Take me out to the ball game . . . take me out to the crowd. . ." Thank goodness baseball season is back. I have truly missed it.



Jody Fay

How about those Mets? I never thought I would be saying that, being a die-hard Yankee fan and all, but you have to tip your cap to them, at least for the moment I write this. For me, baseball starts out as a stress reliever but then, come July, I am a crazed fan, yelling at the television with each pitch. My husband plays in one of those fantasy baseball leagues, which does not interest me in the least. I prefer to root for one team in the privacy of my living room or better yet, at Yankee Stadium with a cold beer and a classic New York pretzel, the saltier the better. Okay, enough about baseball.....I caught myself in my own fantasy for a moment.

Next to a baseball game, I enjoy a Westchester Women's Bar Association event! Seriously, that's why I am the President, I am crazy! Spring has brought all sorts of exciting WWBA events. The Westchester Women's Bar Association was honored for its Survivors Law Project by The

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WESTCHESTER WOMEN'S BAR ASSOCIATION

Annual Dinner and Installation of Officers

Keynote Address by Janet DiFiore

Westchester County District Attorney

Wednesday, June 14, 2006

Mamaroneck Beach & Yacht Club

Mamaroneck, New York

Cocktails 6:00 p.m. • Dinner 7:30 p.m.



Westchester
Women's
Bar
Association

MEMBER NEWSLETTER

MAY, 2006

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

2005/2006

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Elder & Health Law	Mary Beth Morrissey Patricia Bave-Planell, Jeffrey S. Goldstein	Westchester County Association Member on WCA Board	Jody Fay
Employment Law	Susan M. Corcoran Paula Johnson Kelly	WWBA Foundation President	Carla D. Glassman
Environmental & Land Use	Anna L. Georgiou Jeannette Koster	WWBA Delegate to WBASNY Judicial Screening Committee	Loren I. Glassman
Gender Dynamics ...	Hon. Terry Jane Ruderman	WWBA Delegate to WBASNY Mentoring Program	Marcia Smithen-Cohen
Golf Outing	Claire Meadow, Dawn Arnold		
Holiday Party	Joy S. Joseph, Roberta Michael		
Holiday Party/Crafts	Beth Willensky		

PRESIDENT'S MESSAGE

from page 1

Northern Westchester Shelter at its Annual Dinner on April 21st. This was such an honor for the WWBA and we look forward to our continuing partnership with The Northern Westchester Shelter in our shared mission to serve victims of domestic violence and to eradicate violence against women and children.

The 2006-2007 Officers and Directors of The Westchester Women's Bar Association and The Women's Bar Association of The State of New York were elected at the WWBA General Membership Meeting at Graziella's Restaurant on April 19th. Many members attended the CLE program which covered legislation and The Women's Bar Association positions on specific legislation. The program was well attended and many thanks to Dawn Arnold, Cindy Dunne, Dolores Gebhardt and Susan Kaufman for their hard work in putting together the program.

On April 27th, the WWBA held its Annual Take your Children to Work Day at the Federal Courthouse in White Plains. Although the only "children" I have walk on all fours, I attended the event which was spectacular. The event has gained The Westchester Women's Bar Association great recognition and the wonderful efforts of Deborah Scalise, Stephanie Roebuck and the Honorable Lisa Margaret Smith are greatly appreciated.

During this month of May, we still have many WWBA events to attend! To highlight a few: our first ever Pro Bono Expo will be held on May 4th at Pace Law School from 4:30 to 7:30 p.m. Further details are inside the newsletter but suffice it to say that you don't want to miss this one! M & T Bank is our generous sponsor so the event is free and space is limited. The newly formed Pro Bono Committee is working hard to make Pro Bono something we all should seek out in order to give back to our communities and not simply because we need CLE credits. Many thanks to the committee Chairs Erin Guven and Robin Steibel for really running with this program and of course, thanks to the entire committee for their help, desire and input.

May 17th is our second Annual Diversity Program which is being held at The White

WWBA GOLF OUTING

Save the Date!

SEPTEMBER 14, 2006

HAMPSHIRE COUNTRY CLUB

Plains Women's Club and it too, is free thanks to the continued sponsorship of Hudson Valley Bank. This year's theme is "Raising the Bar on Diversity" and the Diversity Committee, led by Delores Braithwaite and the Honorable Barbara Leak has planned quite a program. Please refer to the inside of the newsletter for more details but remember, space is LIMITED. RSVP Early please!

Once the Diversity Program ends, I am hightailing to Lake George for the WBASNY Convention for some rest and relaxation. Most importantly, I am going to cheer on Lonya Gilbert as she receives The Outstanding New Lawyer Award on Friday May 19th. As if that was not enough, our own Gail Boggio will be installed for a second term as WBASNY Treasurer on Saturday night. It may not be too late to go to convention if you haven't signed up. It really is a great time at convention and a great way to meet friends and colleagues from all over the state.

On June 14th, we have the ever-popular

WWBA Annual Dinner at The Mamaroneck Beach and Yacht Club. Invitations have gone out so what are you waiting for? This year we are thrilled to have Westchester County District Attorney (and WWBA member) Janet DiFiore as our Keynote Speaker. Thank goodness we can be entertained and regaled by someone other than myself! Having heard our new D.A. speak recently at The Mamaroneck-Larchmont League of Women Voters Luncheon, I am very excited that she has agreed to do the honors for the WWBA as well. You can also place an ad or congratulatory message in the dinner Souvenir Journal as well. A subscription form lies within the newsletter.

Okay all . . . back to baseball. All this detailing has made me realize we are always quite busy in The Westchester Women's Bar Association and now I need some stress relief. Go Yanks! Until next time, ciao. ♦

Jody

Making Dates and Getting Published

Please schedule all WWBA dates through Julie S. Kattan, Corresponding Secretary and Editor-in-Chief of the WWBA Newsletter. Please copy or otherwise notify Susan S. Brown, Vice President, with all dates to be included in the WWBA website calendar, at ssbrownesq@msn.com or by facsimile at 914-288-9291. Conflicts in scheduling will be assessed on a case by case basis, with priority for early submissions.

The deadline for newsletter submissions (substantive law articles, notes on members, committee notices) to be considered for publication in the newsletter is **the twelfth of the month**. All notices must be in writing, preferably e-mailed to juliek0601@aol.com. Attachments should be sent in Word or WordPerfect format. If you do not have e-mail capability, please mail or fax your submission to Julie at Glassman & Brown, LLP, 99 Court Street, White Plains, NY 10601, Telephone (914) 686-0108, Fax (914) 288-9291

Any opinions expressed in the articles contained herein are solely those of the author(s) and do not constitute positions taken by the WWBA. ♦

May Practice Management Tip Make Yourself Scarce and You'll Attract More Clients

Trey Rider

Every night around 9 p.m., I feed our two horses a couple pounds of carrots. The purpose is to make sure they eat normally and feel well before we turn in for the night.

Gracie, our aging golden retriever, lines up for her carrots, too. But Molly, our American Eskimo Dog, usually refuses carrots. But—change the circumstances just a little, and Molly eats carrots faster than a rabbit.

What makes the difference?

If Molly is in the yard near the horses at carrot time, she lines up for her carrots as

“For lawyers, the scarcity principle says, the more time you have available in your schedule, the less prospects and clients value your services.”

quickly as Gracie. When competing against two horses and another dog, Molly sees carrots as a scarce and valuable commodity—and she wants her share.

That's the scarcity principle. It says people (and apparently dogs) value opportunities they perceive as scarce. And when people actively compete for scarce resources, they perceive them as even more valuable.

I've written about Robert Cialdini's principles of influence many times. Bob is a social psychologist and professor at Arizona State University in Tempe. A few years ago (actually 33 years ago), I was one of his students.

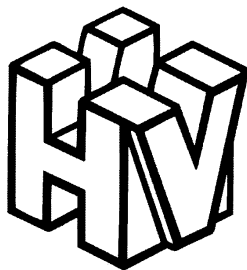
If you are not familiar with Cialdini's six principles and how they affect the subconscious mind, I recommend that you read his book, *Influence*.

We see scarcity in marketing every day. In some cases, the scarcity is real, such as when movie-goers line up around the block for a limited number of tickets to a new movie's opening night. In other cases, the scarcity is manufactured, such as when Walt Disney offers a classic movie, recommending that you buy it now because the movie is going “into the vault” and won't be available again for ten years.

You may have walked into a convenience store and seen a single candy bar in a display box near the cash register.

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Westchester Women's Bar Association
Annual Dinner/Souvenir Journal
June 14, 2006
Mamaroneck Beach & Yacht Club
Subscription Agreement for Advertising

You are hereby authorized to place the following advertisement in the WWBA Annual Dinner Souvenir Journal:

<u> </u> <u>SOLD</u>	Inside Back Cover	\$500.00
<u> </u>	Gold Page	\$350.00
<u> </u>	Full Page	\$300.00
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****Deadline for receipt of ad copy is May 12, 2006.****

Mail subscription form, ad copy (on separate sheet and do not staple) and check made payable to The Westchester Women's Bar Association to:

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**Westchester Women's Bar Association
Westchester County Bar Association
Westchester Black Bar Association**

present

Celebrating Diversity: Raising the Bar

***We've made progress, but
where do we go from here?***

Sponsored by Hudson Valley Bank

Date: Wednesday, May 17, 2006
5:30 p.m. – 8:00 p.m.

Place: Women's Club of White Plains
305 Ridgeway, White Plains

Price: No charge thanks to the generous
sponsorship of Hudson Valley Bank

Space is limited.

Please R.S.V.P. by May 10, 2006 to Julie Cvek, Esq. at Rattet, Pasternak
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Thank you to our 2005 Golf Outing Sponsors for their generous support!

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Attorney's Title Insurance Agency, Inc.; Bank of New York; CEO Title Insurance Agency; Dalco Reporting, Inc.; Dorson Environmental Management, Inc.; First Tee Metropolitan New York Golf 2005 Magazine, Westchester Magazine; IPI Skyscraper Mortgage; LandAmerica Commonwealth Title Insurance; Claire D. Leone Real Estate; News 12 Westchester; Julia A. Peloso; CFP, Merrill Lynch; Reliable Title Agency and Claire Meadow; Lisa Solomon, Esq.; Suburban Golf Magazine; Thomson West.

Committee Activities

Trusts and Estates Committee

To: The members of the WWBA T&E Committee and WWBA members
From: Susan S. Brown, Esq.

I have been most proud to assist with the organization and presentation of a series of excellent CLE programs throughout my tenure as the Co-Chair of the WWBA Trusts and Estates Committee. I have always strongly believed in the importance of the practice committees which provide our members with mentoring opportunities and the means to improve their professional skills and abilities. In my capacity as your Co-Chair, I have taken a great deal of pride in the success of the WWBA T&E Committee. As I will shortly be leaving my post, I would like to take this opportunity to thank my co-chair, Karen J. Walsh, Esq., for her support and efforts

throughout our years together as the co-chairs of this committee, which enabled us to offer a number of great programs and speakers to our members (we had fun, too!) And I am certain that I leave this group in good hands with Nancy Rudolph, Esq., who will be joining Karen as Co-Chair, to continue to educate and support the WWBA T&E committee members. Lastly, thank you to those of you who regularly (and occasionally) participated in our group; your involvement and appreciation are the elements that makes our efforts worthwhile. I urge you all to remain active and regular members of the WWBA T&E committee, as I am certain that Karen and Nancy will provide many valuable and worthwhile opportunities to educate and mentor the members of this committee. ♦

Nominating Committee

The following Officers and Directors were voted into to office at the April 19, 2006 General Membership Meeting, and will be installed in their respective positions at the WWBA Annual Dinner on June 14, 2006.

President Jody Fay
Vice Presidents Dawn Arnold
Donna Frosco
Dolores Gebhardt
Treasurer Adrienne Orbach
Recording Secretary Lonya Gilbert
Corresponding Secretary Susan Damplo
Elected Directors Loren Glassman
Joy Joseph
Hon. Lisa Margaret Smith
Lisa Solomon
Audrey Stone
State Directors Patricia Amato
Lisa Bluestein
Marcia Smithen Cohen
Kathleen Donelli
Erin Guven
Hon. Annette Guarino
Hon. Alayne Katz
Ann McNulty
Mary Beth Morrissey
Kimberly Thomsen

WBASNY Slate of Officers

The following slate was voted on at the April 19, 2006 meeting. The Officers will be inducted at the WBASNY Convention to be held at The Sagamore, May 19-21, 2006.

President-Elect Maria Cortese (Bronx)
Vice Presidents
..... Deborah W. Estis (Orange-Sullivan)
..... Linda Morrone (Suffolk)
..... Cynthia L. Schrock (Adirondack)
Treasurer Gail Boggio (Westchester)
Secretary ... Elizabeth A. Bryson (New York)

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Make Yourself Scarce and You'll Attract More Clients

from page 4

Often, the customer quickly buys it because it is the last one. Then, after the customer leaves, the clerk reaches under the counter and puts one more candy bar in the box, creating the appearance of scarcity.

One of my college professors used the scarcity principle to sell his old cars. First, he advertised a car in the classifieds for a specific price "or best offer."

When his phone started to ring, he made appointments with people who wanted to see it. To gain the most from scarcity, the professor scheduled appointments five minutes apart. The first buyer arrived and the professor spoke with him for a few minutes. Then the second arrived. And then the third.

Immediately, prospects saw they were competing for the opportunity to buy the car. This made the car more valuable in their eyes. Then the professor conducted a mini-auction for the three buyers, often finding the best offer was higher than his asking price.

For lawyers, the scarcity principle says, the more time you have available in your schedule, the less prospects and clients value your services. But as you grow busier and have less time available, prospects and clients see your services as increasingly more valuable.

The scarcity principle goes further, too, because as you and your services grow

more scarce, people use your availability as a shortcut cue to their quality. They draw two conclusions: The busier you are, the more valuable you are. And the busier you are, the higher the quality of your services and skills.

Scarcity is an even stronger motivator when two things occur: (1) when the opportunity has only recently become scarce; and (2) when we compete with others for the scarce commodity, like Molly and her carrots.

Here's the key: When you inject scarcity into your prospects' decision to hire you, prospects feel they need to act quickly, before they lose the opportunity.

Years ago, I contacted guest ranches to find a place to vacation. In one's reply, the owner pointed out that guests usually make reservations for the entire summer by the second week of June. Immediately, I felt an inner urgency to call the 800 number and make our reservation. Yet, when I looked over their brochure, I didn't want to go to this guest ranch. Even so, true to the scarcity principle, I felt the pressing need to respond quickly because I was competing with other people for reservations.

“... as you and your services grow more scarce, people use your availability as a shortcut cue to their quality.”

Here are ways you might profit from scarcity when talking with prospects and clients:

- Explain that your prospect will lose the opportunity to file suit because the statute of limitations will bar his claim.
- Explain that your prospect may lose the opportunity because of a pending change in the law.
- Explain that your prospect may lose the opportunity to buy (anything) at the current price because of an imminent price increase.
- Explain that your prospect is competing for this opportunity with other people—and that if he doesn't act quickly, someone else may seize the opportunity, leaving him with nothing.
- Explain that your prospect has a limited time to act or the other party will withdraw the offer.
- Explain that your appointment calendar is tight, but that you can meet with a prospective client at a particular time and date.
- Explain that your client roster is nearly full, but that you can make room for one more client based on your current caseload.

If someone asks whether you're busy, don't say, "Well,

I'm killing time waiting for clients to walk in the door." Prospects hearing that statement would immediately conclude that your services aren't worth much.

Instead, you might say, "I've never been busier." "My calendar is full." Or, "I have so many clients, I've started to work nights,"—unless you own the firm. Then working nights is nothing new.

In summary, explain how an opportunity is scarce, and why your prospect should act now. When possible, point out that only recently has the opportunity become scarce, and that your prospect is competing head-to-head with others seeking the same opportunity. In many cases, scarcity will provide the urgency your prospect needs to hire you or take the action you recommend. ♦

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@tretryder.com and ask for his free e-mail packet of articles.

Become a New Member Today!!

The advantages of joining the Westchester Women's Bar Association are countless. We were founded in 1974, and are dedicated to promoting justice in the study, practice and application of law. Our diverse membership includes women and men who are attorneys, judges, law professors, public officials and public employees.

When you join the Westchester Women's Bar Association, you automatically become a member of the Women's Bar Association of the State of New York (WBASNY), at no additional cost. WBASNY is comprised of sixteen chapters across the state with approximately 3,000 members. More professional and personal benefits include:

Invaluable networking opportunities

Unlimited information resources

CLE programs

Seminars and lectures on timely legal issues

Attorney support systems

Legal advocacy on significant issues

Participation in various and diversified committees

Involvement in the Westchester County judicial process

Programs for new members and newly admitted attorneys

Membership directory cross-referenced by practice area

Information on professional opportunities

Friendship and fun

To join immediately, or for more information, call (914) 347-3662. Or, see our website at www.wwbany.org. ♦

Notes on Members

Dawn Arnold and **Susan Mills Richmond** participated in judging the Conrad B. Duberstein National Bankruptcy Moot Court Competition on March 19, 2006 at St. John's Law School. As Co-Chairs of the Bankruptcy Committee, they both gave programs explaining the newly enacted bankruptcy laws in October and November of last year. ♦

WWBA Members to Present CLE

Pace Law School CLE: Elder Law Planning Update

May 3, 2006, 6 - 8:30 pm (OTHER ELDER LAW TOPICS)

Steven Schurkman - Medicaid planning techniques regarding the residence: strategies for protection of the family residence. Discussion of the advantages and disadvantages of life estates and trusts and the impact of capital gains and estate tax considerations.

Patricia Bave-Planell - Advance Directives- Powers of attorney, health care proxies (w/ anatomical gift giving authority) and living wills. Discussion of the effect of HIPAA. Update on proposed statutory changes.

Jeffrey S. Goldstein - Medicare Part D - A primer on the new drug part - how to advise your clients and your parents on how to make an intelligent decision on whether to sign up and then among the various plans. ♦

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Women's Bar Seeks Nominations for 2006 Family Friendly Employer Award

The Westchester Women's Bar Association seeks nominations for its prestigious 2006 Family Friendly Employer Award. Eligible employers include all employers, in the public and private sectors, who employ three or more lawyers. Criteria may include the employer's policies on part-time employment, flex-time, parental leaves, telecommuting and partnership opportunities. Anyone familiar with the employer may submit the nomination. The nomination form is available by contacting Rita J. Tino, Esq., Co-Chair of the Association's Lawyering and Parenting Committee at Rtino@optonline.net or (914) 921-5705, and must be submitted by April 28, 2006.

The award will be announced and the employer honored at the WWBA's annual dinner to be held this year in June, 2006. Past recipients have included Glassman & Brown, The Westchester Legal Aid Society, Cuddy & Feder, Wilson Elser Moscowitz Edelman & Dicker, the Pace Women's Justice Center, and Hyman & Gilbert. ♦

Pace Law School Upcoming CLE Programs

High Quality CLE taught by Pace Law School faculty and highly regarded experts in critical practice areas.

(April-June 2006)

Immigration: A Brave New World Tuesday, April 18	Pitfalls of Prior Written Notice Laws .. Wednesday, May 17
Technology and Environmental Litigation in the Courtroom Saturday, April 22	E-Discovery: The Current State of the Law and Intro to Proposed Rule Changes Wednesday, May 24
Elder Law Update, Part II..... Wednesday, May 3	Professional Development Event: TRIAL AD WEEKEND June 2, 3, and 4
Carlisle, Halpern and Centone: A CPLR Update Wednesday, May 10	

Contact: Kathleen M. Carlisle, Director, Center for Continuing Legal Education
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W W B A N e w M e m b e r s

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

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WWBA Schedule of Upcoming Events

Sponsor	Date / Time	Place	Topic	RSVP
Pro Bono Committee	Thursday 5/4/06 4:30-7:30pm	Pace Law School 78 North Broadway White Plains, NY	Pro Bono Expo	RSVP to Erin Guven @949-1305
Diversity Committee	Wednesday 5/17/06 5:30-8:00 pm no charge	Women's Club of White Plains 305 Ridgeway White Plains, NY	Celebrating Diversity: Raising the Bar	RSVP to Julie Cvek @ 381-7400 or jcvек@rattetlaw.com
WWBA	Wednesday 6/14/06	Mamaroneck Beach & Yatch Club Mamaroneck New York	Annual Dinner	RSVP to Trish Amato 914-644-6100

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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**REMEMBER, YOU CAN FIND THE WBASNY WEB PAGE
AT WWW.WBASNY.ORG.**