

It is the mission of GAWL "To enhance the welfare and development of women lawyers and to support their interests."

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SOME LEADERS ARE BORN WOMEN

By Christian F. Torgimson

I can't take credit for this clever, inspirational quote. It comes from a needlepoint frame hanging on the office wall of Geraldine Ferraro (rest assured - this is not a political article so keep reading).

In GAWL, we count and celebrate firsts - first female to practice law in Georgia, first female on the bench, first general counsel of a particular corporation, first female Justice of the Georgia Supreme Court, first female to win a statewide election in Georgia, first female President of the State

Bar, etc. We count these firsts because it is important and there are not enough of them.

In 1984, Congresswoman Ferraro became the first woman named to a national ticket when she was named the Vice Presidential nominee for the Democratic Party. She started the first of those 18 million cracks that were permanently carved into the glass ceiling during the recent presidential nomination process. Regardless of your political views, it is an impressive accomplishment.

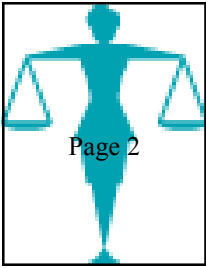
Con't Page 4-5

Writing for the Internet

By Cordelia Blake

Attorneys spend a lot of time writing. Typically the style is formal and detailed. This can make writing for a blog, eletter or website very challenging as writing for electronic consumption uses different rules. Take advantage of these extremely effective marketing and development tools and use these tips to guide you:

1. **Chunk Your Text** - Text should be split up into short chunks-not full, grammatically correct paragraphs. There should be no more than 4 or 5 lines in a paragraph.
2. **Link Link Link**- Linking is the new footnote. You may link to your own site in different places and to other sites when appropriate. This is su-



GAWL Leadership Academy: Class II

GAWL's
Next Monthly
Meeting is
October 21st
At Noon
At Twelve at
Atlantic
Station

Visit
gawl.org
regularly.

Forward this
newsletter or
an e-blast to a
friend!

According to a number of studies, the glass ceiling has not even cracked, much less broken, for women lawyers. Although more than a third of lawyers are women, 85% of all partners in law firms are men. U.S. Department of Labor, Bureau of Labor Statistics (1999). According to a University of Colorado study, women lawyers are less likely to be promoted to partner, both and at their first firms and at firms they join later on: Jan Thomas, Gender Matters, U. of Denver Mag. (Spring 2005).

The same study showed that even in the year 2000, women attorneys still made 60% of what their male peers did. Thomas, supra. And sadly, a full 49% of women lawyers are not satisfied with their present employers. L. Bodine, Law firms are losing women lawyers: Lack of mentors and networks cause workplace dissatisfaction (May 2001). Women leave their firms on average three years before men do.

GAWL is determined to attack

these problems head on. According to some of the same studies, women lawyers believe they are missing out on mentoring and training that would better equip them to be leaders in their firms

**Leadership
Academy Class II
Applications are due
November 1, 2008.**

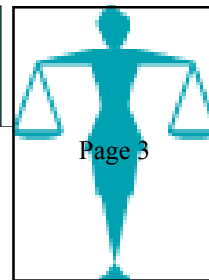
and communities. The GAWL Leadership Academy is designed to give women lawyers a crash-course in the subjects they need, but have been missing. They will

get training, and they will be able to network with other rising stars from across the state .

The 2009 Leadership Academy is taking applications now. Academy Sessions will occur the full weekend of February 19-20, and Saturday March 27th and April 24th. If you have been in practice for at least five years, please consider this unique opportunity. Further, scholarships are available. Consult GAWL's website to download these applications.

Please contact Kimberly Childs (770-319-9100) and Dottie Pritchard (404-688-5821) for more information.

GAWL MEMBERS ON THE RUN



One of GAWL's objectives this year is to change the face of leadership by influencing the election or appointment of GAWL members into leadership positions. By supporting members who seek out these positions, we can influence this process and ensure that more women become leaders on the bench and in the State Bar. The first step is to disseminate information about GAWL members who are running for elected offices in November. From now until the elections on November 8th, GAWL will be providing bi-monthly updates via e-blast on our members' campaigns. Through these e-blasts, GAWL will offer information on how YOU can get involved in the process and help us change our leadership!

If you wish to provide information about your campaign to be included in the e-blast, contact Toni L. Castel (VP of Communications) at tcastel@castel-law.com or at (678) 462-5611. The deadline for inclusion in the September 15 e-blast is September 12. It is recommended that candidates submit biographical information, a photo in jpg format, contact details and details of the campaign website. GAWL reserves all editorial rights.

How can You help our Members on the Run?

- Forward this email to voters!
- Check out their campaign websites!
- Get involved in their campaigns!

Life in the Law Series 2008: "Art of Rainmaking"

By Laura Anderson, Katherine Barrett, Kelly Culpin and Jennifer Mills

April showers may bring May flowers, but GAWL's Life in the Law series continues to help members make it rain all year long. If you were unable to attend, or just want to refresh what you learned, sessions 1-4 of the series will be posted on GAWL's website from October through the end of the year.

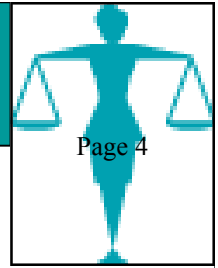
Are you a Rainmaker? Want to know what it takes? GAWL's "Art of Rainmaking" summer series answered these questions and more. This five part series walked us through the integral steps and common mistakes women make when growing their practice. First, we learned that becoming a rainmaker begins with a foundational self marketing plan and time management tools. Next, we were shown how bragging and self promotion can create more client opportunities. Lastly, tips for networking with outside acquaintances and the fundamentals of business dinners rounded out our tool kit for successful business development. In fact, learning how to "make rain" has never been easier or more accessible!

With the help of some tremendous speakers, who not only gave us great strategies but also the confidence to use them, we explored the following areas over the five week series:

"Developing Your Personal Marketing Plan:" Understanding the different models for generating business, and finding ways to individualize those models to fit your personality and skill set, was lead by Dorothy M. Pritchett, an Executive Coach of Andrew Grace Associates.

Takeaway: Create a customized marketing plan and enlist the help of a mentor to guide you. [For help get-

Some Leaders are Born Women Con't from Page One



I had the pleasure of hearing Ms. Ferraro speak at the 2008 Women's Bar Leadership Summit hosted by the National Conference of Women's Bar Associations in New York on August 8th. The NCWBA bestowed its first Trailblazer Award upon Ms. Ferraro for her "firsts" and her leadership for all women in the working world.

In accepting the award, Ms. Ferraro described her childhood as being raised in a time when educational and professional choices for women were very limited. Yet her mother raised her to never defer to men, setting a long held expectation that her daughter would be a leader. It was not easy.

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Writing for the Internet Con't from Page One

per important when blogging.

3. Use Consistency With Your Name - Pick a name and stick with it. Use the same one on your card, website, blog, amazon reviews, LinkedIn, message boards and comments left on websites. For example, I use my name, Cordelia Blake, everywhere, it's not C. Blake here and Cordelia H. Blake there.

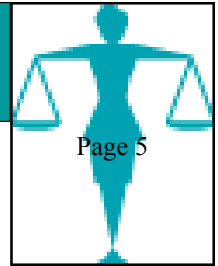
4. Leave You Name And Website Everywhere - When commenting on other websites and blogs, sign everything with a link to your website and blog. You will need a little html code to do this as most comment forms don't have a buttons to help you out.

Here is the exact phrase you can copy: -YOUR NAME, COMPANY NAME HERE, BLOG NAME HERE [Don't use all caps-this just shows you where you should put in your own info]

5. Write Key Word Rich Content - Spend some time researching key words that people use when researching your product or service and make sure that you use them naturally in your content. This means about 5-10% of your words should be key words - not all of them. Search engines rank words that are headings higher than regular words. Free Resources: Wordtracker: Gtrends (<http://freekeywords.wordtracker.com/gtrends/>), Google Keyword Resarch: <https://adwords.google.com/select/KeywordToolExternal>, Overture: <http://inventory.overture.com/d/searchinventory/suggestion>. Spelling and grammar count.

6. Pay Attention To Layout-if the menu or graphics are messed up-no one cares how well written your text is. A simple but functional website or blog is better than a fancy but messed up one.

Some Leaders are Born Women Con't from Page Four



When applying for law school, the law school dean asked Ms. Ferraro if she was "serious" because she would be taking a spot from a man. You can imagine the interview experience she went through to get a job as a local prosecutor in New York. It did not discourage her. Following the election in 1984, Ms. Ferraro was asked if she regretted being the first woman on a national ticket and would she have done it if she had known of the eventual outcome. Ultimately, her answer was yes and no. No, because it was an honor to be the first, to be the trailblazer, she explained. And yes, because it was difficult to go through that experience and not win. Imagine, she said, how different things would be for women now if they had won. Imagine the impact on politics, business, academia, and science if a woman were in charge, making policy.

Despite the loss of what could have been, Ms. Ferraro's message to the audience was two-fold: (1) leaders don't get discouraged when things don't turn out the way you planned; and (2) things don't change just because you want them to. It is the second part of the message that I find compelling and that motivates me to try to change things.

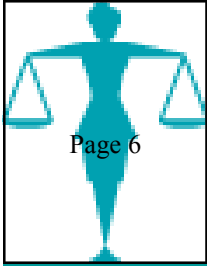
Every so often I am asked why did I get involved in GAWL? Why do I contribute so much of my time and energy to something I can't bill for or be paid for doing? Why do I work so hard when progress is slow to come and the outcome at times is discouraging? Because it is important. Because I want to see a change in leadership and there are not enough of us working towards that change. Despite making up half of all graduating classes, women comprise only 32% of the practice on a national basis and only 17% of law firm partnership. Change is not going to happen unless I get involved.

I know there are more women leaders waiting for the right opportunity and I want to see them in action. I want to see women lawyers succeed. I know there will come a day (in my lifetime if I have any say in the matter) when women leaders will no longer be the first this or the first that, or even the second or third because the numbers will be too great. Just imagine the tenth female president of the State Bar or the twentieth female Speaker of the House.

Through my involvement with GAWL, I intend to do what I can to make that happen. I want to see you become the leader you were born to be. Studies tell us that women continue to leave the practice of law in droves not only due to difficult working environments and lack of promotion, but also an absence of mentoring and training that would better equip them to be leaders in their firms and communities.

GAWL's Leadership Academy is designed to give women lawyers the very tools they are missing. It is gearing up again for 2009. It is an opportunity for you to be a leader and to affect a change. It won't happen without you. Just imagine what can be accomplished if you sign up.

Christian Torgrimson is the current GAWL President and a partner with Pursley Lowery Meeks LLP, practicing in eminent domain and real estate related litigation. She can be reached at 404 880-7180 or ctorgrimson@PLMLLP.com.



Life in the Law Series 2008: "Art of Rainmaking"

By Laura Anderson, Katherine Barrett, Kelly Culpin and Jennifer Mills

ting started, visit the GAWL website, where you will find a sample marketing plan designed by Lee Watts, Marketing Director at Elarbee Thompson, Sapp & Wilson.]

"Make the Time to Make the Rain:" Lead by Julie Fleming-Brown, J.D., A.C.C., an attorney development coach of Life at the Bar, LLC and Nancy Fox of Fox Coaching Associates in New York, "Make the Time to Make the Rain" provided useful tips on how to avoid deadly time mistakes lawyers often make when growing their practice. This session focused on ways to accomplish tasks and maximize exposure in a time-constrained environment. For example, these speakers introduced us to Google alerts, which can be set to remind us of a client's birthday (and will even send a card!), and customized virtual assistants, who can set up lunch meetings with those people you've been trying to connect with. This session also emphasized that women need to ASK for business.

Takeaway: Generating business is not as time consuming as you think. Just do it!

"Brag, It's Not a Dirty Word:" Ever wonder where lies the fine line between shameful and shameless self-promotion? Debby Stone, JD, CPCC, and Laura Biering of Corner Office Coaching answered this sensitive question. Session three taught us how bragging combined with graceful self promotion results in more clients and greater success by attacking common myths women have about bragging, such as "good girls don't brag."

Takeaway: It's not just okay to brag, it's essential for generating business.

"Bulls-Eye Networking:" If you have several outside-the-law acquaintances but want to learn how to turn them into networking allies, you need to take advantage of "Bulls-Eye Networking." This session was lead by Wendy Kinney of Ready ...Set ...Go Make Money! Wendy focused on bringing contacts from the outside of your "bulls-eye" to the center. Some of her tips for memorable networking include meeting with your acquaintances six to eight times a year and providing good food.

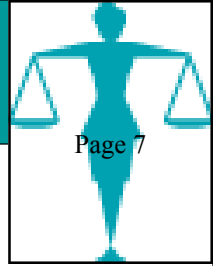
Takeaway: Wendy's tips will turn your everyday acquaintances to loyal clients.

"Wining and Dining the Client: Business Dinner Etiquette:" In this session, Lynn Marshall, a corporate etiquette and protocol consultant, emphasized the importance of knowing how to be a good host. She explained the duties the host must undertake, defined the duties of the guest, told us what to do at the dinner table, and differentiated between the American Style versus the Continental Style of dining. Most importantly, she gave us a framework for how and when to discuss business.

Takeaway: In today's competitive arena, the ability to make your client comfortable and ensure a positive interaction over lunch or dinner can distinguish you from the rest of the crowd.

You're probably feeling inspired, so GO MAKE IT RAIN!

Op-Ed: Make November 4th COUNT September 2008



The Lawyers' Committee for Civil Rights Under Law and its coalition partners provide volunteer attorneys, paralegals and law students and other citizens for **Election Protection** – the nation's largest non-partisan voter protection program – on November 4, 2008. Election Protection is a national coalition that works throughout the year to break down barriers to the ballot box for traditionally disenfranchised voters. To that end, it provides a hotline — 1-866-OUR-VOTE — to provide live assistance to voters who have questions or need to report problems with voting.

This election is historic in a new way - it has drawn new registrants in droves, specifically minority voters! Attorneys have the ability to ensure that this election has the additional protections it will need to be fair, lawful, and democratic.

Give a day. Volunteer - whether you are a law student, paralegal, or attorney - to serve as Mobile Legal Volunteers ("MLVs") with Election Protection. MLVs work in teams of two and monitor a zone of 4-10 polling places, respond to incidents reported through the hotline, and assist voters at the polling place. Or volunteer to serve as a poll monitor. Poll monitors assist voters at precincts with such problems as voting rules and procedures, problems associated with voting machines (including new electronic ones), and intimidation of voters.

Does this sound important? It is.

Election Protection provides a two-hour training session to its volunteers and requests that volunteers work a 4-6 hour shift on Election Day. The training sessions will be held throughout October in very convenient location—such as Nelson Mullins and Sutherland. Just Do It - sign-up directly at www.ncffe.org/Volunteer.

* * *

Op-Ed pieces are submitted to the GAWL Newsletter through the op-ed editor. These editorials are intended to address important and/or controversial issues in the field. Members are encouraged to respond to Op-Ed pieces through the Newsletter Editor, Jennifer Keaton. Additionally, unsolicited op-ed submissions and related Letters to the Editor are welcome by emailing Ms. Keaton at Keaton@elarbeethompson.com. Generally, opinion pieces are published anonymously.

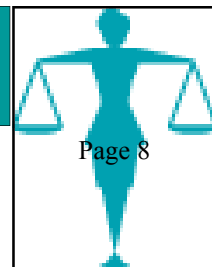
Writing for the Internet (Con't From Page 4)

7. DON'T USE ALL CAPS-This should be used rarely and for emphasis only as it is the written equivalent of yelling.

8. Spelling And Grammar Count. Need I says more?

Cordelia Blake is the owner of Cordelia Blake Web Design. She offers web development, email marketing consulting, and technology education seminars tha. Learn more about her at www.CordeliaBlake.com or contact her at, Corde-lia@CordeliaBlake.com or (678) 860-3754.

GAWL in the News!



GAWL is pleased to announce that its President, Christian Torgrimson, has been selected to be the first attorney profiled in the Leaders in Law web series presented by firstPro and Atlanta Woman Magazine. Leaders in Law provides insights and inspirations of women lawyers who have received the highest levels of success in their practice and in the community.

Please visit Atlanta Woman Magazine's website at www.atlantawomanmag.com more information and to view Christian's profile. Also, please remember to take advantage of your free subscription to Atlanta Woman Magazine through www.gawl.org.

Congratulations to the GAWL Foundation! It received an Honorable Mention for the Public Service Awards given by the National Conference of Women's Bar Associations (NCWBA) for the Foundation's hard work and dedication on behalf of women and children in Georgia through its annual Girl Scouts Law & Order Badge Project. On behalf of the Foundation, GAWL President Christian Torgrimson proudly accepted the Honorable Mention certificate at the 2008 Women's Bar Leadership Summit in New York on August 8th.

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