

Is this email not displaying correctly? [View In Browser](#)



Bleak Outlook for Women in Law

Issue 74 | August 1, 2017

New Report on Women's Advancement in Law: Progress Is Static, Situation Is Mostly 'Bleak'

Whether by bar associations, law firms, or other stakeholders in the legal profession, in recent years, there have been many efforts to study and help eliminate the barriers that often prevent women lawyers from advancing in their careers. A Law360 report released last week has bad news for anyone invested in these efforts: Women's progress remains static, and the overall picture, according to Law360 Editor in Chief Anne Urda, is "bleak." How bleak? [The New York Times](#) pulls out some key figures from the report, and also highlights recent gender bias and discrimination lawsuits against law firms.

What Are the Benefits of Bar Membership Today ? and How Do the Best Bars Deliver?

If you've noticed that it's become distressingly common lately to bash bar associations as being outmoded or just not cool, here's a reason to smile: Keith Lee, the lawyer who created and maintains the blog [Associate's Mind](#), says that many bar associations are, in fact, very cool?not to mention, up on technology, essential for networking, and well worth joining and participating in. As with so many things, he writes, you get what you put into it: If staff, elected leaders, and rank-and-file members all keep in mind what a bar association can and should be, then it will deliver the real benefits that today's lawyers need. Lee, based in Birmingham, praises the Alabama State Bar and a few others in particular ? Is your bar one that has caught his attention?

Goodbye, City Life: A Young Lawyer in Texas Shares What Rural Practice Is Really Like

An article in the Texas Bar Journal about the need for legal service in the state's less populated areas really hit home for young lawyer Derick Lancaster, who was then living and working in Houston. In fact, "home" for Lancaster?and his wife?is now San Angelo, Texas, population 100,700. In giving up some things he loved about city living, Lancaster says he gained several things that make his new life, and practice, so much better that "you cannot convince me to go back." His guest post at [texasbar.com](#) offers a compelling glimpse of what motivates some young lawyers to give those wide open spaces a try.

Ready to Storm the Castle? In a Competitive Time, Branding Can Help You Get, Keep Members

Jumping back a couple of topics, you know the Associate's Mind post you read about is true: Your bar association offers real value that can't be replicated by some of the for-profit competitors that seem eager to eat your lunch (or at least, scoop up some of your members and your nondues revenue). But how do you make sure those members and potential members know just how valuable you are? That's where branding comes in, writes Brittany Thompson at [associationadviser.com](#). "You really are that awesome," she writes, "and it's OK to brag about it." In fact, provided that you're delivering what members want and in the way that they want it, your bar's survival might just depend on how effectively and passionately you "brag." Thompson shares four steps that will help you understand your bar's brand?and how to put some real energy behind how you convey it to

others.



[Like Us on Facebook](#)



[Follow DBS on Twitter](#)

[Learn more about the ABA Division for Bar Services](#)

[Read the latest issue of Bar Leader Magazine](#)

{{AA_HTML Manual - Chicago Footer}}