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**EVENTS &  
REMINDERS**

- It's time to send in your membership renewal—find the form at [www.wlastl.org](http://www.wlastl.org) OR on page 7!
- **2/9/07**, 11:30-1:00pm, WLA's Brown Bag Lunch in Celebration of Black History Month at the Missouri History Museum in Forest Park.
- **3/16/07**, 12:00-2:00pm, WLA's Annual Legislative Lunch at the Golf Club in Forest Park.

**President's Column by Lynn Ricci**  
*This Woman's Champion is a Man*



I have a black and white photo on my stove (of all places! ... how much do you think I cook??) of a pigtailed girl, about 3 or 4 years old sitting on top of a picnic table with a black mutt puppy in her grasp. She has an open mouthed smile and is wearing a little sweater, pants and lace up shoes. She also wears a harness with a leash trailing off beyond the edge of the photo. You can not tell where the other end of the rope leads. That little girl is me. The irony is that the puppy is free while I am very tethered. I am not only wearing the harness, but I am wearing it backwards and it is safety pinned closed so that I can not get out of it.

This photo represents my gusto for life. I ran fearlessly at everything and this really scared my parents. Hence the harness. In my parent's eyes, I had to be contained for my own safety. While I fully credit both of my parents for the person I am, my "I can do it" attitude was surely molded by my father. He communicated to me, although not necessarily through words, that I was capable of achieving

anything ... anything at all. And I believed him. If he had any doubts, he kept them to himself. And this freed me to have no doubts about what I could do.

By his actions, words and gestures, I never doubted that I was smart. I never doubted that men were as valued and valuable as women. I never doubted that I was capable of hard work and expected to work hard. I never doubted whether I was worthy of college and beyond. My father also instilled these values in my brothers. Likewise, they never doubted the intelligence, strength, and ability of women. I never saw preferential treatment of my brothers over my sister and me. I never believed he expected less of me than of my brothers. I never felt I was limited to a role ... that the kitchen was my domain while yard work was for the boys. I along with my brothers was taught how to wield a hammer, clean a gutter, make a bed, and bake a pie. These lessons



*(Continued on page 4)*

## Help Make a Difference—Women Lawyer's Association Foundation

The Women Lawyers' Association Foundation was first created in 2002 under the name of the Women Lawyers' Association Scholarship Fund. A few years ago the purpose of the scholarship fund was expanded to include all charitable activities such as scholarships, the annual charity auction and educational programs. Last year the name was changed to Women Lawyers' Association Foundation and separate by-laws were put in place. The Foundation's main goal is giving away at least one scholarship each year to a woman law student in a Missouri law school through the Linda J. Murphy Memorial Scholarship Fund. The Foundation also gives to at least one charity every year from the proceeds of the auction held at the annual holiday party. The other main focus of the Foundation is educational programs such as the Midwest Regional Conference held last June.

Since this is the first year for the Foundation to be separate from the organization we need to solicit funds as seed money. The money will be used towards scholarships for this coming year as well as educational programs. We hope you will be as generous as you always are in support of the organization. The Foundation is a 501(c)(3) organization and all donations are tax deductible. Please fill out the bottom portion of this request and return it to:

**Heather J. Hays, RSSC, LLC, #1 S. Memorial Drive, Ste. 1800, St. Louis, MO 63102.**

\$1000 \_\_\_\_\_ \$500 \_\_\_\_\_ \$100 \_\_\_\_\_ Other \_\_\_\_\_

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*Thank you for your continued support of WLA and the advancement of women in the legal profession.*

### READ ACROSS AMERICA!



It's almost **March 2nd** which means it's time for thousands of people across the country volunteer to take time out of their busy schedules to celebrate the beloved author by going to a local community school and reading to 1st grade classrooms. Through BAMSL our focus is on promoting literacy in first grade classrooms in the St. Louis City Schools. If you are interested in donating an hour of your time in the City of St. Louis, please contact **Tricia Susi** at [susilaw@aol.com](mailto:susilaw@aol.com) or (314) 726-1512 **Amy Sanders** at [asanders@tkennedylaw.com](mailto:asanders@tkennedylaw.com) or (618) 474-5326.

### LAAW's

11<sup>th</sup> Annual **Trivia Night** will be held

**Saturday, March 31, 2007**

at Congregation Temple Israel in Creve Coeur.

Game begins at 7:00pm and doors open at 6:30pm.

Tables of 8 for \$160 (adults 21 and over please)

Beer, wine, and soda will be provided free of charge. Bring your own snacks!

Reservation deadline is **March 16, 2007.**

Contact **Aimee Mapes** at [laaw@sbcglobal.net](mailto:laaw@sbcglobal.net) or **314.535.0814** for more information and registration materials.

## How Many People Should You Bring with You to Your Next Marketing Pitch ?

*By Sara Stolz*

When three clients raise the same issue in one week, it goes on my "hot topics" list as one that's likely faced by most of my readers as well. Have you wondered how many people you should bring with you to an upcoming marketing meeting? Recently, three different clients faced this question as they followed up with a potential client. The details varied.

One felt obligated to bring along the partner who had introduced her to the prospect, because she didn't want to appear to be "stealing" the client. Another felt that because both she and her partner had previously worked with the prospect, they should both go to the meeting. The third was being pressed by the head of her practice group to bring along a phalanx of partners and associates to show the firm's depth in the practice area.

In each instance, my clients needed to separate their internal relationships with their partners from what made sense from a marketing perspective. The focus needed to be on what worked for the client, not what worked for the firm or the individuals involved. Clients hate being involved in firm politics - particularly those involving who gets credit for their work! Whatever "credit" issues arise need to be resolved in a forum other than the client meeting. Start by getting the internal issues out of the way. Have a straightforward discussion with your partners about who should attend the meeting.

**Sara Holtz** is founder of **ClientFocus**, a coaching and training company that helps successful lawyers become successful rainmakers. Sara Holtz is a Harvard Law School graduate, was the general counsel of a major consumer products company, and was the first woman chairman of the Association of Corporate Counsel. Sara has worked with hundreds of partners from the nation's leading law firms to help them grow their practices.

And what's my recommendation? Typically, one. That's right, I recommend you go it alone. In general, this is a situation in which less is more. The more people present, the more the potential client is likely to feel "ganged up on" or "pitched." While it may eventually make sense to bring in more people to demonstrate your ability to meet the breadth of the client's needs, that's not the place to start. And make sure that each person you bring actually has a role which is critical to the meeting. No window dressing.

*“Marketing is about seeing the world through the client's eyes. Leave the office politics at home.”*

The worst "pitch" that I ever attended involved four male partners and a young female associate. Throughout the pitch, only the men spoke. In the final few minutes, one of the men turned to the young associate and asked her to tell us what she liked about the firm. She began by telling us about the wonderful working environment the firm offered. At that point, the female decision maker turned to me and whispered "Oh no! They brought her along to give the Miss America speech!" Needless to say, they didn't get the work.

Marketing is about seeing the world through the client's eyes. Leave the office politics at home.

Visit [www.clientfocus.net](http://www.clientfocus.net) to learn about Sara, her workshops and the Women Rainmakers Roundtable, a unique program that brings together successful women partners to build their books of business, or read her blog at [www.womenrainmakers.com](http://www.womenrainmakers.com).

## BRAGGIN' RIGHTS

*Our mothers were wrong. WLA encourages everyone to submit your own or your colleagues' accomplishments so we can recognize you here and encourage others to keep plugging away.*

From a young lawyer who regularly browses the lawyer publications (ostensibly to monitor legal developments but really to catch up on who's doing what and what's going on) I can tell you it's been a pretty decent season for women lawyers who have been working hard to do big things. For those who's announcements I've missed, Congratulations and please let me know at [nichols@coffey-law.com](mailto:nichols@coffey-law.com) so I can be sure to give you your due. So, here we go . . .

A monster pat on the back for **Carrie Hermeling** who, on January 1st, became the **Chief-Executive** of Husch & Eppenberger, LLC—she is the **first woman** to hold the top role at one of Missouri's "MOneY 10" largest law firms(as rated by Lawyer's Weekly). A similarly loud 'atta girl to **Priscilla Gunn** for being named **Managing Partner** of Rabbitt, Pitzer & Snodgrass, LLC. Kudos to **Christine Vaporean** for her elevation to **Partner** at Brown & James, PC. Way to go to **Sheila Greenbaum** for being named a **Director and Shareholder** at Capes, Sokol, Goodman & Saranchan, PC. Job well done to **Melissa Z. Baris** and **Stacy Engles Wipfler** for being named **Partner** at Husch & Eppenberger, LLC Good luck and way to be brave to **Julie R. Jones** on the formation of her new firm, **Jones Law Firm, LLC**. Felicitations to **Sara J. McAvoy** for being one of 8 attorneys named new **Partner** at Sandberg, Phoenix & von Gontard, PC. Well done ladies and thanks for blazing the trail!



Carrie Hermeling



Priscilla Gunn



Chris Vaporean



Sheila Greenbaum



Melissa Z. Baris



Stacy Engles-Wipfler



Julie R. Jones



Sara McAvoy

**BLOG IT!** Want to let off some steam about all the hours you work? Need to find out how others are handling the tough task of raising a family and raising a career? Just wanna find out the latest "hot topic"? WLA's blog has something for you. We're rotating the suggested topics so there's something for everyone. Go to [www.wlastl.org](http://www.wlastl.org) and select discussions from the navigation bar on the left. Don't miss out on the fun—be sure to check out the latest on the **blog**. Current topic – Judge Dierker expressed his opinion, now you express yours . . .

(Continued from page 1)

and gestures 45+ years ago have cultivated a new generation with unbiased eyes. My nieces and, as important, my nephews view today's world not in terms of gender. I thank my siblings for passing on the lessons learned from my parents. Gender bias is very real. Tackling it isn't a woman's game. It is a team effort. Only by both men and women pushing of gender neutrality will the constraints of gender bias give. So women AND MEN teach your children well..... And thanks, Dad.

## HOLIDAY PARTY RECAP

The Annual Holiday Party and Charity Auction event is always one of the most popular among members and friends of WLA and hundreds of judges, attorneys, bar association and community leaders were on hand for festive fun and camaraderie.

The Silent Charity Auction gave “shoppers” an array of items to choose from, including jewelry, hand-knit scarves, oil paintings, and the ever popular baskets. Bidding was particularly “hot” for the baskets donated by the **Women Judges of the Court of Appeals** and **St. Louis County Circuit Court**, where friendly rivalry among these donors makes for extravagant and overflowing “baskets” that usually require a truck to move!

The proceeds from this year’s auction will be distributed to **Interfaith Legal Services for Immigrants**. This not-for-profit organization provides legal representation for women and children seeking asylum and who fear return to their country of origin due to gender-based persecution, including rape, sexual torture, domestic violence and cultural practices of forced marriage and female genital mutilation. **Katie Herbert Meyers**, staff attorney for ILSI, was present to express their gratitude for being the recipients of the auction.

WLA owes much gratitude to the many “hands” that made this event a success; particularly **Kristine Bridges** and **Barbara Birkicht** for their hard work and dedication as Committee Chairs. Special thanks also go to the Holiday Party Committee members; especially, **Jane Schweitzer**, **Kristine Kerr**, **Linda Reed Brown** and **Mardi Montello** and Board liaison, **Lisa Herder**.

### *Holiday Party Stats*

*Most Fought Over (that we'll admit to):* The Reading Lover's Basket

*Least Fought Over (that we'll admit to):* The Sex Basket

*Most Fun Conversation:* Do you think I can outbid her?

*Least Fun Conversation Topic:* Judge Dierker's Book

*Money Raised:* **\$5,600.00**

*Special Thanks:* Gore Perry Gateway & Lipa Reporting; Devereux Murphy LLC; The Bar Plan; Pinnacle Arbitration & Mediation Services; Mardi Montello, Esq.; Curtis, Heinz, Garrett & O'Keefe; Midwest Litigation Services; Lynn Ricci, Garnholz & Ricci; The Law Office of Kathleen Shaul; Carter Bauer Soule LLC; Thompson Coburn LLP.

### Opportunities

\* Join the Mound City Bar Association every Thursday evening in February at the 22nd circuit Civil Court's Building at 6pm for a lecture series celebrating Black History Month. Go to [www.moundcitybar.com](http://www.moundcitybar.com) for details.

\* Learn to earn your own book of business starting on March 1–7, in San Francisco at the Client Focus' *Women Rainmaker's Roundtable*. Go to [www.clientfocus.com](http://www.clientfocus.com) for more information.

\* Attend the *Tools of Leadership* series at SLU's John Cook School of Business—a lecture series in March, April and May that is part of the school's that is Executive Education Program. Go to <http://exceed.slu.edu> to learn all about it.

\* Sign up now for the Sue Shear Institute's next *Pipeline to Politics*. Designed for anyone interested in getting in public life. Read all about it at [www.umsl.edu/~iwpl/](http://www.umsl.edu/~iwpl/).

WLA also thanks the many attendees, donors and bidders who contributed to the success of the party and auction.

Many guests in attendance used the opportunity to avail themselves of the benefits of joining WLA. If you know women lawyers who are not yet members, please encourage them to join or re-join. They can visit our website at [www.wlastl.org](http://www.wlastl.org) to obtain a membership application and to learn more about the organization, upcoming events and the history and importance of WLA.

## WLA BOARD MEMBER KATIE WESSLING RUNS FOR ST. LOUIS CITY SCHOOL BOARD

WLA Board Member **Katie Wessling** has officially thrown her hat into the ring and is running for the St. Louis City School Board. Katie has been involved in the District at different levels since her children Emily (7) and Audrey (4), began school. Katie is running for school board with five main points of concern: dealing with the current abysmal financial situation; the district must reach accreditation; the children must be safe and well-cared for at school; the transportation of our children to and from school must be reliable and safe; finally, the Board must regain the trust of the community and function as public servants once again.



WLA's Board thinks Katie would do a great job and has endorsed her candidacy. She has also received the endorsements of the Local 420 Teacher's Union; ReUnion; John Curtis; Jesse Todd, 18th Ward Democratic Committeeman. There will be a **Trivia Night campaign fundraiser on Feb. 24.**

To **contribute** time, money, expertise, or all of the above, please contact Katie at **314-535-0813**, [jtwktw@sbcglobal.net](mailto:jtwktw@sbcglobal.net); or

Committee to Elect Katherine Wessling to School Board  
P.O. Box 15137  
St. Louis, MO 63110.

## WLA Welcomes Representative Connie L. Johnson as Membership Committee Chair



It is our pleasure to introduce Representative Connie LaJoyce Johnson as the new Chair of the WLA Membership Committee.

Connie graduated from St. Louis University of Law in 1996 with dual J.D. and M.H.A. degrees. She was elected to her fourth term in the Missouri House of Representatives in 2006; where she represents the 61<sup>st</sup> District located in St. Louis City. Connie was elected to her second term as House Minority Whip, a leadership role in the legislature. She serves on the Judiciary and Rules Committees.

Connie is employed by Armstrong Teasdale, LLP in the St. Louis office, and works in both litigation and corporate practice. Connie is also a volunteer attorney through Legal Services of Eastern Missouri.

Connie is excited about working with WLA and has met with President Lynn Ricci to discuss plans to connect WLA with other organizations in the community. Volunteers are being sought to serve on this important committee representing the perspectives of solo, large and medium size firms, and government agencies.

Share your unique perspective by serving on this vital committee. Introduce yourself or reconnect with Connie by email: [connie.johnson@house.mo.gov](mailto:connie.johnson@house.mo.gov), or phone: **314-381-8666, 573-751-7605.**

*Suzette Carlisle, WLA Treasurer*

**Lynn Ricci, President**  
 P.O. Box 1428  
 St. Louis, MO 63188  
 Phone: 314-963-5290  
 E-Mail: [wlastl@yahoo.com](mailto:wlastl@yahoo.com)



**MEMBERSHIP INVOICE**  
**September 2006-2007**

Please provide the following information for our records and return to P.O. Box 1428 St. Louis, MO 63188

Membership Type:  Renewal  New Membership

Please indicate address to use for mailings:  Home  Office (Please print legibly below)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Firm/Corp: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Address: \_\_\_\_\_ Mobile: \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_ E-mail: \_\_\_\_\_  
 School/Year: \_\_\_\_\_ States admitted: \_\_\_\_\_

Your area(s) of practice for the WLA directory (limit 3):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Please check to be included in the following:

- List of professionals willing to receive requests from media for comment on an issue in my practice area.
- Online membership directory (\$10 fee). *(If you paid the fee previously, you do not need to pay again.)*
- Law students can contact me for mentorship, resume review, mock interviews and similar.

Please check the committees in which you would like to participate:

- |  |   |
|--|---|
| <input type="checkbox"/> Legislative Committee                     | <input type="checkbox"/> Golf Tournament Committee  |
| <input type="checkbox"/> Holiday Party & Charity Auction Committee | <input type="checkbox"/> Scholarship Committee  |
| <input type="checkbox"/> Membership & Mentorship Committee         | <input type="checkbox"/> Judicial Committee   |
| <input type="checkbox"/> PR/Communication/Media Committee          | <input type="checkbox"/> Advisory/Historian Committee<br><i>(open to past presidents)</i> |

Please check your desired level of membership:

- Gavel Club = \$110.00\*
- Scales of Justice = \$85.00\*
- Regular Membership = \$65.00
- Law Student Membership = \$10.00
- Free for 2006 law graduates

*\*Proceeds from additional dues paid by Gavel Club and Scales of Justice members will be applied toward the WLA Linda J. Murphy Scholarship Fund for women law students.*

Women Lawyers' Association of Greater St. Louis

P.O. Box 1428  
St. Louis, MO 63188  
Phone: 314-963-5290  
Email: [wlastl@yahoo.com](mailto:wlastl@yahoo.com)



### **WLA Mission Statement.** Our mission is to:

- Promote and assist women to obtain positions of influence and leadership within their workplace, the legal profession, the judiciary, and the community.
- Raise awareness of and combat biases against women within the community at large, the legal profession, and under the law.
- Advocate for diversity, equality, and justice under the law and within the legal system.
- Support women lawyers in their personal and professional lives.
- Provide opportunities for volunteerism and advocacy on issues affecting women.
- Collaborate with other individuals and organizations to improve the status of women.

## **RENEW YOUR MEMBERSHIP TODAY!**

**Mark Your calendars** for the WLA Annual **Legislative Update CLE Luncheon**. This is always a great opportunity to hear what's going on in Jefferson City directly from the sources. This year it will be on **Friday March 16th** at the Forest Park Golf Club

The committee is interested in hearing about proposed legislation affecting healthcare. Committee chairs Melanie Knies and Kathy Van Voorhees will be conferring with legislators for their input. Also please contact Kathy Van Voorhees ([kvoorhees@bcbslawfirm.com](mailto:kvoorhees@bcbslawfirm.com)) or Melanie Knies ([mkies@rsslaw.com](mailto:mkies@rsslaw.com)) with any requests.

The cost for the CLE/luncheon this year will be \$55 for members, \$60 for non-members, \$15 for law students. As an incentive for members to bring a law student, members can bring a law student along for another \$10.

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