

# TCWLA LEGAL MATTERS

A PUBLICATION OF THE TRAVIS COUNTY WOMEN LAWYERS' ASSOCIATION

October 2007

## **RAINMAKING BY THE RULES Practical Solutions and State Bar Rules for Lawyer Solicitations, Gifts and Advertising**

At our October 17<sup>th</sup> meeting Patricia Cofty and Laura Fowler will make a presentation on Rainmaking by the Rules. The State Bar Rules for Lawyer Solicitations, Gifts and Advertising will be reviewed in the context of actual grievances filed and the action taken by the State Bar Advertising Committee. Patricia and Laura will provide tips on how to use the State Bar Advertising Committee Resources to design marketing strategies that work and won't get you grieved or sued.

Patricia Cofty earned a B.B.A. in marketing from the University of Texas at El Paso. She began her career in Bank Marketing and Public Relations, served as Marketing Director for the Society for the Performing Arts in Houston directing the in-house advertising agency, and later returned to banking as a bank officer marketing asset products for Bank of America. In 1995, Patricia left the world of marketing to pursue her J.D. and M.B.A. at the University of New Mexico, where she was a contributing writer and publicity manger for the law school's Wildlife Law Journal. Patricia has a wide ranging legal practice in mediation, family law, business law and entertainment law with The Fowler Law Firm. Patricia currently serves as the TCWLA Publicity Chair.

Laura Fowler is one of Texas's preeminent experts in school and real estate law. She received her B.A. from the University of Central Florida at Orlando and immediately upon graduation entered the Baylor School of Law. Laura was recruited by the U.S. Navy during her first year of law school and was among the first women JAGC officers to serve aboard a combat vessel. In 1983 Laura returned to Texas and served as counsel to the Texas Commissioner of Education. She was rapidly recruited into private practice and by 1986 was a named partner in a firm that grew from a three lawyer firm in Austin, Texas to the largest woman owned firm in Texas. Her firm was presented with the outstanding law firm award by TCWLA at the June awards luncheon. Laura has recently founded The Fowler Law Firm PC where she has assembled a team of remarkable Texas attorneys and support staff who are uniquely qualified and capable in their fields.

Join us in October as we get the latest on attorney solicitation and advertising with hot tips on what works and what to avoid. TCWLA has applied for .75 ethics credit hours for this CLE event.

## **Rainmaking By The Rules Practical Solutions for Lawyer Solicitations, Gifts and Advertising**

**With Patricia Cofty  
and  
Laura Fowler**

**Date: October 17, 2007**

**Time: 11:45 - 1:00 p.m.**

**Location: Winstead PC  
401 Congress, Suite 2100**

**CLE: .75**

Menu:

Beef Lasagna  
Salad with Walnuts and  
Cranberries  
Bread  
Iced Tea  
Cupcakes

**You must RSVP by October  
10th, at noon for a catered  
lunch. If we don't you are  
are coming, we cannot order  
you lunch. No shows will be  
billed.**

**Brown bag lunches are  
welcome.**

Communities in Schools is the leading drop out prevention program in Central Texas. Part of getting to school is having the right gear to stay in school. That starts with the basics, so we are gathering new socks and underwear needed by middle/high school girls & boys! This is easy to do as you are shopping for yourself and your family. White cotton underwear for Girls: sizes 4, 6, 8.

Underwear for Boys: Sizes 6, 8, 10

Unisex socks: white ankle or crew style (adult sizes 7-12)

Drop off at the next TCWLA meeting or at Susan Morrison's Law Office (805 W. 10<sup>th</sup>

Street, Suite 101) Mon-Friday. To find out more: [www.cisaustin.org](http://www.cisaustin.org)



## ***FROM THE PRESIDENT*** **October 2007**

Fall is in full-swing, and so is TCWLA! In September, we had an amazing turnout at our general meeting—no doubt thanks to our wonderful speakers, State Representatives Valinda Bolton and Donna Howard. Our members enjoyed hearing a comprehensive legislative update along with entertaining behind-the-scenes tales from the Lege. Thanks again to our esteemed representatives for taking time out of their very busy schedules to share their experiences with us.

Our October 17 general meeting promises to be just as enjoyable and helpful to your practice. Patricia Cofty and Laura Fowler are presenting “Rainmaking by the Rules” – tips for lawyers on marketing and client origination for big and small firms alike. If you are a lawyer looking for business – and that includes almost everyone – you can’t afford to miss their strategies for soliciting clients within the confines of the State Bar Rules for Lawyer Solicitations, Gifts and Advertising. And they promise to bring door prizes! Who doesn’t need a door prize?! Don’t forget, you can now RSVP on-line and prepay for your lunch on our new website at <http://www.tcwla.org>.

November has something for everyone. Join Team TCWLA in the Race for the Cure on November 4 at Auditorium Shores. Whether you’re a first-time participant or a veteran, a walker or a runner, there’s room for you on our team. You can even “sleep in for the cure!” If you can’t join us on Race Day, you can still support Team TCWLA with a financial donation to the Susan G. Komen Foundation.

On November 8, TCWLA and the Association of Legal Administrators Austin-Central Texas Chapter (“ALA-Austin”) are hosting a groundbreaking lunch symposium entitled “Roadmap to Leadership Success – Advancing and Retaining Women Attorneys in Today’s Law Firms.” This event will take place at the Hilton Hotel in downtown Austin from noon to 1:30 p.m. This symposium promises to present an exciting, open and dynamic panel discussion from experts in the legal field in the recruitment and retention of women at private law firms. Speakers include Jerry Clements, Managing

Partner of Locke Lord Bissell & Lidell, LLP; Ida Abbott with Ida Abbott Consulting; John Childers with Hildebrandt, International and Lori Scott McWilliams of DeLoitte Touche, LLP. A number of law firms and vendors have generously agreed to sponsor this event, and we’re still seeking sponsorships. Please contact me if you are interested in becoming a sponsor. Individual tickets to the event are available for purchase at \$45 on our website.

Finally, on November 13, TCWLA is hosting a very special members-only CLE Cooking Class with Austin’s own celebrity chef/lawyer Marie Hejl. The class will be in Marie’s own kitchen where she shoots her television show, and she will also present “A Recipe for Avoiding Litigation” along with a tantalizing menu of marinated flank steak with broccoli salad and pecan pie. The cost of the cooking class, including CLE, is only \$50. Space is limited to the first 25 registrants, so sign up today at <http://www.tcwla.org>.

We’re looking forward to seeing you at all of these exciting events this fall!

Sincerely,

Laurie M. Higginbotham



# TCWLA

Association of Legal Administrators Austin-Central Texas Chapter  
And  
Travis County Women Lawyers' Association  
Present

## **ROADMAP TO LEADERSHIP SUCCESS – ADVANCING AND RETAINING WOMEN ATTORNEYS IN TODAY'S LAW FIRMS**

On November 8, 2007, the Association of Legal Administrators Austin-Central Texas Chapter (“ALA-Austin”) and Travis County Women Lawyers’ Association (“TCWLA”), are hosting an innovative lunch symposium entitled “Roadmap to Leadership Success – Advancing and Retaining Women Attorneys in Today’s Law Firms.” This event will take place at the Hilton Hotel in downtown Austin from noon to 1:30 p.m. This symposium promises to present an exciting, open and dynamic panel discussion from experts in the legal field in the recruitment and retention of women at private law firms. Speakers include Jerry Clements, Managing Partner of Locke Lord Bissell & Lidell, LLP; Ida Abbott with Ida Abbott Consulting; John Childers with Hildebrandt, International and Lori Scott McWilliams of DeLoitte Touche, LLP. We are anticipating over 200 attorneys and legal professionals in attendance. Individual tickets for this event are available at \$45 each. You may register by going to the TCWLA website at <http://www.tcwla.org> and click on “Events.”

We would be honored if you would help sponsor this high-profile event this fall. Sponsors can select from four sponsorship levels:

Platinum – \$2500 ( Reserved table of 10)  
Gold – \$1000 (8 tickets)  
Silver – \$500 (4 tickets)  
Bronze – \$250 (2 tickets)

All sponsors will be recognized on the invitation sent to thousands of lawyers in the area, at the reception itself, on the ALA-Austin and TCWLA websites and in the ALA-Austin and TCWLA monthly newsletters. Also, contributing sponsors will be eligible to receive free tickets to attend the event, depending on their level of sponsorship. Please consider sponsoring this worthwhile event.

For more information on sponsorship opportunities, you may contact: Brenda A. Barnes (ALA-Austin) at [bbarnes@hbrfirm.com](mailto:bbarnes@hbrfirm.com) or Laurie Higginbotham (TCWLA) at [lhigginbotham@govtclaim.com](mailto:lhigginbotham@govtclaim.com).

# **Special Thanks to Sponsors of the TCWLA – ALA Symposium: Roadmap to Leadership Success**

*(sponsors as of September 27, 2007)*

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# TCWLA/TCWLF Spring Luncheon Announcement

*The Luncheon in May 08 is already becoming a LIVE  
AUCTION EXTRAVANZA  
30th Anniversary event*

*Auction items already obtained include  
4 tickets to The Jon Stewart Daily Show  
and  
4 tickets to The Colbert Report live taping.  
More show  
tickets may be coming!!*

*To auction a complete vacation package we need  
donations of*

*8 airline tickets from frequent flyer accounts, vouchers  
for  
free flights, etc., to include with the  
auction items AND  
4 Hotel rooms in NYC or  
Cash to buy these items.*

*Remember 100% of the Live Auction proceeds go to local  
charities and  
scholarships!*

*Contact Brenda Collier at 512-482-9409 or  
brenda@collierlaw.com with  
donations*



## *Meet Your Board Member: Patricia Cofty*

**Practice Area:** Alternative Dispute Resolution, Arbitration and Mediation, General Civil Litigation and Family Law with an emphasis on prelitigation conflict management.

**Employer:** The Fowler Law Firm offices at 919 Congress Avenue, one block south of the Texas Capitol. We are a forward thinking firm with a keen sense of family tradition in the practice of law. Our ten attorneys and five support staff carry forward the tradition of excellence established in Austin by our predecessors Judge Robert Lee Penn, I.D. Fowler and James Malcolm “Mac” Harris more than one hundred years ago. The true focus of this firm is assisting clients in avoiding costly legal mistakes and disputes through the concept of preventative law. Regularly published legal updates, on-site risk management training, and certified continuing education for professionals, in both the public and private sector, are some of the many ways the firm works to achieve this goal. Both the attorneys and the staff members function as an “office family” and strive to assist each other in attaining professional and personal goals.

**Education:** I attended the University of Texas at El Paso for undergrad with a double major in marketing and advertising. After a 15 year career in marketing, I went back to school to earn an MBA a JD at the University of New Mexico in Albuquerque, where my law school focus was on alternative dispute resolution and strategic management, with a special focus on interpersonal relationships and human resources management.

**Family:** I am a 5<sup>th</sup> generation Texan, raised on the cotton farm in the upper El Paso valley that my great great grandfather homesteaded in 1881. I am married to Brett Cofty, and we have two lovely daughters. Lacey is 22 years old and attends ACC and works at Origins in the Domain. She is a gifted musician and accomplished songwriter. Chloe is 12 and attends Forbes middle school in Georgetown where she sings in the choir. My Father and mother, John and Sue Morce have been married for 53 years and still reside in the upper valley in El Paso where they stay busy helping their kids, grandkids, great-grandkids, maintaining a small orchard and overseeing the operation of their cotton farm.

**Loves to do:** I love my organic garden and find rest and relaxation in growing fresh herbs and vegetables to cook and share with family and friends. I love to cook and my favorite dish is anything made with fresh hatch green chili. I am flattered when folks ask me for my recipes and happy to share with all! My favorite sports are hot air ballooning and white water rafting, but also love to fish off of the Port Aransas coast with my husband. My experience as marketing director of several performing arts organizations left me with passion for the performing arts, and I return often to Houston to enjoy the ballet, symphony, and Broadway productions.

**Tidbits:** I am blessed beyond my wildest expectations and strive daily to give something back by blessing those around me. I volunteer in Williamson County teen court training students to serve as attorneys in sentencing hearings of teenage defendants. I also participate in the Williamson County juvenile offender mentoring program and meet weekly with troubled youth. I am a member of the Christian Legal Society and St. Philips United Methodist Church, and serve as pro bono counsel to several non-profits, including Angel Recovery Street Ministry. 6

## Cooking with Marie

Join us for this TCWLA Members-only, Cooking Class - CLE with Austin's own Marie Hejl! This innovative CLE course combines a cooking class in the home of renowned lawyer-turned-chef Marie Hejl with an employment law CLE ("A Recipe for Avoiding Litigation", 0.75 hrs. CLE credit). This class is limited to 25 in attendance, so reserve your spot today! The cost for the class and CLE course is \$50. The menu is marinated flank steak, broccoli salad and pecan pie! Sign up on our website at [www.tcwla.org](http://www.tcwla.org) under "Events"



## Fall 2007 At A Glance

October 17th	11:45-1:00pm	General Membership Meeting
November 4th	8:00 am	Susan G. Komen Race for the Cure
November 8th	11:45-1:00pm	Women's Initiative Luncheon
November 13th	TBA	Cooking with Marie
December	TBA	Holiday Party

TEAM



tcwla

### The Race for the Cure®

One in seven women will be diagnosed with breast cancer in her lifetime. The Komen Austin Race for the Cure® raises money to fund education, screening and treatment programs for these women and thousands of others in our own community and supports the national search for a cure.

The Komen Race for the Cure® Series is the largest series of 5K run/ walks in the world. Since its origination in Dallas in 1983, the Komen Race for the Cure® Series has grown from one local race with 800 participants to an international series of 116 races with more than 1.3 million participants.

### Please Support Team TCWLA In The Race

JOIN THE FIGHT AGAINST BREAST CANCER TODAY! EVERY STEP COUNTS!

We are participating in the Race with the hopes of raising as much money as possible to provide for screening, education and treatment programs in our area. Please support our team by walking or running with us in the race, or by making a financial contribution to Team TCWLA. You can even "Sleep in for the Cure!" Please visit <http://www.komenaustin.org> for more information and to support Team TCWLA!

# Announcements

Have something you want to share with membership? Let us know!

## ***TCWLA turns 30!***

General Meetings are now at Winstead, P.C. at 401 Congress, Suite 2100 unless otherwise indicated

**Find your 2007 Membership Renewal Form at the back of this Newsletter! Take advantage of the fall discount and renew for only \$20!**

**Race for the Cure** is right around the corner. Help us fundraise for this cause, email [tcwlaorg@gmail.com](mailto:tcwlaorg@gmail.com) if you are interested in joining our team this year.

Want to be Admitted to the United States District Court for the Western District of Texas? Rent the mandatory CLE video from TCWLA. Visit us at [www.tcwla.org](http://www.tcwla.org) or email [tcwlaorg@gmail.com](mailto:tcwlaorg@gmail.com) for more details

Enjoy cooking? Reserve your place online now to join us for Cooking with Marie on November 13<sup>th</sup>, 2007.

Want to be a court-appointed special advocate? Need to get some of the required 30 hours in Travis Co.? Contact Paige Chappell at [tcwlaorg@gmail.com](mailto:tcwlaorg@gmail.com) for details on how to rent a copy.

\$60/hr contract attorney with seven years of experience in general litigation, employment and appellate law available for research, briefing and document review. Contact Elizabeth Branch at (512) 565-4464 or [branch@branchlawoffice.com](mailto:branch@branchlawoffice.com).

TCWLA has a new improved webpage. Sign up and pay for luncheons, renew your membership and update your personal information online! You can prepurchase a year's worth of lunches at a discounted price. Be sure to visit it at [www.tcwla.org](http://www.tcwla.org).



**TCWLA September Program Luncheon:  
Legislative Update  
With State Representatives  
Valinda Bolton and Donna Howard**



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## What's Going On?

If you are an attorney, or legal professional who has recently changed jobs, opened up a new office, received an award, or hired new staff...we want to know what's going on.

Please e-mail [tcwlaorg@gmail.com](mailto:tcwlaorg@gmail.com) with your announcements and photos.



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## 2006-2007 TCWLA OFFICERS & BOARD MEMBERS

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Laurie Higginbotham  
(w) 266-7676 (f) 266-4646  
email: [lhigginbotham@govtclaim.com](mailto:lhigginbotham@govtclaim.com)

### PRESIDENT-ELECT:

Rande Herrell  
(w) 512 460-6132 (f) 328-1671  
email: [rkherrell@sbcglobal.net](mailto:rkherrell@sbcglobal.net)

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Joelle Boehle  
(w) 233-0280 (f) 857-1202  
email: [joelle@kinneyrecruiting.com](mailto:joelle@kinneyrecruiting.com)

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Portia Bosse  
(w) 476-5355 (f) 486-7045  
Email: [portiabosse@yahoo.com](mailto:portiabosse@yahoo.com)

### SECRETARY:

Elizabeth Poole  
(w) 782-4409 (f) 866-257-4157  
email: [rkherrell@sbcglobal.net](mailto:rkherrell@sbcglobal.net)

### TREASURER:

Jessica Warren  
(w) 397-2417 (f) 397-2431  
email: [jessica.warren@bankofamerica.com](mailto:jessica.warren@bankofamerica.com)

### ACTIVITIES CO-CHAIRS:

Laura Moriarty  
(w) 499-6299 (f) 499-6290  
e-mail: [lmoriarty@akingump.com](mailto:lmoriarty@akingump.com)

Joey Moore  
(w) 476-5355 \*1143 (f) 486-7045  
e-mail: [joeym@tsta.org](mailto:joeym@tsta.org)

### MEMBERSHIP CO-CHAIRS:

Ellen Stewart  
(w) 328-8355 (f) 328-8413  
email: [stewart@texasprobate.com](mailto:stewart@texasprobate.com)

Sheila Keister  
(w) 799-5252 (f) 474-1129  
email: [skesiter@wildblue.net](mailto:skesiter@wildblue.net)

### CLE CO-CHAIRS:

Paige Casteneda  
(w) 370-2839 (f) 370-2850  
email: [pcastaneda@winstead.com](mailto:pcastaneda@winstead.com)

Cameron Vann  
(w) 454-4816 x319 (f) 302-4936  
[cvann@advocacyinc.org](mailto:cvann@advocacyinc.org)

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(w) 477-2226 (f) 477-2126  
email: [amie@rodnicklaw.com](mailto:amie@rodnicklaw.com)

### CO-CHAIR (Farris-Cisneros):

Velva Price  
(w) 469-9006 (f) 469-9008  
[velva\\_p@sbcglobal.net](mailto:velva_p@sbcglobal.net)

### AYLA LIAISON/ WOMEN'S LAW CAUCUS LIAISON:

Elizabeth Branch  
(w) 565-4464  
email: [branch@branchlawoffice.com](mailto:branch@branchlawoffice.com)

### TAKE OUR DAUGHTERS TO WORK:

Hon. Orlanda Naranjo  
(w) 854-9242 (f) 854-4724  
email: [Orlanda.naranjo@co.travis.tx.us](mailto:Orlanda.naranjo@co.travis.tx.us)

### PUBLICITY CHAIR:

Patricia Cofty  
(w) 708-1804 x247 (f) 708-9037  
email: [pcofty@hfhsflaw.com](mailto:pcofty@hfhsflaw.com)

### EXECUTIVE DIRECTOR and NEWSLETTER CONTACT:

Paige Chappell  
(c) 699-5073  
email: [tcwlaorg@gmail.com](mailto:tcwlaorg@gmail.com)

# TCWLA

## Travis County Women Lawyers' Association 2007 CALENDAR YEAR MEMBERSHIP APPLICATION

Name: \_\_\_\_\_ Date: \_\_\_\_\_ New Member: \_\_\_\_\_ Renewing Member: \_\_\_\_\_  
Firm/Company/School Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Office Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ \_ (For newsletters and notices)

### Practice Areas

Please indicate your practice areas for publication in the online directory:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Administrative/Regulatory   | <input type="checkbox"/> Education/School      | <input type="checkbox"/> Malpractice             |
| <input type="checkbox"/> Appellate                   | <input type="checkbox"/> Environmental         | <input type="checkbox"/> Personal Injury         |
| <input type="checkbox"/> ADR                         | <input type="checkbox"/> Family                | <input type="checkbox"/> Probate/Estate Planning |
| <input type="checkbox"/> Banking/Finance             | <input type="checkbox"/> Government/Municipal  | <input type="checkbox"/> Property Tax            |
| <input type="checkbox"/> Bankruptcy                  | <input type="checkbox"/> Health                | <input type="checkbox"/> Oil & Gas               |
| <input type="checkbox"/> Business Transactions       | <input type="checkbox"/> Immigration           | <input type="checkbox"/> Real Estate             |
| <input type="checkbox"/> Civil/Business Litigation   | <input type="checkbox"/> In House Counsel      | <input type="checkbox"/> Securities              |
| <input type="checkbox"/> Civil Rights/Discrimination | <input type="checkbox"/> Intellectual Property | <input type="checkbox"/> Tax                     |
| <input type="checkbox"/> Consumer                    | <input type="checkbox"/> International         | <input type="checkbox"/> Telecommunications      |
| <input type="checkbox"/> Corporate                   | <input type="checkbox"/> Insurance Defense     | <input type="checkbox"/> Water                   |
| <input type="checkbox"/> Criminal                    | <input type="checkbox"/> Insurance (Other)     | <input type="checkbox"/> Workers Compensation    |
| <input type="checkbox"/> Employment/Labor            | <input type="checkbox"/> Juvenile              | <input type="checkbox"/> Other                   |

### Committee Information

I am interested in the following committees:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Membership      | <input type="checkbox"/> Federal Court Seminar/Other Seminars | <input type="checkbox"/> Take Our Daughters to Work   |
| <input type="checkbox"/> Activities      | <input type="checkbox"/> Website/Directory                    | <input type="checkbox"/> Lunch Programs               |
| <input type="checkbox"/> Speakers Bureau | <input type="checkbox"/> "Color of Justice" Program           | <input type="checkbox"/> Susan G. Komen/TCWLA Project |

### Feedback/Suggestions

What I hope to get out of TCWLA membership:

What I can give to get the most out of TCWLA membership:

Things I would like TCWLA to do:

Speakers/topics I recommend for TCWLA membership programs:

**Holiday Gift Memberships: Give TCWLA membership as a gift to your friends and colleagues by duplicating and completing this form for each recipient. Please submit the form and the appropriate amount for dues. Please specify if the gift is anonymous.**

**Have questions?** Call (512) 370-WLAW (9529) or send an e-mail to [tcwlaorg@gmail.com](mailto:tcwlaorg@gmail.com) if you have questions about membership. TCWLA membership is on a calendar year basis (January 1 - December 31).

**Dues:**  \$40.00 per year;  \$20.00 per half-year  Lifetime Membership: \$400.00;  Law Student: \$20.00  
 Additional Voluntary Contribution: \$\_\_\_\_\_

**\*\*\*Please renew your membership January 1, 2007\*\*\***

**Send completed application and check to: TCWLA, P.O. Box 684683, Austin, TX 78768-4683.**

**LAWYERS FOR WOMEN FIGHTING BREAST CANCER  
ATTORNEY VOLUNTEER SIGNUP FORM**

**A Project of Travis County Women Lawyers' Association in Partnership with Volunteer Legal Services and the  
William Wayne Justice Public Policy Center at the University of Texas School of Law**

*Volunteer Attorney:* \_\_\_\_\_ *Bar No.* \_\_\_\_\_

**Firm:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **e-mail** \_\_\_\_\_

\_\_\_\_\_ **I am a member of Travis County Women Lawyers Association**

\*\*\*\*\*

**Note: Our Case Referral Coordinator will call to discuss individual referrals with you.**

**I will accept pro bono cases in the following areas of law:**

- |                                      |                                 |                                       |
|--------------------------------------|---------------------------------|---------------------------------------|
| _____ <b>Bankruptcy</b>              | _____ <b>General Litigation</b> | _____ <b>Probate</b>                  |
| _____ <b>Consumer</b>                | _____ <b>Guardianships</b>      | _____ <b>Real Estate</b>              |
| _____ <b>Debt Collection Defense</b> | _____ <b>Housing</b>            | _____ <b>Social Security Benefits</b> |
| _____ <b>Education</b>               | _____ <b>Insurance</b>          | _____ <b>Tax</b>                      |
| _____ <b>Employment Problems</b>     | _____ <b>Landlord/Tenant</b>    | _____ <b>Torts Defense</b>            |
| _____ <b>Family Law</b>              | _____ <b>License Revocation</b> | _____ <b>Wills</b>                    |
|                                      |                                 | _____ <b>Wills, Homebound</b>         |

\*\*\*\*\*

\_\_\_\_\_ I am willing to mentor a UT Law Student assigned to help with a case.

\_\_\_\_\_ I am willing to keep pro bono cases on my personal docket routinely. When I close a case or a case is inactive, you may call me to take another.

\_\_\_\_\_ **I speak Spanish fluently.**

**Comments:** \_\_\_\_\_

\_\_\_\_\_

**PLEASE RETURN FORM TO:**  
**Volunteer Legal Services of Central Texas**  
**816 Congress Avenue, Suite 701, Austin, TX 78701**  
**Fax: (512) 322-0764**  
**e-mail: [akmeyers@vlsoc.org](mailto:akmeyers@vlsoc.org)**

**QUESTIONS? Contact Anna K. Meyers**  
**(512) 476-5550, ext. 304**  
**[akmeyers@vlsoc.org](mailto:akmeyers@vlsoc.org)**