

# New Committee Targets Immigration Issues

by Jeff Lyons

A new ad hoc committee of the Bar Association has been formed to delve into the issues general practitioners face with immigration law.

The Law Practice for New Arrivals Committee will offer its members educational and legislative advocacy, consumer protection and community out-

reach, said Chancellor Andrew A. Chirls.

The Chancellor has appointed three attorneys well versed in immigration issues to serve as co-chairs of the committee. Ayodelle Gansallo is a staff attorney with HIAS and Council, a non-profit agency specializing in immigration and refugee services. Matthew Baxter is a sole practitioner specializing

in immigration law and William A. Stock is a partner at Klasko, Rulon, Stock & Seltzer, LLP, a firm concentrating in immigration and nationality law.

"This committee will give us the opportunity to share ideas and advocate on immigration issues," Chirls said.

The co-chairs are developing a mission statement and will hold their first meeting sometime in March.

Stock said immigration law is important to all corners of the bar because it has become such a pervasive issue.

"In the last two years, I've seen immigration issues begin to affect all facets of the law. It's not just immigration and deportation law now. It's family law, criminal law, real estate. Every practice should be interested in immigration law issues," he said.

## Mid-Size Firm Committee

# Marketing Expert: Show Client Your Strengths

by Jeff Lyons

Being a sensational lawyer isn't enough; you have to be able to market yourself to potential clients, a marketing expert told members of the Mid-Size Firm Committee.

Attorney Lisa Goldstein, founder of FB Corporate Strategies, met with members of the Committee on Feb. 18 to discuss ways lawyers can increase their business.

"Let's face it. Part of a lawyer's job is to get business," Goldstein said. "Most often, lawyers are hired because of their specialization. It's what you do better than everyone else that will get you that client," she said.

Goldstein said lawyers have to do a combination of sales and marketing in order to get and retain clients. "Sales is the act of persuading or influencing a customer to buy a service. Marketing defines the service you offer," she said.

When marketing your firm to clients, Goldstein said you have to identify the things that make your firm different. "Don't be afraid to take a stand to identify your market. Once you define your niche, that's when the



Lisa Goldstein meets with Mid-Size Firm Committee Chair Michael D. Schaff before the Committee's Feb. 18 meeting.

business will come in," she said.

Another important part of a marketing strategy is to have a Web site and professional brochure for your firm. "If you don't have brochures or a Web site, it can work against you. And once you have your Web site up and running, you can put client testimonials on there to attract even more clients."

Goldstein said client surveys offer the best insight into your law firm's strengths and weaknesses. "It's a great source of feedback. But be prepared to do something with the information once you receive it. Don't make clients take the time to fill out a survey and then not use the information they give you. That's just a waste of everyone's time," she said.

Since attorneys are not permitted to make "cold calls" to solicit new clients, Goldstein suggested several methods of increasing business.

"The best way to get business is through referral introductions. Have a third party introduce you to a potential client," she said. Having a booth at a trade show that highlights your firm's strengths is also valuable. Goldstein said you have to target seminars that relate to your business, while making sure the people in your firm's booth network with the show's attendees.

"Teaching seminars is also a good way to meet prospective clients. Get there early and talk with people and hang around afterward. Don't just show up and leave," she advised. "Find what makes sense and do it," she said.

## YLD AWARDS

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as vice president of basketball administration, a role in which he served as the point person for basketball operations. Less than a year later, he was promoted to general manager, and on April 5, 2000, he signed a new multi-year contract with the team.

King currently serves on the USA Basketball's Senior National Team Committee and is treasurer for USA Basketball's Executive Committee. He is also a member of the NBA and WNBA competition committees.

King, 39, played college basketball for Duke University. He won the national defensive player of the year award following his senior season. During his college career, Duke went to the Final Four twice, won the Atlantic Coast Conference regular-season championship and two ACC Tournament titles.

In July 2000, King was honored as the Sports Executive of the Year at the Rainbow Sports Awards, reflecting not only his accomplishments in the sports industry, but also the grace, dignity, commitment and humanity that he exemplifies. In 2001, *Street and Smith's Business Journal* named him one of the industry's "Forty under 40." In May 2003, *Sports Illustrated* named King, along with fellow 76ers Sonny Hill and Allen Iverson, one of the "101 Most Influential Minorities in Sports."

The event will be held at noon in the Park Hyatt's Rose Garden Ballroom on the 19th floor. For ticket information, visit [www.philadelphiabar.org](http://www.philadelphiabar.org).

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