



**WSBA**•SectionLand



News for Section Leaders of the  
Washington State Bar Association

## **New WSBA Strategic Goals**

By Paula Littlewood, Executive Director, WSBA

This past year, as the WSBA's Strategic Planning Committee discussed and developed its next set of Strategic Goals for 2011 to 2013, the focus became clear in two areas: serving our members and creating more opportunities for public service. After much discussion and deliberation, the Committee recommended one main goal with a number of sub-goals for the 2011-2013 Strategic Goals:

The WSBA should use existing programs, and should implement new programs, to improve our members' level of satisfaction with their lives and with the practice of law.

In order to achieve this goal, the WSBA will endeavor to:

- Enhance the culture of service within the WSBA membership.
- Provide more assistance to lawyers with the business of the practice of law.
- Provide more assistance to lawyers in avoiding or dealing with the stress of the practice of law.
- Conduct a detailed study of the composition of the legal profession and retention rates within the profession in the state of Washington.

The strategic goal and sub-goals were developed with members in mind. The Committee agreed that many of the goals and programs that support them are already underway, and that by making them part of WSBA's Strategic Plan, they will continue to receive the attention and resources needed and that other programs can be developed and implemented. The Committee's recommendations were adopted by the Board of Governors at its September 2010 meeting.

For more details on these new Goals and how we will begin to implement them, please see the Executive Director's column in the November 2010 issue of *Bar News*. We look forward to working with our sections on implementation of these new and exciting goals!

New WSBA Structure!  
New Conversations!  
Renewed Energy!  
Fresh Outlook!

We look forward to  
seeing you at the  
Section Leaders Meeting

**“Tools,  
Communication and  
Planning for the  
Success of Your  
Section”**

November 3, 2010

9 a.m. - noon  
at WSBA

*Lunch provided*

### ***Open Section Night with the Washington Young Lawyers Division***

Meet young lawyers and showcase your section!

November 17, 2010 • 5:30 p.m. - 7:30 p.m. • Davis Wright Tremaine

## WSBA Legislative Process Roadmap

by Kathryn Leathers, WSBA Legislative Liaison

Successfully delivering your ideas to the Legislature requires a special roadmap. Civics 101 won't get you there - you need an understanding of what it takes to prepare and fully vet a legislative proposal, what the possible roadblocks are, and how to navigate the back roads. The WSBA Legislative Division exists, in great part, to help you get your proposal to the Governor's desk. Before your section decides to seek a legislative solution, keep in mind the bookends for taking public action on behalf of the WSBA:

- Your proposal must relate to or affect the practice of law or the administration of justice (GR 12.1); and
- There are numerous WSBA entities. It is critical for the credibility of the WSBA and its members that our public voice be coordinated.

**Preparation:** We need to get your proposal out there early (June/July) to all interested stakeholders to develop stakeholder buy-in and to try and address any concerns before the public hearing on the bill. The code reviser needs time to get your proposal in bill draft format, we need to educate stakeholders and legislative staff, and we need to find bipartisan sponsorship and support for the bill - legislators from both sides of the aisle who will champion your ideas.

### Primary Legislative Options:

1. WSBA bills - WSBA approval/sponsorship: If at least 75% of your executive committee is in agreement, your section, committee, board, or council (section) may propose legislation, subject to both initial approval by the WSBA Legislative Committee in the fall and final/official approval by the Board of Governors (BOG) in December.
2. Non-WSBA bills - WSBA support: If a legislator, agency, or other party or entity seeks official WSBA support of a proposal, your section may seek official WSBA support in the same manner as if your section had drafted the bill; that is, with 75% executive committee agreement and approval by both the Legislative Committee and the BOG.
3. Non-WSBA bills - section only support/opposition: With 75% approval of your executive committee, you can testify at hearings on behalf of your section on legislation proposed by other agencies/stakeholders on and without seeking prior Legislative Committee or BOG approval so long as the BOG has not taken a contrary position. At the hearing, you must clearly state that you are representing your section only, not the WSBA. This option can present challenges due to the fast-paced rigors of session.
4. Support/oppose legislation - as an individual: If you clearly represent that you are speaking on your own behalf, and not on behalf of your section or the WSBA, you are always free to testify at hearings on legislation proposed by other parties.

We work hard to develop good working relationships with legislators on both sides of the aisle. Not only is it critical to keep us informed of your legislative proposals so that we maintain a coordinated voice as an association, we can be your greatest resource.

### Contact us:

Kathryn Leathers, Legislative Liaison: [kathrynl@wsba.org](mailto:kathrynl@wsba.org), (360) 259-2044, mobile

Diane Froslic, Legislative Assistant: [dianef@wsba.org](mailto:dianef@wsba.org), (360) 943-9977

Steve Larsen, Deputy Director for External Relations: [stevell@wsba.org](mailto:stevell@wsba.org), (206) 727-8240

For more information, go to <http://www.wsba.org/info/operations/legislative/default1.htm>.

## Meet the WSBA Online Communications Specialist

By Julia Nardelli Gross

As the WSBA's new Online Communications Specialist, I'd like to take a few minutes of your time to introduce myself and my role.

I began working as the Young Lawyers Division Assistant at the WSBA in November 2008, just days after I was sworn in as an attorney. While my official position was with the WYLD, it wasn't long before I became the unofficial social media guru. An avid social media user, I began researching how the WSBA could use social media to engage with its members. Since that time, we have launched a Twitter feed (@WASStateBar), Facebook pages for the sections, WYLD, and the WSBA Leadership Institute, and provided live Twitter coverage of the annual Access to Justice/Bar Leaders Conference.

One of the reasons social media is becoming so important is because it presents a great opportunity for member engagement. Platforms like Facebook and Twitter have huge numbers of users that log on daily. Putting your message on these platforms makes it readily accessible to these users, and gives them the ability to engage with the entity that posted the message. While not all platforms are appropriate for every situation or message, social media offers a new and additional way to be in touch with your members — my job is to help you with ideas.

I hope to be in touch with all the section leaders soon. In the meantime, if you have ideas about new social media uses, how to improve our current uses, or just want to learn more, please feel free to contact me at [juliang@wsba.org](mailto:juliang@wsba.org), (206) 733-5951, or @julianardelli on Twitter.

## Sign Up for the New WSBA Moderate Means Program

The WSBA is excited to announce the commencement of its Moderate Means Program, which is a partnership between the WSBA, and the Law Schools at Seattle University, the University of Washington and Gonzaga University. The program is a statewide reduced-fee lawyer referral services program designed to help bring greater access to justice for people of moderate means in Washington state – those Washingtonians who are within 200% to 400% of the federal poverty level (FPL). Simply put, this translates to providing access to reduced-fee legal services to families with annual incomes up to \$88,000 for a family of four. By providing legal assistance at a critical time, participating lawyers may be able to prevent these individuals from dropping below 200% of the FPL and ending up with more legal problems.

WSBA's role in the partnership is to recruit and provide online training and mentoring opportunities for participating lawyers while law students at the three Washington law schools will coordinate intake of clients, package the intake and provide the information to attorneys who agree to participate in the program. We know the expertise of our section members will be critical to the success of this Program, so we hope you will promote it to your members so they can sign up to take cases.

### Benefits for Participating Lawyers

- Opportunity for public service and to help close the access to justice gap.
- Obtain free referrals to help build your client base.
- Learn new skills and expand your practice area by accessing free or low cost online trainings/CLEs from WSBA.
- Have increased access to mentoring and peer support opportunities.

### How Lawyers can Sign Up

All active WSBA members are eligible to sign up with the Program. Online registration and program information can be found at [mywsba.org](http://mywsba.org). For more information please look for program updates at [www.wsba.org](http://www.wsba.org) or contact Steve Larsen ([stevell@wsba.org](mailto:stevell@wsba.org); (206) 727-8240).

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## Outside the Box with the Construction Law Section

*Outside the Box* highlights innovative section activities and projects. This fall, the Construction Law Section announced the release of two Model Residential Contracts. A Lump Sum Contract (also known as a Fixed Price Contract) and a Cost Plus Contract are available for download on the Construction Law Section's webpage. Members of the Construction Law Section have worked very hard for the past year to create documents available to the public to assist with construction contracts.



Manage your membership anytime, anywhere at [www.mywsba.org](http://www.mywsba.org)! Using mywsba, you can:

- View and update your profile (address, phone, fax, e-mail, website, etc.)
- View your current MCLE credit status and access your MCLE page, where you can update your credits.
- Complete all of your annual licensing forms (skip the paper!)
- Pay your annual license fee using MasterCard or Visa
- Certify your MCLE reporting compliance
- Make a contribution to LAW Fund using MasterCard or Visa
- Sign up for the Moderate Means Program or Home Foreclosure Legal Aid Project
- Join a section
- **Renew your membership!**

### Upcoming BOG Meetings:

- **December 10-11, 2010**  
LaConner Country Inn  
Agenda due: November 19, 2010
- **January 27-28, 2011**  
TBD, Olympia  
Agenda due: January 7, 2011

#### Steps for reimbursement of section-related expenses:

1. Complete WSBA expense report form; include section name, activity, and date.
2. Attach any receipts/invoices (originals).
3. Mail to: Paris Seabrook  
Washington State Bar Association  
1325 4th Ave., Ste. 600  
Seattle, WA 98101-2539

#### WSBA Expense Report:

<http://www.wsba.org/info/operations/finance/expense-report.htm>.

*Exception - CLE faculty expenses are to be submitted to WSBA-CLE.*