

RHODE ISLAND WOMEN'S BAR ASSOCIATION NEWSLETTER

2020 CLE SERIES: WOMEN PARTICIPATING IN DEMOCRACY & LEADERSHIP

We're thrilled to announce our annual CLE series this year is *Women Participating in Democracy & Leadership*. Timed with the centennial anniversary of the Nineteenth Amendment that gave women the right to vote, the series will highlight all of the ways women can join in and become leaders in our democracy. Remember, in addition to turning you into an awesome leader, this series is FREE to members and a great way to catch up on your CLE credits!



**O. ROGERIEE
THOMPSON**

And there's no better kickoff than an evening with **The Honorable O. Rogeriee Thompson** to discuss *Being a Leader and Effectuating Change*. This CLE will be held on Wednesday, February 12, 2020 from 5:30 p.m. to 7:30 p.m. at Locke Lord, LLP in downtown Providence. Former RIWBA President Melody Alger will moderate. This is a conversation (and CLE opportunity) that you don't want to miss! Wine and light appetizers will be provided. Watch your inbox for the official invitation and for details on the rest of the CLE series, coming soon!

UPCOMING EVENTS:

JANUARY

Friday, January 24, 2020. Happy New Year! The next Mindfulness and Stress Management Series will begin shortly, with sessions on Fridays from 12:30-1:30 at Blish & Cavanagh LLP, located in downtown Providence at 30 Exchange Terrace, 3rd Floor. The series will continue for eight weeks until March 13 and is \$80 for the 8 week session. The classes provide an opportunity to learn techniques for managing stress and are taught by Tom Speare, the Co-Founder and Director of Corporate Programs at Tenth Gate Yoga. For more information, check out the attached flyer.
Women Participating in Democracy & Leadership

UPCOMING EVENTS, CONTINUED:

Tuesday, January 28, 2020. Join the RIWBA for its next Coffee & Conversation at 9:00 a.m. at New Harvest Coffee in the Arcade in downtown Providence! We'll talk professional goals, self-promotion and marketing strategies. We've invited our resident goal-oriented guru, Kate Ahern, Esq. of Roger Williams University School of Law and unfrazzleandshine.com to share her tips! (P.S. Want to learn more about marketing? Check out the "Marketing Mistakes That Can Haunt Your Business," a useful guide from the Small Business Administration, at the end of this issue!) RSVP ASAP to Kelly McGee at kelly.mcgee@lifespan.org.



MEMBER NEWS:

Thank you to our members who participated in the recent panel put on by the Women's Law Society at Roger Williams University School of Law, **Angelyne Cooper**, **Kelly Kincaid**, **Aubrey Lombardo**, and **Etie-Lee Schaub**!

Check out the recent article in the Rhode Island Bar Journal authored by RIWBA Board Members **Cassandra Feeney** and **Etie-Lee Schaub**! In it, they profile the incredible legal career of Attorney Lise Iwon. Read the article in the Bar Journal's latest issue [here](#).

Congratulations to **Susan Gershkoff**, who was recently honored by the Rhode Island Foundation for completion of service as a member of the Foundation's Professional Advisory Council!

Want to brag on one of your fellow members? After you [email Stephanie Simon](#) so that we can include it in a future edition, considering nominating her for an Excellence in the Law Award through Rhode Island Lawyers Weekly! The nomination form is [here](#).

ARTICLES AND RESOURCES OF INTEREST:

New Calendar Protocols in Providence County Superior Court! Remember to review Judge Darigan's new calendar protocols for the [dispositive](#) and [non-dispositive motion calendars](#) in Providence County. There have been some changes in deadlines to contact the clerk and file objection memoranda, so be sure to check them out!



One Hundred Years of Women's Suffrage. The Rhode Island Secretary of State's Office and the Rhode Island Council for the Humanities have launched events throughout the year celebrating the 19th Amendment to the United States Constitution. You can catch this initiative online [here](#) or on social media, but either way, it's worth a visit!

This takes "debt is a prison" to a whole new level. Graduates report that they would spend a week in jail to erase student loan debt. Read all about it [here](#). (*WKRC*)

Need a reminder that you need not be everything to everyone? Whether you are a parent or not, read on for some helpful reminders about setting reasonable expectations for ourselves. [Overcoming Martyrdom as a Mother and a Lawyer](#) (*Above the Law*)

Are you following the Theranos/Elizabeth Holmes litigation? Her lawyers recently filed a [motion to dismiss](#) her criminal indictment. (*Law.com*) And did you hear? Jennifer Lawrence has signed on to play Holmes in the movie adaptation of [Bad Blood](#).

California Companies Are Rushing to Find Female Board Members. In September 2018, California became the first state to legally compel corporate board diversity with a law mandating that every public company in the state have at least one female director by the end of 2019. The law has redefined the qualifications of a director and set off a scramble to find hundreds of female directors, many of whom don't fit the traditional mold. Read [more here](#). (*The New York Times*)

What Makes Ruth Bader Ginsburg an Optimist? "It's young people—but maybe also remembering that she knows the law better than Donald Trump." Read more in this article about R.B.G. [here](#). (*Vanity Fair*)

Curtis Flowers is Granted Bail After Six Criminal Trials. His story has been in the news. He is the Mississippi man who was tried for the same crime six times, trials which resulted in mistrials and overturned verdicts. After 22 years in custody, he was granted bail. Read more about [his unusual story here](#). (*NPR*)

Is It Weird to Wear Leggings at Work? Read an [article](#) written by a female author discussing this topic. What is your office dress code? Have you ever worn leggings to work? (*The Atlantic*)

EMPLOYMENT:

Real Estate Attorney. Robinson+Cole seeks an Attorney with at least two years of experience to join its Real Estate and Development practice group in its Boston office. Qualified candidates will have significant experience representing clients in real estate and finance transactional matters including commercial real estate lending, construction lending, loan participation, loan work outs, foreclosures, reviewing title and survey, condominium, commercial leasing, real estate acquisitions and dispositions. The candidate must have substantial experience reviewing due diligence work related to zoning, survey and title issues with a special emphasis on title insurance and endorsements. [Click here to apply](#), and please include a cover letter, resume and transcript. More information can be found [here](#).



Executive Director. The National Conference of Women's Bar Associations is hiring a part-time Executive Director! As the person primarily responsible for the administrative and executive support of The National Conference of Women's Bar Associations (NCWBA), the Executive Director is responsible for day-to-day management of the NCWBA's affairs, with the guidance and authorization of the Board of Directors. The position has flexible hours, allows remote work, and provides reimbursement for travel expenses. Get more information on the position and how to apply [here](#).

Are you hiring? Know someone looking for a top-notch applicant for an open legal position? [Email Stephanie Simon](#) to add an opportunity to our Employment section.

MONTHLY MEMBER SPOTLIGHT:

The Monthly Member Spotlight is your cheat sheet to the incredible women who are your fellow RIWBA members. Keep an eye on your inbox, because you might be next!

This month, we are delighted to spotlight **Jessica Rider**, the **Health Care Advocate** at the Attorney General's Office. Read on to learn more about Jessica!

MONTHLY MEMBER SPOTLIGHT, CONTINUED:

What was your first paying job?

When I was a freshman in high school, I worked for an after-school program helping care for elementary-age children. I had volunteered full-time with the program for the previous summer (when I was too young to be a paid employee). It was a fun first job!

If we peeked into your fridge, what would we see?

A lot of prepped breakfast, lunches and dinners. I love to prepare meals ahead of time to make weekday mornings and evenings easier!

What is one goal you'd still like to accomplish in your lifetime?

Not career related, but I hope to have my own vegetable garden one day.

Can you share something about yourself that others would be surprised to learn?

I am a certified Crossfit coach. Having a toddler has made it more difficult to maintain a regular coaching schedule, but I try to coach a couple classes a month.



Where is your favorite place in the world?

Home! There is something so grounding and cozy about being home.

In fifty words or fewer, describe what you want other RIWBA members to know about your practice.

I am the Health Care Advocate at the Attorney General's Office. While my position involves a lot of different areas of health, my primary responsibility is processing, reviewing, and monitoring hospital conversions under the state's Hospital Conversion Act.

NEXT MONTH'S ISSUE:

Have something you would like to see in the next newsletter? Let us know by **Friday, February 7th** to include it in the latest edition. And as always, thanks for reading!

Kelly Kincaid, Chantal Bromage, Jessica Rider, Stephanie Simon & Sam Vasques

RIWBA Newsletter Committee



As we enter the New Year and decade, we're also beginning the third year of cultivating the practices that make a real difference in how to handle the stresses we are surrounded by. It's been a true win-win. You get to learn how to recognize and use the tools that change the state of your stress and anxiety, while feeling totally refreshed after the class.

The Rhode Island Women's Bar Association
in collaboration with the
Tenth Gate WorkPlace WellBeing Program
announces the continuation of
the 8-Week Series

Practical, Everyday Tools For Stress Management

with Thomas Speare
*Director of Corporate Programs &
The WorkPlace WellBeing Program
at Tenth Gate Yoga*

WHERE

Blish & Cavanagh, LLP
30 Exchange Terrace, 3rd Floor
Providence, RI

WHEN

Fridays at 12:30pm beginning January 24
for 8 weeks, and concluding on March 13

RSVP

Mary Cavanagh Dunn at mcd@blishcavlaw.com
The 8 week series is \$80.00 per person,
cash or check paid at the first class.
SPACE IS LIMITED

TENTH GATE YOGA
Portsmouth, Rhode Island

MARKETING MISTAKES THAT CAN HAUNT YOUR BUSINESS

Contributed by Lana M. Glovach, U.S. Small Business Administration ([SBA](#))
Authored by [Rieva Lesonsky](#), October 25, 2019 on www.sba.gov at <http://ow.ly/J3NC50wVGS5>

Are you letting one of these marketing errors scare your customers away?

Ghosts, goblins and ghouls aren't the only things that can haunt small business owners. Many entrepreneurs fall prey to some common marketing mistakes that can have terrifying results for their businesses. Are you letting one of these marketing mess-ups scare your customers away?

Mistake 1. Marketing without setting a goal

Whether you're doing digital marketing, print marketing or word-of-mouth, the first thing you need to establish is a goal. Without one, how will you know if your marketing worked? Start by setting specific, measurable goals for each marketing campaign, such as "increase email newsletter sign-ups by 10% this quarter." With a goal in mind, you'll be better able to design successful marketing campaigns.

Mistake 2. Neglecting your current customers

Many small businesses focus all of their marketing dollars on attracting new customers. While new customers are important, returning customers can be even more valuable. Create a marketing plan to stay in touch with your existing customers. Work to enhance their loyalty and get them to buy from you more and more often.

Mistake 3. Working without a marketing plan

No small business owner wants to waste money, but that's exactly what you'll be doing if you start marketing without a marketing plan in place. Know which marketing channels resonate with your target audience and develop a marketing plan for those channels that will achieve your marketing goals. Your plan should include time, frequency and costs so every aspect is accounted for.

Mistake 4. Letting your reputation slide

Word-of-mouth has always been essential for marketing a small business, and today it matters even more. Whether your business is B2B or B2C, you must keep tabs on its reputation. Set up tools to monitor the online review sites and social media platforms where

your business has a presence. Respond quickly to both positive and negative posts, comments and reviews.

Mistake 5. Not asking for the sale

Some salespeople get so focused on “selling” the customer that they never actually ask for the sale. You see a lot of marketing that makes the same mistake. If your marketing talks about your product or service but doesn’t ask your prospects to do anything about it, they may do nothing. Make sure every piece of marketing you create has a call to action that asks prospects to do something, such as going to your website, making an appointment or filling out a leads form.

Mistake 6. Expecting instant results

Many small business owners flit from one marketing idea to another, never sticking with one marketing tactic long enough to see results. Whether you’re doing search engine optimization, social media marketing or public relations, it takes time for your marketing to get results. Stop chasing the latest marketing buzzword or trend and focus on your customers. Create marketing that educates them about what your product or service can do for them, promote it in the proper channels, and give it time to work.

Mistake 7. Not monitoring results of your marketing

Without tracking results, you won’t know if your marketing is working. There’s no excuse for this: Today’s digital marketing tools let you gather more data than ever before on how customers respond to your marketing messages. Learn to use the analytics tools offered by social media platforms, email marketing services and other marketing apps. By learning from what works and what doesn’t, you’ll be able to fine-tune your marketing message and get better and better results.

Marketing is a scary concept for many small business owners, but like Frankenstein’s monster, it doesn’t have to be frightening. Correct the seven mistakes above and make your marketing work for your business.

As Benjamin Franklin observed, “if you fail to plan, you are planning to fail.” Let the SBA help your small business plan for success! Assistance is available in languages other than English, including Spanish, and all SBA programs and services are extended to the public on a non-discriminatory basis. To learn more about the SBA’s programs and services, please contact Lana M. Glovach, SBA Economic Development Specialist, at лана.glovach@sba.gov or 401-528-4575, or visit www.sba.gov/ri.