

LEGAL SECRETARIES, INCORPORATED

ORGANIZED 1934

LSI – Educating California’s Legal Professionals



OFFICERS AND CHAIRMEN WORKSHOPS

MAY 2014 ANNUAL CONFERENCE

PROFESSIONAL LIAISON

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Professional Liaison/Day in Court Chair



LSI® – Educating California’s Legal Professionals

Professional Liaison

As your association's Professional Liaison, you are charged with promoting and encouraging public relations with your local bar association and other professional organizations. By partnering with and supporting the local bar association, you have the opportunity to share information on the benefits of membership in your association and LSI, and promoting the educational and training programs available to legal support staff. Working with your local bar association also provides opportunities to partner in charitable and community projects.

Your local bar association can also be a great resource for additional education and training, as well as speakers for your monthly meetings.

Quarterly Directives and Reports

You will receive a directive each quarter from your LSI counterpart, which will require you to provide a response by the required deadline. The LSI Professional Liaison will compile the responses from local association chairs throughout the state and prepare a report to LSI, which in turn, is distributed to all the associations. This helps you see what other associations are doing and the results they've had with their outreach efforts.

Suggestions for How to Promote, Support and Partner with Your Local Bar Association

- Make a personal visit to your local bar association's administrative office and introduce yourself.
- Leave (or mail) a marketing packet consisting of your newsletter, LSI brochures, event flyers, etc.
- Keep in touch with the bar association's administrative office and staff.
- Add the bar association to your e-mail and mail distribution list for items such as your newsletter, meeting and event flyers, etc., and ask the bar association to put you on their distribution lists.
- Monitor the bar association's website for opportunities to attend meetings and educational programs, or to partner with the bar in other ways (community outreach, charitable projects, etc.).
- Invite the bar association to collaborate with your association on events you are holding or sponsoring.
- Invite the president of the bar association to be a guest speaker at one of your monthly meetings, a guest at your Day in Court event, or to be the Installing Marshall at your installation meeting.
- Do an interview with the bar association president to be featured in your monthly newsletter.

- If your bar association offers associate memberships, become a member.
- Offer to make a presentation about your association and LSI to the bar at one of their general or board meetings.
- List bar association events, meetings, or educational programs that may be of interest to your members in your monthly bulletin.
- Write a letter or send an e-mail congratulating the new bar association president on his/her installation.

The common goal is to develop mutually supportive relationships and interaction with other legal professionals in your community. By doing this, you will be promoting your association and LSI.

Remember, we are all PARTNERS IN THE SAME PROFESSION.