



DALLAS BAR ASSOCIATION

DIVERSITY SUMMIT 2012

Diversity Matters – Make a Difference



Belo Mansion
November 29, 2012

DIVERSITY SUMMIT

PURPOSE

To develop “best practices” for diversity in the legal profession in four key areas

- corporate legal departments
- large law firms
- bar associations
- law schools/pipeline programs

DIVERSITY SUMMIT LEADERSHIP



Paul Stafford, 2012 DBA President



Rhonda Hunter, DBA Past President

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DIVERSITY SUMMIT

SPEAKERS

- Benny Agosto, National Hispanic Bar Association
- Kim Askew, K&L Gates
- Jack Balagia, General Counsel, Exxon Mobil
- Kelly-Ann Clark, Former Chair, ABA-Young Lawyers Division
- Terry Conner, Haynes and Boone, LLP
- Sally L. Crawford, Jones Day
- Janet Dhillon, EVP, General Counsel & Secretary, JC Penney
- William A. Goodloe, SEO
- Robert J. Grey, Jr., Hunton & Williams, LLP & Executive Director, Leadership Council on Legal Diversity
- Chris Luna, General Counsel, Metro PCS
- Roland S. Martin, Guest Correspondent, CNN
- Regina Montoya, General Counsel, Children's Medical Center
- Kevyn Orr, Jones Day, Washington, D.C.
- Emily Parker, Thompson & Knight, LLP
- Lisa Soto, Clinical Professor, University of Texas at El Paso Law School Preparation Institute
- Stanley Stallworth, Sidley Austin LLP, Chicago, IL
- Walter Sutton, Associate General Counsel, Wal-Mart Stores, Inc.
- Lisa Tatum, President-Elect, State Bar of Texas
- Jeff Tillotson, Lynn Tillotson Pinker & Cox, LLP
- Kathleen Wu, Andrews Kurth LLP

DIVERSITY SUMMIT

- Event & Speaker Publicity
- Local, Statewide & National Speakers
- 20 Speakers
- Law Firms, Corporations, Bar Leaders, Pipeline Programs, Diversity Initiatives

DALLAS BAR ASSOCIATION DIVERSITY SUMMIT 2012 Diversity Matters – Make a Difference

www.dallasbar.org/diversitysummit



Opening Address
Robert J. Grey, Jr.
Executive Director
Leadership Council on Legal Diversity

Thursday, November 29, 2012
8:30 a.m. — 5:00 p.m.
The Belo Mansion



Lunch Speaker
Roland S. Martin
Guest Correspondent
CNN



Benny Agosto, Jr.
National Hispanic
Bar Association



Kim Askew
K&L Gates LLP



Jack Balaglia
Exxon Mobil



Kelly-Ann Clarke
ABA - Young
Lawyers Division



Terry W. Conner
Haynes and Boone, LLP



Sally L. Crawford
Jones Day



Janet Dhillon
JC Penney



William A. Goodloe
SEO



Chris Luna
MetroPCS
Communications, Inc.



Regina Montoya
Children's Medical
Center of Dallas



Keyvyn Orr
Jones Day
Washington, D.C.



Emily A. Parker
Thompson & Knight LLP



Lisa Soto
University of Texas
at El Paso, Law School
Preparation Institute



Stanley B. Stallworth
Sidley Austin, LLP



Dr. Walter L. Sutton, Jr.
Wal-Mart Stores, Inc.



Lisa Tatum
State Bar of Texas



Jeff Tillotson
Lynn Tillotson Pinker
& Cox LLP



Kathleen Wu
Andrews Kurth LLP

DIVERSITY SUMMIT

TOPICS

- The State of Diversity in 2012
- Successful Corporate Diversity Inside and Out
- Models for Recruiting and Retaining Attorneys of Color
- Inclusion Outside the Box
- Increasing the Pipeline
- Cracking the Glass Ceiling

DIVERSITY SUMMIT PLANNING POINTERS

12 Months Before Program

- Appoint Planning Committee
- Develop agenda & speaker ideas
- Determine possible funding sources
- Develop program budget
- Develop sponsorship opportunities
- Select location for event
- Select date of event



DIVERSITY SUMMIT PLANNING POINTERS

6 Months Before Program

- Develop publicity plan for program
- Finalize agenda
- Confirm all speakers
- Develop invitation list
- Submit grant requests



DIVERSITY SUMMIT PLANNING POINTERS

3-4 Months Before Program

- Start publicity
- Launch webpage
- Finalize online registration
- Send “Save the Date” cards and e-mails
- Mail invitations to special guests



DIVERSITY SUMMIT PLANNING POINTERS

2 Months Before Program

- Collect all materials
- Continue publicity
- Develop travel plans for out of town speakers
- Host conference calls with speakers to review summit objectives and discuss speaking points. If panel discussions, brainstorm talking points with panelists.



DIVERSITY SUMMIT PLANNING POINTERS

1 Month Before Program

- Send reminder e-mails to speakers
- Finalize travel arrangements
- Continue publicity
- Print handouts
- Meet with conference center to review food and beverage, set up, and AV needs for the program
- Set Up final conference calls with speakers



DIVERSITY SUMMIT PLANNING POINTERS

2 Weeks Before Program

- Host final conference calls with speakers
- Continue publicity
- Confirm all travel arrangements
- Assign committee members to assist speakers on the day of the event



DIVERSITY SUMMIT PLANNING POINTERS

3 Days Before Program

- Send reminder e-mails to registered attendees
- Finalize event order for conference center; provide final headcount
- Finalize materials for event
- Finalize speaker assignments; send reminder regarding speaker assignments



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FINAL REPORT – BEST PRACTICES

In-House Counsel

- Mandate from “the top” for diversity.
- Annual review of diversity initiatives.
- Participate & hire from minority job fairs.
- Include success in diversity hiring as factor in annual evaluations & compensation.
- Raise profile in minority programs such as Leadership Counsel on Legal Diversity.
- A diverse in-house legal team will result in diverse outside counsel.
- Require in-house counsel to attend and come back from diversity seminars with potential minority outside counsel or candidates to hire.



DIVERSITY SUMMIT

FINAL REPORT – BEST PRACTICES

Diversity – Outside Counsel

- Require firms to be diverse. Pay attention to Diversity Report Cards.
- Monitor firms' participation in diversity initiatives. Make sure cases are staffed with diverse lawyers who are *actively participating* in the matters.
- Hold firms accountable by declining continued business if they are merely paying lip service to diversity.
- Hire outside counsel who offer flexible schedules and alternative paths to partnership.
- Hire certified minority and women owned firms and small firms.



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FINAL REPORT – BEST PRACTICES

Models for Recruiting & Retaining Attorneys of Color

- Reach out to pipeline programs such as SEO, CLEO, and StreetLaw for diverse talent.
- Mentoring – Pair diverse associates with partners in their practice areas who have substantial client relationship, provide and review their work, and help them get into the fabric of the firm.
- Mentoring – Assign both partner and associate mentors.
- Offer & support associates in opportunities to make CLE presentation at local and state levels.
- Offer Leadership Development Programs.
- Analyze allocations of work to minority and female attorneys via a practice group report card.



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FINAL REPORT – BEST PRACTICES

Leadership Outside the Box

- Show up, step up, and make the connection.
- Be different & embrace the unique perspective you bring to bar leadership and your firm.
- Get involved with bar leadership. It affords you the opportunity to develop your passion and meet life changers.
- Be dedicated and pursue leadership opportunities. Leaders are associated with success.
- Ask the hard questions & develop the answers.
- Be a mentor & find a mentor. They don't have to look like you.
- Be a star every day in everything you do.



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FINAL REPORT – BEST PRACTICES

Leadership Outside the Box Bar Associations

- Engage with law schools. Determine how bar associations can strategically partner with schools to increase the pipeline of diverse lawyers.
- Develop leadership and ensure that diverse lawyers are included among those you are developing.
- Provide and encourage diversity programs and trainings
- Consider diversity when selecting speakers.
- Encourage diverse members to write articles for publication.
- Offer leadership training to diverse lawyers and encourage diverse members to consider bar leadership.
- Provide a mechanism to identify diverse members in the leadership pipeline.



DIVERSITY SUMMIT FINAL REPORT – BEST PRACTICES

Pipeline Programs

- Reach children early – in elementary school.
- Continue outreach through high school.
- Expose children to who lawyers are and what they do.
- Get law firms involved in pipeline programs such as SEO.
- Mentoring & guidance are keys to increasing the pipeline.



DIVERSITY SUMMIT FINAL REPORT – BEST PRACTICES

Cracking the Glass Ceiling

- Find a sponsor and be a sponsor.
- Management flexibility.
- Alternative paths to partnership.
- Address flexible work schedules and disparities in compensation.
- Women must ask for opportunities.



DIVERSITY SUMMIT FINAL REPORT

The DBA Diversity Summit Final Report is available at

www.dallasbar.org/diversitysummit

