

Diversity News at Ballard Spahr

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Message from the Director of Diversity



Virginia G. Essandoh

The current economic climate demands change, and diversity initiatives are no exception. Ballard Spahr has refocused its diversity strategies and shifted priorities to meet swiftly changing needs. Over the past few months, we have put less emphasis on recruiting and focused acutely on retention. A national study conducted by *The American Lawyer* for its Midlevel Associates Survey showed that African American and Hispanic associates were more concerned than other associates about being laid off and were more likely to be lured away by headhunters. We make sure that our diverse lawyers know that they are valued. The Diversity Committee also has focused on demonstrating how Ballard Spahr's daily pursuit of excellence in diversity translates into excellent service to our clients. We must be cognizant of what our clients expect from us in terms of diversity. To that end, we open this issue of *Spectrum* with a conversation about diversity with one of our clients, Allstate.

Virginia G. Essandoh, *Director of Diversity*

SPOTLIGHT: THE IMPORTANCE OF DIVERSITY TO OUR CLIENTS: ALLSTATE

Virginia G. Essandoh, Director of Diversity, sat down with Michele Coleman Mayes, Vice President and General Counsel of Allstate, to talk about diversity in law firms. Michele was joined by two other Allstate lawyers, Ben Lumicao and Bruce Goldberg.

Virginia: Why does Allstate request its Premier Law Firms (PLF) to provide diversity information?

Ben: It gives us a snapshot of a firm's diversity and tells us how they stack up against one another. The data we collect is consistent with the VAULT/Minority Corporate Counsel Association survey.

Virginia: What do you hope to accomplish from collecting the data?

Michele: It's really about making progress in the area of diversity. We have not been as rigorous about collecting data as we have now started to be. The data will help us establish a baseline from which we can measure our mutual progress. Some firms may feel they are not getting enough credit for progress already made. The

data will help with that as well. You can't just sign a certificate that says you are committed to diversity. If firms believe in diversity, show us. We will be getting more serious about studying the data and reacting to it appropriately. That must happen sooner rather than later. We're not just going through window dressing.

Virginia: What do you see as the opportunity for Ballard Spahr and the other firms in this area?

Ben: There is an opportunity to achieve greater diversity on Allstate matters that would better reflect the diversity of the firms. How can we best leverage the diversity that is there? Look at who is doing the work and billing the hours. Some firms are staffed by women and minorities, but that doesn't always translate into hours billed by women or minority attorneys. Sometimes who does the work is based on a past relationship. The Allstate team should be more inclusive so that diverse lawyers have the opportunity to work with us.

Virginia: How can we further deepen our relationship with Allstate from a diversity and client service standpoint?

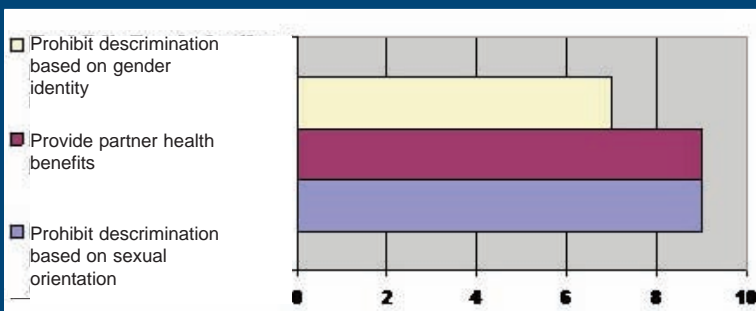
Michele: We could begin by getting the Ballard Spahr and Allstate lawyers together here at Allstate. We need to build the relationship. It's a relationship business. If we do that, Allstate learns more about the firm, and you learn more about us.

Bruce: Diversity staffing does not just have to focus on new matters. Let's explore opportunities to add diverse attorneys to the mix on existing matters. Be affirmative, and reach out to us. Today's existing matter can generate a new matter tomorrow.

FACTS & FIGURES

Top Law Firms and LGBT Progress

A study of the Am Law 200 most profitable firms in the United States shows significant strides in equal protection and benefits for lesbian, gay, bisexual, and trans gender (LGBT) employees. The graph below reflects the Am Law 10 most profitable firms



Ballard Spahr's nondiscrimination policy includes language expressly prohibiting discrimination on the basis of sexual orientation, including gender identity/expression in the workplace. We also offer partner health benefits to LGBT employees.

DIVERSITY LEADERSHIP

- Stephanie L. Franklin-Suber, a partner in Philadelphia, was a featured speaker at the Pennsylvania Bar Association Minority Bar Committee Business Development Forum. The topic was "How to Recession-Proof Your Practice."
- Kimberly A. Klock, an associate in Philadelphia, is working to establish a Sustainability and Climate Change Committee for the National Asian Pacific American Bar Association.



Stephanie L. Franklin-Suber



Kimberly A. Klock

- Emilie R. Ninan, a partner in Wilmington, moderated a discussion at the 2009 Haile L. Alford Memorial Conference, sponsored by the Multicultural Judges and Lawyers Section of the Delaware State Bar Association. The discussion focused on whether people of color have been disproportionately affected by housing foreclosures, increased unemployment rates, and decreased access to health care and educational and legal services.



Emilie R. Ninan

- Emilie R. Ninan participated in the Multicultural Judges and Lawyers Section of the Delaware State Bar Association's luncheon to commemorate Black History Month. Panel members discussed their experiences as attorneys of color in Delaware, the recently formed South Asian Bar Association of Delaware (founded by Ms. Ninan), and ways to improve the Delaware legal community for future generations.



Emilie Ninan (2nd from right) with members of the Multicultural Judges and Lawyers Section of the Delaware State Bar Association

- Lynn E. Rzonca, managing partner of the Philadelphia office, was named one of Pennsylvania's Best 50 Women in Business by Governor Edward G. Rendell.
- Ruth S. Uselton, an associate in Philadelphia, serves on the board of Gay and Lesbian Lawyers of Philadelphia (GALLOP).
- In February 2009, the Phoenix office became a signatory to the State Bar of Arizona's commitment to inclusion program. The program's aim is to provide for full participation of all groups of people in the legal profession and to increase the number of minority and women lawyers.



Ruth S. Uselton

- Ballard Spahr's partnership with Philadelphia's Constitution High School was featured among pipeline initiatives in the 2009 NALP Diversity Best Practices Guide.
- Ballard Spahr was named one of the Top 100 law firms in the nation for diversity. The ranking marks the firm's fourth appearance on the annual list published by *Multicultural Law* magazine. The firm also appears at number 19 in the magazine's 2009 listing of "Top 100

Law Firms for Women.” The lists recognize the “pioneering spirit” of law firms committed to diversity and inclusion.

- Ballard Spahr improved its position by 29 spots on the 2009 *Minority Law Journal's* Diversity Scorecard.
- Ballard Spahr received the 2009 North American South Asian Bar Association (NASABA) Law Firm Achievement Award for demonstrating an undying commitment to supporting the community and improving diversity in the legal market.



The Ballard Phoenix team spent time painting and cleaning a home for a family escaping domestic violence. The home is part of the “Save the Family” non-profit, which provides transitional homes in which families may re-establish themselves while getting the counseling, vocational opportunities, and other support needed to be self-sufficient.

CONSTITUTION HIGH CORNER ... AND OTHER PIPELINE INITIATIVES

Constitution High – In February, Ballard Spahr’s Philadelphia office hosted 110 students over three days in our third annual job shadowing program for ninth graders from Constitution High School. Lawyers and staff provided students with firsthand exposure to legal careers and related disciplines.

Hyde Leadership Public Charter School Academy – Members of the firm’s Washington, D.C., office mentor students from the Hyde Leadership Public Charter School, a college prep school focused on developing socially responsible leaders.

Ballard Spahr’s Phoenix office is hosting a 2L student for a semester as part of the Diversity Writing Program, a joint venture between the Arizona State Bar Committee on Minorities and Women in the Law and the Maricopa County Bar Association Minority and Women Task Force. Ballard Spahr lawyers also presented a workshop on billing practices and practical experiences to the program’s 2L students at area firms.

Lawyers and staff from our Las Vegas office participated in Career Day at Andre Agassi College Preparatory Academy.

EVENTS AND SPONSORSHIPS

January

Barristers’ Association of Philadelphia, Dr. Martin Luther King, Jr., Annual Memorial Breakfast

Delaware State Bar Association Minority Job Fair for 1Ls

Flex-Time Lawyers’ Luncheon

Frederick Douglass Moot Court Competition

LGBT Lawyers Conference

Martin Luther King Day of Service

Mid-Atlantic Asian Pacific American Law Student Association Conference

February

1L Resume Review and Writing Workshop (Philadelphia and Washington, D.C.)

Mid-Atlantic Black Law Student Association (BLSA) Conference

University of Pennsylvania BLSA’s Sadie T. Alexander Conference

University of Pennsylvania Muslim Law Career Fair

March

United Way Women’s Initiative Committee Dinner

April

BALLARD WOMEN Orchestra Event

Barristers’ Association Annual Scholarship and Awards Gala

Jacobus tenBroek Disability Law Symposium

University of Pennsylvania Latin American Law Students Association Conference

May

Andre Agassi College Preparatory Academy Career Fair

Equality Advocates Pennsylvania

Equality Forum Dinner

Multicultural Judges and Lawyers Section of the Delaware Bar Association Haile L. Alford Memorial

Conference

National Employment

Law Council Conference

Utley All Star Casino Night to Benefit the PA SPCA



Dee Spagnuolo, San Francisco Mayor Gavin Newsom, and Ruth Uselton at the Equality Forum Dinner.

Thanks to the following lawyers and staff who contributed time as participants, panelists, speakers, and organizers for the events listed on page 3.

Adiah I. Ferron	Dena Zakaria	Leslie E. John	Muhammad At-Tauhidi	Sophie Dagenais
Aisha M. Barbour	Dionne T. Savage	Lindsey Ermev	Nicolle M. Siele	Taimarie Adams
Anthony Grafitti	Emilie R. Ninan	Lucretia C. Clemons	Norman E. Parker, Jr.	Tejal K. Mehta
Darth Newman	Erin E. Kepplinger	Lynn E. Rzonca	Roxann Gallagher	Tobey M. Daluz
David S. Fryman	Eva Shih Herrera	Maren Parry	Ruth S. Uselton	Virginia G. Essandoh
Diana ("Dee") L. Spagnuolo	Jessica M. Anthony	Mary J. Mullany	Scott A. Preston	
	Kia Holifield Wimmer	Mitzie V. Smith-Mack	Shane Jasmine Young	

A special thanks to the 2009 MLK Day of Service Committee and to the more than 40 lawyers and staff who participate as mentors in our pipeline programs.

Ballard Spahr Diversity Committee Members

If you have any diversity-related inquiries, please contact any of the following Diversity Committee Members:

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