

Why the LBA?

It is almost impossible to write an article without mentioning COVID-19, and this month's article is no exception. As with all things right now, law firms, organizations, and businesses are adjusting their lives to account for the impact of COVID-19.

By way of example, the company where I work is entering the 2021 budgeting process a month earlier than in years past, and I imagine the same may be true for many of you and your workplaces. As a result, law firms, businesses and organizations will be taking a long look at next year's revenue and expenses to determine where changes are needed to ensure a predictable (if this is even possible) and financially successful 2021. Included in this evaluation will be dues paid to organizations that employees participate in and questions as to whether the value received in return for such dues warrants continued support of those organizations. The Louisville Bar Association is likely to be one of these very organizations. Please allow me to highlight some of the benefits of being an LBA member to encourage your ongoing support in 2021.

While continuing legal education is and will always be part of our core mission—as evidenced by the 18 live seminars presented so far this year—there is also great value in the LBA's non-CLE related programming. For example, just since the start of the pandemic the LBA has produced 13 webinars, all free, on important topics ranging from racial injustice and the 100-year anniversary of the 19th Amendment to the impact of COVID-19 on the practice of law and operations of our local court system. There has even been a series of weekly meditation programs offered at no charge to help members cope with the added stress of living and working during a public health crisis.

There are additional programs planned for this fall, some of which revisit previously covered topics while others explore new issues. I encourage you to check www.loubar.org and the weekly *eBriefs* for more information.

LBA membership also provides you access to the Kentucky Lawyer Referral Service, where in 2019 participating attorneys collectively earned \$1,355,365 in fees—yes, you read that correctly—from cases referred to them by the service.

Separately, LBA members can take advantage of a group health insurance plan—underwritten by Anthem and offered through our partnership with Logan Lavelle Hunt—as well as discounted life, disability and professional liability insurance coverage from a host of providers. LBA members are also eligible for discounts on purchases at Blackbeard Coffee; room reservations at Whiskey Row hotels Distill, Moxy and Aloft (for you or your business guests who are in town); and office equipment from Duplicator Sales & Service. Other LBA member benefit providers include Paylocity (payroll and human capital management software solutions), Unified Technologies (telecommunications equipment), Encore Wealth Management and Lifetime Financial Growth (retirement and wealth management planning) and Action Coach (business and executive coaching).

Being an LBA member also gives you a voice in supporting improvements to the legal profession and our justice system. For example, the LBA is among the groups advocating for an amendment to the Kentucky Rules of Professional Conduct, promulgated by our Gender Equity Committee, that would make discrimination or harassment in the practice of law an ethical violation. The LBA is also on record in support of an amendment to the Kentucky Constitution, to be submitted for voters' approval this November, that would require district judges to be licensed attorneys for 8 years (the current requirement is 2 years) before taking the bench.

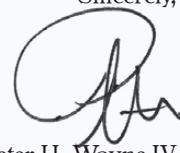
Not to be overlooked is the vital role the LBA plays in supporting some notable charitable causes such as Big Brothers Big Sisters (Legal Bowl), Doctors & Lawyers for Kids (Ramble), the Judge Ellen Ewing Foundation (Lawlapalooza), JCPS/West End School (Back to School fund drive), and the Salvation Army (Santa's Court toy drive). Through these and other events, the LBA helps members meet our responsibility as lawyers to give back to those in need while simultaneously bringing us together to positively impact our community through civic engagement.

LBA membership also serves as a foundation for a healthy and successful legal practice. As we all know, practicing law comes with certain stresses that are simply unavoidable; but engaging together in activities allows us to develop lifelong relationships with attorneys from all over our community—which is critical to a friendly, healthy, and successful legal practice. It is always easier to reach a peaceful outcome when you have a relationship with an attorney across the table. Never underestimate the value of this aspect of LBA membership. We are all a little better when we work together, and that is true for almost anything in life.

Finally, while it is impossible to know the long-term impact my presidency will have on the LBA, I will continue to do my best to lead the organization through the remainder of 2020 and to bring you a monthly message that tries to make a positive impact, even if a small one. As you prepare your budget for 2021, I ask that you include the LBA in your planning.

Thank you so much for your continued support, and I look forward to seeing you (if only virtually) at an LBA event soon.

Sincerely,



Peter H. Wayne IV
LBA President



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