



## backing PAC, a TLABC tradition...

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### COMMUNITY RELATIONS – “LAWYERS HELPING PEOPLE”

Each year, there is ongoing discussion surrounding the public perception of the legal industry, particularly lawyers. Unfortunately, the legal community is often misunderstood by the public (sometimes for good reason). When we emphasize the negative attributes of the profession, it only blocks understanding and impedes cohesive relationships.

Here at TLABC, part of what we have been striving to do is to reeducate our citizens, clients, and the community as a whole to create awareness about our justice system and its ambassadors – lawyers.

TLABC is comprised of over 1400 members, spanning many practice areas. These trial lawyers all certainly have different goals, objectives and mandates, but the thing that connects them all is that they are committed to the pursuit of justice.

These are not the faceless employees of corporate law culture, these are men and women who put their hearts and souls into attempting to protect our citizens from injustice. Our members are true ambassadors and we, as an association, are proud to call each other colleagues.

In order to begin to change the public perception of these ambassadors for justice, we must first show them for who they really are – dedicated, driven individuals, who are deeply integrated in the legal community. Secondly, we must pursue action that displays these attributes, so that the community can become more integrated with them.

As expressed at the 2011 Executive/BOG retreat:

“There was a desire for TLABC to get more involved

in the community at large, to build a larger profile for the association, at the same time as being a more socially conscious entity...”

So here we are. We have had the slogan “Lawyers Helping People” kicking around for many years, but finally we are poised to put it into practice. All across the nation, trial lawyer associations and associations for justice are expanding their work to include community outreach to complement their already-important advocacy work. It is our intention to do the same. The new TLABC section, “Lawyers Helping People” intends to showcase the integrated relationships of our members within our communities.

Several years ago, we decided to make donation in lieu of speaker’s gifts at each of our legal seminars, and recently committed to supporting the David Berner show on Shaw which focuses on social justice issues and promotes awareness and discussion. Last year, we initiated a ‘Socks For Santa’ campaign just before the Christmas season, collecting hundreds of pairs of socks for the First United downtown eastside shelter and the Women Lawyers Committee has organized a clothing donation to My Sister’s Closet, as well as a donation of toiletries.

This year, we have several fantastic projects on the go which we will continue to update throughout the year. We are excited to get this project off the ground and anticipate widespread support from our membership and beyond! We look forward to keeping you apprised of our initiatives as we develop this community program, so stay tuned, and please follow our wordpress blog ([www.tlabc.wordpress.com](http://www.tlabc.wordpress.com)) and social media platforms for further updates. **V**

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