



BY MEGAN EJACK
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BACKING THE PAC, A TLABC TRADITION

Megan Ejack has been the Development Director at TLABC for the past 8 years. She facilitates both the Public Affairs Committee (PAC) fund and new media initiatives for the association. She holds a BA (Hon) from the University of Alberta and has a strong background in fine arts and communications. Megan has spoken at the National Association of Trial Lawyers Executives (NATLE) annual conventions and at the CBABC Women's Forum and is a freelance writer for several outlets. She is also the Creative Director of locally-run, Wink Productions. Megan has travelled the world and is fluent in French, Spanglish and sarcasm. She is passionate about football, sunshine and wine and is currently working towards her certification at the acclaimed International Sommelier's Guild (ISG).

DOLLARS AND SENSE

“Don't tell me what you value,
show me your budget,
and I'll tell you what you value.”

- JOE BIDEN

This issue is about money. So, I already know what you're thinking... oh great, here come Megan and Larry, asking us for money again...

Well, you're not completely wrong – money for our PAC fund is always on my mind. We have had a lot of success over the years, and we simply couldn't do it without PAC dollars. As an association, we value justice (and access to it,) above all else. We have always fought for the 'little guy' and the work that we are able to do continues to be focused and founded in that principal. But I'll tell you this, my eyes are not only glittering with gold, because for us at TLABC, the true value of those PAC dollars is the passion behind them. If money makes the world go 'round, then passion is what gives it life. It's only through the strength and commitment of our membership that we are able to do the work that we do.

It's not just the bank totals that matter – it's what those dollars represent.

I'll tell you what I see when a cheque come in... I see a member who has a deep commitment to justice, a signature that represents a firm's values, or a partner who wants to help protect our tort system. I see a service provider who values the countless hours spent inside these walls, building an association that they are proud to support. I see a victim of distracted driving or a family ripped apart by wrongful death, who has hope that these dollars will help to create legislation that will protect others from the tragedies they have endured. And I see new lawyers, full of life and drive and ambition – ready to fight the good fight – and understanding that we are in a BATTLE for legal aid! I see members that we can count on... I see blood, sweat and yes... even a few tears.

Our inimitable
PAC Leader,
Captain Larry Kancs.



PAC truly helps to protect *your* practice, but we just can't do it without you.

For every battle we have won, there is a new one right around the corner, and it is crucial that we are prepared to hit the ground running when threats to our justice system arise.

So, where does your money go?

Well, aside from the obvious administrative costs, like photocopies and office supplies, and those associated with wrangling our volunteers, (bribes, blackmail...), the money goes towards a myriad of costs integral to each campaign – advertising, research, legislation review, media and political action. There are endless expenditures in developing a powerful, eminently professional presence in the political/legal arena, so that our voice can rise above the chatter – and that's just the tip of the iceberg.

I can assure you, your money is being well-spent, and being managed with the utmost of care, but I can also assure you, it goes quickly.

We can't rely on the same dedicated donors year after year to do it all – it's too much! So, I urge you to consider where you can play a part, however small. We fundraise for money, sure, but we can also use your time, your ideas and expertise... your enthusiasm! All of this work affects your practice, after all – from personal injury to family and criminal law, elder law, estates litigation... all of it. You never know when an issue will arise that will directly affect your own practice. Please stand with us, and do your part to help the BC justice system.

After all, as history is being written, what part of the story do you want to find yourself in?

“Fortune sides with him who dares.” – Virgil

It just makes sense. ✓