

## On A Mission

Every well-run entity needs a clear definition of its purpose, and CASD is no different. As part of our efforts over the last few years to shore up an already strong organization, we've examined various basic structural aspects of CASD – things like bylaws, how voting should take place, and recruitment and selection of Board members. When we've found something that needed changing, or at least updating, we've done it. Hopefully the work we've done will prove as durable and long lasting as the last time these corporate details were examined.

by: Timothy Blood, CASD President



Earlier this year we began re-evaluating our mission statement. A mission statement "is a statement of the purpose of a company, organization or person; its reason for existing; a written declaration of an organization's core purpose and focus that normally remains unchanged over time." Wikipedia, "Mission Statement," [http://en.wikipedia.org/wiki/Mission\\_statement](http://en.wikipedia.org/wiki/Mission_statement), last visited May 13, 2015, citing "What is a mission statement? Definition and meaning," BusinessDictionary.com, retrieved 4 February 2015. An organization's mission statement describes what the organization does for its members – not what its members do.

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Now, for those of you who just rolled your eyes at the notion of anyone actually spending time working on a mission statement, I sympathize. Or at least, I used to. As it turns out, having a clear definition of the purpose of the organization helps a Board – even a Board of lawyers – make smart decisions on behalf of the organization. We certainly don't need to turn to the mission statement for every decision, but for the one-off, oddball issue that arises much more frequently than one might think, a mission statement is very helpful. Go figure. In addressing a host of issues in recent years, we realized we were using a *de facto* mission statement to sharpen our analysis. So we figured it was time to formalize our thinking.

It was deceptively difficult to craft, but hopefully, we did it. CASD's new mission statement, as approved by the Board on May 8, 2015, is:

*Consumer Attorneys of San Diego is a professional association that serves and promotes the needs and interests of trial lawyers in pursuit of a fair and effective legal system.*

*We preserve and raise standards of trial advocacy through innovative continuing legal education, and create opportunities for our members to support and inspire one another through networking, collegiality and community outreach.*

Fight on, trial lawyers. CASD has your back! **TBN**