

THE GBA NEWS DOCKET

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*President of the
Greensboro Bar
Association*

IN THIS ISSUE

December Calendar Notes	2
Celebrate the Season at the Holiday Party . . .	2
New Members	2
Wellness Corner	2
Young Lawyers Section: Connections	3
Stell: Do You Have a 2024 Employee Engagement Plan?	4
GBA Member Henry Isaacson Receives Legacy Award for Long-Standing Contribution to Triad's Aerotropolis	5
Business & Corporate Law Section Hosts First Meeting	6
Announcing the GBA Membership Committee's Membership Challenge for the 2023-24 Programming Year!	7
Manisha P. Patel to Represent the NCWBA on the American Bar Association Commission on Women in the Profession	8

Message from the President

Hello GBA Members!

I hope everyone had a wonderful Thanksgiving holiday.

The 2023 calendar year is quickly coming to a close. Before looking at December in terms of GBA events, I would like to take a quick look back at November. The month saw the official kickoff of the new Business/Corporate Law Section which you can learn more about elsewhere in this newsletter. We also continued our tradition of raising funds to provide books to the students of Jones Elementary School. GBA members even assisted students with their book selections through our participation in the school's Book Fair.

Additionally, we had the pleasure of hearing from guest speaker Catherine Saunders Reach during our November member meeting discussing Generative AI and its growing impact on the legal community and the world. Some of you, like me until very recently, have been hesitant to learn more about this technology that has literally taken the world by storm over the last year. Therefore, at the very least, I recommend taking a look at the presentation materials shared with the membership following the meeting. Also, Ms. Reach shared that while individuals may decide not to personally use Generative AI, they should strive to understand general information about it.

Looking at December, I hope to see many of you at the GBA Holiday Party at Elon Law on December 6th. Please RSVP for this event which offers members a great opportunity to connect with each other during this holiday season.

Finally, amid legal pursuits, please take time this season to prioritize the priceless: family and friends. Embrace the holiday spirit, relish special moments together, and strive to create lasting memories. Your dedication is commendable, yet savoring time with loved ones enriches life beyond measure.

Gerald L. Walden, Jr.

President, Greensboro Bar Association 2023-2024

You can contribute news or topics of interest to the GBA by contacting Editor Jonathan M. Parisi:
jparisi@spanglerestateplanning.com

DECEMBER CALENDAR NOTES

- December 6** Holiday Party,
5:30 PM, Elon Law
- December 13** GBA Board Meeting,
4:00 PM, Self Help Building
- December 20** YLS Board Meeting,
12:00 PM, CR Legal Team Office
- December 20** Submission Deadline
for January Newsletter

[Click to keep up with GBA Events Online](#)

[Click Here for Legal Community Events](#)

Connect with us!



[GBA Young Lawyers Section](#)

[Greensboro Bar Association](#)

CELEBRATE THE SEASON AT THE HOLIDAY PARTY

GBA members and one guest are invited to our holiday gathering on **Wednesday, December 6, 2023** from 5:30 to 7:00 PM at Elon Law. Join the fun!

Register by Friday, December 1st [HERE](#).



NOTICE

Submissions for consideration for the Greensboro Bar Association Newsletter should be made to Jonathan M. Parisi at jparisi@spanglerestateplanning.com. All written submissions should be made in Word format and should be in complete and final form, and any photographs should be submitted in jpeg format. Any photographs submitted should contain a caption identifying the person or persons in the photograph and, where applicable, other information necessary to understand the context of the photograph. Submissions made in other formats, including e-mail text submissions, may not be considered for publication.

NEW MEMBERS

Approved November 8, 2023

Jeffrey Lee Sanches, Jr.
U.S. Bankruptcy Court, Middle District of NC
Endorser: Sinead N. O'Doherty

Anna Yarbrough
Federal District Court-Middle District of NC
Endorser: Judge Catherine C. Eagles

Wellness Corner

BarCARES is a confidential, short-term intervention program provided cost-free to members of the 24th Judicial District Bar and other participating judicial district bars, voluntary bar associations and law schools. If you would like additional information about the program and/or its availability in your area, please contact the BarCARES coordinator at 919.929.1227 or 1.800.640.0735 or click on the icon below.

BarCARES®

Young Lawyers Section: Connections



Elizabeth Robertson is President of the Greensboro Bar Association's Young Lawyers Section and Personal Injury Litigation Attorney at [CR Legal Team, LLP](#)

An Update from YLS

On November 14, 2023, the YLS hosted a bowling night at AMF Bowling for our first "social event" of the year. YLS members enjoyed connecting with each other over pizza and friendly competition.

In December, the YLS looks forward to hosting a table at the GBA Holiday Party on December 6, 2023, at Elon Law School. YLS members, we welcome you to join us at our table for holiday fun! **YLS will also be collecting socks, hats, and gloves for children of all ages (baby/toddler to high school age) for Backpack Beginnings at the holiday party!** 'Tis the season of giving and the YLS looks forward to supporting our community members in need through these donations.



Happy Holidays
from the Young Lawyers Section!

YLS Member Spotlight: Tyler Nullmeyer, President Elect



Tyler practices civil litigation at Turning Point Litigation. His firm practices at both the trial and appellate levels, and regularly appears in both state and federal court. They represent a broad array of clients, including corporations, individuals, and municipalities, as both plaintiffs and defendants, in complex civil litigation.

Tyler joined the YLS board in the summer of 2020. He states, "It was a challenging time to maintain community, and I thought joining the board would allow me to become more meaningfully involved in the local legal community. YLS has offered me many opportunities to be involved in local service, social, and legal events. Most importantly, YLS has provided a platform through which to develop lasting relationships with other local attorneys. I would encourage all eligible attorneys to consider attending future YLS events."

Connect with YLS:

To provide feedback & suggestions for future events/programming, please email the Young Lawyers Section at info@greensboroyls.org.

The Young Lawyers Section would like to celebrate the personal milestones and professional accomplishments of its members. Email YLS at info@greensboroyls.org to share achievements that you would like celebrated on the [YLS Facebook page](#).





Camille Stell
is President and
CEO of Lawyers
Mutual Consulting
& Services. Continue
this conversation
by contacting
Camille at [camille@
lawyersmutualnc.com](mailto:camille@lawyersmutualnc.com)
or 800.662.8843.

DO YOU HAVE A 2024 EMPLOYEE ENGAGEMENT PLAN?

In the modern workplace, fostering a culture of employee engagement is not just a trend; it's a strategic imperative for organizations aspiring to evolve and thrive. As we navigate the post-pandemic dynamics of work, it becomes increasingly evident that a motivated and engaged workforce is the cornerstone of productivity, innovation, and overall success.

Crafting an effective employee engagement plan tailored to the unique challenges and opportunities of your law firm in 2024 will help you engage the full potential of your legal team in the pursuit of a healthy workplace and excellent client service.

Let's take a look at where the employment market stands at the end of 2023.

Demand for workers has cooled. As of early November, the Indeed Job Postings Index, which tracks changes in jobs posted on the Indeed job search platform, shows a 22.5% decrease since its December 2021 peak.

Workers are quitting less frequently. The Bureau of Labor Statistics show the U.S. quit rate for employees was 2.3% in September, equal to the average rate in 2019, prior to the pandemic, partly as demand for workers lessens.

What are some of the challenges noted for 2024?

There is a battle between a growing labor force and the shrinking effects of an aging population. Data from the Bureau of Labor Statistics shows that the labor force participation rate of workers ages 25 to 54 increased to levels not seen since the early 2000s. As more workers join the labor force, Baby Boomers continue to retire at an accelerated pace.

Many small to mid-size law firms have employees with longevity who are beginning to retire. The longtime employees make up the ranks of law firm administrators, trusted paralegals, and support staff. With their retirement, law firms can expect to see a huge transfer of institutional knowledge.

Pay equity considerations remain strong as pay transparency laws gain ground. Pay transparency is becoming more important as

laws are enacted across the U.S. requiring businesses and organizations to disclose pay in job postings and to workers upon request.

In a recent post, [10 HR Trends to Follow in 2024](#), ADP, one of the largest payroll companies in the U.S., suggests employers examine comprehensive pay data, create a compliance plan, as well as a clear communications strategy around compensation, pay transparency and pay equity, in order to meet the needs of the employee marketplace.

Law firms are notorious for keeping compensation information in a black box and telling employees they cannot discuss compensation among their peers. Today's workforce requires a new strategy.

The relationship of low employee engagement to continued recruiting and retention challenges is an area to focus on in 2024. One effort to positively impact employee engagement is to leverage employee benefits as a strategic driver of recruiting, employee engagement, and retention. Talk with your employees to see what benefits are most important to them.

Following the pandemic, we are seeing extreme pressure in the workplace and mental health outcomes are worsening. Investing in practices to rebuild employee trust and wellness is more important than ever. The pandemic and the resulting work from home, return to office and hybrid work solutions have sometimes resulted in toxic work culture and low morale. Reducing the negative impacts of low office morale is rarely solved by mandatory fun or team building events. Rather, an investment in trust building and collaboration will be much more meaningful.

How to Build an Employee Engagement Plan

An effective employee engagement plan typically includes initiatives aimed at creating a positive and fulfilling work environment. Here are a few components you could consider for your employee engagement plan:

Allow opportunities for employees to be empowered through their involvement in the firm.

Continued on page 6

GBA MEMBER HENRY ISAACSON RECEIVES TRIAD BUSINESS JOURNAL'S LEGACY AWARD FOR LONG-STANDING CONTRIBUTION TO TRIAD'S AEROTROPOLIS

Since the early 1960's, attorney and GBA member Henry H. Isaacson has exhibited the significance of innovation and creativity in legal practice. His contribution was recently recognized by the Triad Business Journal who awarded Isaacson with the TBJ Legacy Award. According to the Journal, the Legacy Award honors a person who has contributed to the economic well-being of the Triad through real estate development, finance and planning.

Having practiced law in Greensboro from 1961-2022 (after serving in the Judge Advocate General's Dept. of the U.S. Air Force), he founded the firm which is now Isaacson Sheridan in 1980.

As a prominent legal leader in Greensboro's real estate industry, Isaacson's practice covered various areas of zoning and land use regulation and his advocacy soon became the foundation for today's booming and ever-growing aerotropolis, commercial landscape.

When University of North Carolina business professor John Kasarda started talking-up the idea of building an aerospace hub at airport in the early 2000s, Henry Isaacson immediately became a strong advocate and resource. Isaacson was chairman of the Piedmont Triad International Airport Authority board at the time and recruited a committee to encourage fellow board members and the business community to embrace professor Kasarda's idea of making an aerotropolis out of a city that has (and values) its own airport.

According to a recent Triad Business Journal article announcing Isaacson's receipt of the TBJ award, "pitching the idea wasn't an easy sell at first because it involved measures such as buying a neighboring golf course to ensure the airport-controlled land on which industries could build, and convincing the state Department of Transportation to build an unusually large bridge over I-73 to connect future industrial land to runways.

However, man years later, PTI qualifies for the term, hosting some 8,600 jobs and an annual economic impact put at \$8.6 billion as a hub specializing in aerospace.

Because of Isaacson's powerful contribution to developing a major new economic sector and for his other work in economic development in the Triad, the honor of the Triad Business Journal's Legacy Award is well-deserved.



Henry Isaacson poses at the airport where an internal street is named in his honor (from Triad Business Journal)

"The success that the Triad is witnessing today with the growth of Honda Aircraft Co. and others, and the recruitment of Boom Supersonic and Marshall Aerospace, can be traced back to Henry Isaacson's advocacy and leadership," Triad Business Journal President and Publisher Mark Gendle said. "But he's also had an undeniable impact on the places we live, work and play — contributing to the quality of life we enjoy. He has truly influenced the economic and real estate landscapes for the better, making him a worthy recipient of this honor."

- Legacy Award honors key figure behind booming aerotropolis, Triad Business Journal (27 Oct. 2023).

BUSINESS & CORPORATE LAW SECTION HOSTS FIRST MEETING

The GBA's newly-founded Business & Corporate Law section held a kickoff breakfast meeting on November 8, 2023. The meeting was held at the offices of Lincoln Financial Group and gave about 30 local corporate and in-house attorneys a chance to network and share ideas.

The section's events and programming will help further the purpose of the new section, which is to provide a more direct link for business and corporate attorneys to engage with each other and with the GBA and its membership. The Business & Corporate Law section is chaired by Ben Edwards of Lincoln Financial Group and Ashleigh Johnson of Maynard Nexsen. Please reach out to Ben (ben.edwards@lfg.com) or Ashleigh (amjohnson@maynardnexsen.com) if you have an interest in joining the section or attending future section programs and networking events. We are planning additional events in 2024 and look forward to seeing everyone there!



DO YOU HAVE A 2024 EMPLOYEE ENGAGEMENT PLAN? CONTINUED FROM PAGE 4

Provide opportunities for employees to develop a sense of ownership such as developing a firm mission statement, strategic plan, and goals. Or to create a client service plan. Have employees create their professional development and skill building goals and provide quarterly check-ins to make sure they are on track and that the firm is recognizing their achievements.

Providing continuous learning opportunities for increasing job skills can be key to recruiting, retaining and engaging employees. Regardless of firm size, all team members need to experience growth opportunities in order to stay fulfilled in their careers. The law is always changing, as is the technology we use. Supporting your employees in growth opportunities does not require a “break the bank” budget. There are many online opportunities for skill building at no cost or low cost such as LinkedIn Learning courses. Bar associations and paralegal associations often provide some amount of free continuing legal education as part of membership dues.

To combat difficulty in recruiting, payroll company ADP suggests a different approach for employers - focusing on building the right skills rather than finding the right skills.

“According to the ADP Research Institute, management skills and people skills are the most needed for the future of work. Deb Hughes, ADP’s senior vice president of HR and change and communications, believes soft skills will also be in demand. She says, soft skills are often undervalued in the workplace, despite their crucial role in building connections and fostering empathy. Companies that prioritize, amplify, and develop these skills in their workers will be the ones that thrive.”

The importance of a robust employee engagement plan cannot be overstated. The success of our firms is intricately tied to the commitment and enthusiasm of the legal team. By investing in a thoughtful and dynamic engagement strategy, companies not only enhance employee satisfaction and retention but also lay the groundwork for a culture of continuous improvement and innovation.

Provide regular feedback and performance reviews. Provide specific learning opportunities at the time an issue arises rather than generic feedback once a year. Allow employees the opportunity to provide feedback on their experiences, concerns, and ideas for improvement.

Evergreen Plans

As we look ahead to 2024 challenges and opportunities consider a well-crafted engagement plan is not merely a box to be checked—it is an evergreen, evolving framework that aligns strategic firm goals with the aspirations of its people. Those who prioritize employee engagement will find themselves not only weathering change effectively but also thriving in the dynamic and competitive landscape of the evolving workplace.

Camille Stell is the President of Lawyers Mutual Consulting & Services and the co-author of the newly published book, RESPECT – An Insight to Attorney Compensation Plans available from Amazon. Continue this conversation by contacting Camille at camille@lawyersmutualconsulting.com or 800.662.8843.

ANNOUNCING THE GBA MEMBERSHIP COMMITTEE'S MEMBERSHIP CHALLENGE FOR THE 2023-24 PROGRAMMING YEAR!

We challenge YOU to participate in at least 15 of the events and activities in the list below during the current programming year! Check off each activity you participate in and write in the date of participation. We have included some write-in lines to cover any additional activities scheduled as the year progresses. All successful challenge participants will be recognized at the final meeting of the year and in the GBA's newsletter, as well as receive a prize of special GBA merchandise! We look forward to seeing you at many of these events!



- Attend a lunch meeting _____
- Attend a dinner meeting _____
- Newly Added!** Like/Follow the "Greensboro Bar Association" Facebook Page _____
- Donate to the Jones Elementary book project _____
- Attend a Lunch & Learn CLE _____
- Attend the GBA's Annual CLE _____
- Register to attend the Annual Picnic at the Grasshoppers _____
- Attend the Holiday Party _____
- Attend the February 2024 tour of the International Civil Rights Center & Museum _____
- Participate on a GBA committee _____
- Qualify for the Herb Falk Society _____
- Volunteer as a mentor _____
- Volunteer in the Welcome Wagon program _____
- Attend a Mix-n-Mingle event _____

- Participate in an event planned by the community involvement committee _____
- Attend the Legal Aid Fundraiser _____
- Provide a raffle item for the Legal Aid Fundraiser _____
- Sponsor the Legal Aid Fundraiser _____
- Recruit a new member _____
- Participate in the Battle of the Bars Trivia Contest _____
- Join the Young Lawyers Section, Business/Corporate Law Section, Real Estate Section, or Family Law Section of the GBA _____
- Participate in an event planned by the pro bono committee _____
- _____
- _____

Any Questions? Please reach out to the Membership Committee Co-Chairs: the Honorable Bill Davis at william.b.davis@nccourts.org or Sarah Roane at sarahroane@gmail.com.

SCAN HERE to download form.



MANISHA P. PATEL TO REPRESENT THE NATIONAL CONFERENCE OF WOMEN'S BAR ASSOCIATIONS ON THE AMERICAN BAR ASSOCIATION COMMISSION ON WOMEN IN THE PROFESSION



Manisha P. Patel

The National Conference of Women's Bar Associations ("NCWBA") is proud to announce the appointment of Manisha P. Patel to the American Bar Association Commission on Women in the Profession.

Ms. Patel, a family law attorney focusing on collaborative family law and other forms of alternative dispute resolution in family law matters, brings a wealth of experience and a steadfast

commitment to promoting gender equity in the legal profession. Her passion for advancing the status of women in the legal field aligns seamlessly with the mission of the American Bar Association Commission on Women in the Profession.

In her new role, Ms. Patel will contribute her experience to support the Commission's initiatives aimed at addressing challenges faced by women lawyers, promoting diversity and inclusion, and fostering an equitable legal workplace. As a distinguished member of the legal community, Ms. Patel's insights and leadership will undoubtedly enhance the Commission's efforts to create a more inclusive and diverse legal profession.

"I am so excited to have the opportunity to bring my perspective to the national state through the support of the National Conference of Women's Bar Associations and the American Bar Association," says Patel.

NCWBA congratulates Ms. Patel on this prestigious appointment and looks forward to witnessing the positive impact she will undoubtedly make in advancing the Commission's objectives.

For more information about the American Bar Association Commission on Women in the Profession, please visit <https://www.americanbar.org/groups/diversity/women/>.



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