

# THE GBA NEWS DOCKET

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Hon. Bill Davis,  
*President of the  
Greensboro Bar  
Association*

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You can contribute news or topics  
of interest to the GBA by contacting  
Editor Preston Edwards:  
[preston@denclaw.com](mailto:preston@denclaw.com)

## Message from the President

Many of you probably know that I am an occasional performer with local community theatre groups. I had an interest or curiosity about performing for years and years before I ever took a single step. One day in 2014, my wife, Dawn, and I were walking in downtown Greensboro and saw a poster. Community Theatre of Greensboro was advertising upcoming auditions for "To Kill A Mockingbird." Given my curiosity about theatre and my then-sixteen years of criminal defense practice in the South, this grabbed my attention. "I should go out for that," I mused. "Yes, you definitely should," Dawn replied.

I had all the excuses against this idea that everyone raises: "I don't know what I'm doing," "I don't have time," "I'll look like an idiot," etc. Against all these, Dawn exerted kind but firm encouragement. Eventually, I relented and went to the audition. To my great surprise and excitement, I was cast (as Walter Cunningham).

After the first time, it became easier to put myself out there and audition for other shows. Over the last 11 years, I have appeared in around 11 shows with community theatre groups in the Triad. I have also served as a performer-mentor in a local accessible theatre program for performers with disabilities, and have been a stagehand for some shows along the way as well.

This whole experience with theatre unlocked a new world for me. I have gained a whole community of talented and supportive friends. I have gotten to engage with creativity and emotional expression in new ways. I've played parts as diverse as a pirate, a blind violinist, a citizen of Oz, and King Herod. Of course, this has also been a hedge against professional burnout, as I developed whole different worlds to inhabit outside the courthouse.

It is not uncommon that I have friends who tell me that they have also been curious about trying theatre. Invariably, I encourage them to come out to an audition sometime and, inevitably, they raise many of the same objections that stood in my way for so long.

January is a time for reflection, resolutions, and renewals. Perhaps many of you have an interest, a curiosity, or an itch to try some new activity. Maybe you have been telling yourself some of the same reasons or justifications for not doing it. I want to be that kind and firm encouragement. If you want to try that thing, if it's something that really lives in your heart, then you have the power to take the first steps. Let go of your fears or excuses. Clear space in your schedule. Commit yourself to just go and try it. If nothing else, make that your resolution for 2026. You owe it to yourself. You may find a new community, develop new skills, find a new voice, or develop an outlet away from work. You may unlock new worlds for yourself.

A handwritten signature in dark ink that reads "Bill Davis".

Hon. Bill Davis  
President, Greensboro Bar Association  
and the 24th Judicial District Bar

## CALENDAR NOTES

- January 6** GBA Board Meeting,  
4:00 PM, Self-Help Building
- January 8** YLS Networking Lunch,  
12:30 PM, Liberty Oak
- January 15** GBA Member Dinner,  
5:30 PM, Starmount Forest Country Club
- January 21** YLS Board Meeting,  
12:00 PM, Self-Help Building
- January 22** Speed Networking,  
6:00 PM, Elon Law

- February 10** GBA Board Meeting,  
4:00 PM, Self-Help Building
- February 12** Real Property Section,  
5:30 PM, Tuggle Duggins
- February 18** YLS Board Meeting,  
12:00 PM, Self-Help Building
- February 19** GBA Member Lunch,  
12:30 PM, Greensboro Country Club

[GBA Events Online](#)   [Legal Community Events](#)

## FOLLOW US ON SOCIAL MEDIA!



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to Follow Us on LinkedIn!](#)



## NEW MEMBER

Approved on December 9, 2025

Morgan Doughty  
*Carruthers & Roth P.A.*  
Category: Newly Licensed  
Endorser: Sydney R. ter Avest



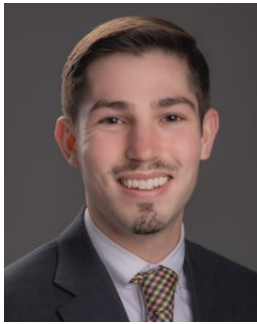
### Wellness Corner

BarCARES is a confidential, short-term intervention program provided cost-free to members of the 24<sup>th</sup> 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®

## NOTICE

Submissions for consideration for the Greensboro Bar Association Newsletter should be made to Preston Edwards at [preston@denclaw.com](mailto:preston@denclaw.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.



Jonathan Parisi is President of the Greensboro Bar Association's Young Lawyers Section and Attorney at [Spangler Estate Planning](#)

# Young Lawyers Section: Connections

As we welcome the new year, the Young Lawyers Section extends its warmest wishes to you and your loved ones for a happy, healthy, and fulfilling year ahead. This time of year invites us to pause, reflect on the months behind us, and express gratitude for the connections, mentorship, and shared commitment to service that unite our legal community. Whether you are celebrating with family, friends, or colleagues, we hope the holidays bring you moments of joy, renewal, and perspective as we look ahead to the new year.



## Holiday Donation Drive Thrives: Supporting The Family Room Triad



Family Room Foster Care Drive (L-R): Elizabeth Robertson, Jonathan M. Parisi, Casey Robinson

Recently, the Young Lawyers Section hosted a donation drive benefiting Family Room Foster Care Resource Center. Thanks to the generosity of our members and the broader bar community, we collected more than 2,000 diapers and clothing items for local foster families. We are incredibly proud of this effort and grateful to everyone who contributed to supporting children and caregivers in our community.

The YLS also added some festive fun to the holiday party by hosting a Make Your Own Reindeer Chow table. With an abundance of snack options, attendees enjoyed creating their own trail mix while stopping by to chat and connect. The table was a great success and gave



YLS Holiday Party (L-R): Casey Robinson, Zachary Kovach, Joselyn Harden

us a wonderful opportunity to interact with fellow members and celebrate the season together.

## Connect Over Lunch: A YLS Networking Luncheon

Kick off the new year by reconnecting with your colleagues! The Young Lawyers Section will be hosting a networking luncheon on **January 8, 2026**, at Liberty Oak in downtown Greensboro, bringing members together to enjoy a meal and meaningful conversation. This is a great opportunity to strengthen professional relationships, meet fellow young attorneys, and start the year feeling engaged with our bar community. We hope you'll join us!

**Date:** January 08, 2026

**Time:** 12:30PM – 1:30PM

**Location:** Liberty Oak (100 W. Washington St., Greensboro)

\*Lunch is paid for by the YLS – registration is limited

To RSVP, please email Jonathan M. Parisi at [JParisi@SpanglerEstatePlanning.com](mailto:JParisi@SpanglerEstatePlanning.com).



Preston H. Edwards

## YLS Member Spotlight: Preston H. Edwards, of The Law Firm of Doermann Edwards, PLLC

Preston, known previously as an owner and Partner of Doermann Edwards, PLLC, celebrates his new role as Chief Financial Officer and Partner at Nixon Doermann and Edwards, PLLC, as of January 1, 2026. Preston's primary areas of practice involve criminal defense and personal injury work, where he is able to pursue both his passion for helping others and being in the courtroom.

### What do you enjoy most about your work?

I enjoy the feeling of satisfaction when I am able to contribute to someone's future. Every person you encounter in the criminal justice





Camille Stell  
is Vice President  
of Risk & Practice  
Management for  
Lawyers Mutual  
Liability Insurance  
Co. of NC. Continue  
this conversation  
by contacting  
Camille at [camille@  
lawyersmutualinc.com](mailto:camille@lawyersmutualinc.com)  
or 800.662.8843.

# NEW YEAR, NEW LENS: ALIGNING BUSINESS DEVELOPMENT WITH YOUR STAGE OF PRACTICE

Business development is one of those topics that can conjure images of forced networking, awkward conversations, or pressure to “bring in business”. For others, it feels like something that will take care of itself, no need to be intentional about it.

One reason business development can feel so elusive is that it is often discussed as if it looks the same for every lawyer. In reality, effective business development evolves over time. What works early in your career may not be the best use of your time later, and strategies that once felt productive may need to be adjusted as your practice, responsibilities, and goals change.

Understanding how business development shifts at different stages of practice can help lawyers focus their energy more intentionally - and with less frustration.

## Early-Career Lawyers: Building Visibility and Credibility

For lawyers in the early years of practice, business development is less about generating clients and more about becoming known and trusted. At this stage, most clients are not choosing you because of your book of business; they are choosing you because of your competence, professionalism, and connections.

Effective business development for early-career lawyers often looks like:

- Getting involved in bar associations, sections, and committees
- Attending local legal and community events consistently
- Writing short articles, assisting with CLEs, or participating on panels
- Creating and maintaining a LinkedIn profile that highlights not only your resume, but who you are and how you build relationships with mentors and peers

Using LinkedIn intentionally can also play an important role at this stage. Sharing thoughtful posts about your work,

commenting on developments in your practice area, and engaging with colleagues' content can help reinforce your credibility and visibility well beyond in-person interactions.

These efforts may not immediately result in new clients, and that is okay. The goal is to establish a professional reputation and build a foundation of relationships that will support your practice over time.

A common pitfall at this stage is feeling pressure to “produce business” before you have the experience or confidence to do so. Early career lawyers should view business development as an investment in visibility and credibility, not a short-term sales exercise.

## Mid-Career Lawyers: Deepening Relationships and Defining Focus

As lawyers move into the middle years of practice, business development becomes more intentional. By this point, many attorneys have a clearer sense of what they enjoy, what they do well, and the types of clients or matters they want to handle.

Business development at this stage often shifts toward:

- Strengthening relationships with existing clients and referral sources
- Clarifying and communicating a practice niche
- Becoming a “go-to” lawyer for particular issues or industries
- Engaging in more strategic networking rather than broad participation

For solo and small firm lawyers, this may also be the stage where systems and processes become part of business development. How clients are onboarded, how communication is handled, and how work is delegated all impact client satisfaction and referrals.

A common challenge in mid-career is continuing to rely on early-career tactics - attending everything, saying yes to every

Continued on page 11

# A COMMITMENT TO SERVICE: JUSTICE EDMUNDS RECEIVES LIFETIME ACHIEVEMENT AWARD

The [Chief Justice's Commission on Professionalism \(CJCP\)](#) is proud to announce that Hon. Robert ("Bob") H. Edmunds Jr. was awarded the Lifetime Achievement Award for 2025, recognizing his extraordinary career, unwavering integrity, and decades of service to the legal profession in North Carolina. The award was given on November 20, 2025, at the Greensboro Bar Association meeting at Greensboro Country Club.

"This award is given in recognition of your steadfast commitment to professionalism, humble service to others, and profound dedication to the rule of law," said Supreme Court of North Carolina Chief Justice Paul Newby. "As a result of your commitment, others better understand the core values of the legal profession and that the practice of law continues to be a high calling in North Carolina."

## A Distinguished Career in Service to the Law

Justice Edmunds currently serves as High Point University School of Law's first Jurist-in-Residence and Lecturer on Law, where he teaches legal writing and will co-teach Criminal Law in the upcoming spring semester. In this role, he provides mentorship and guidance to law students exploring their future place in the profession.

His distinguished legal career began as an Assistant District Attorney in Guilford County before becoming an Assistant United States Attorney for the Middle District of North Carolina. In 1986, President Ronald Reagan appointed him as United States Attorney, a role in which he continued to serve under President George H.W. Bush.

Upon entering private practice in 1993, Justice Edmunds became board certified in state and federal criminal law and in appellate practice. In 1998, North Carolina voters elected him to the Court of Appeals, and from 2001 to 2016 he served with distinction as an Associate Justice of the Supreme Court of North Carolina. After leaving the bench, he reentered private practice, focusing on appellate work with Fox Rothschild, LLP.

## A Legacy of Leadership, Scholarship, and Service

Justice Edmunds has demonstrated an exceptional commitment to professional development, judicial education, and community service. His leadership roles include service as President of the Appellate Judges Education Institute, Chair of the ABA's Appellate Judges Conference, and Chair of the North Carolina



Justice Robert Edmunds, Chief Justice Paul Newby

Bar Association's Judicial Independence and Integrity Committee. He has also served on the Education Committee of the National Judicial College and is an elected member of the American Law Institute. Furthermore, he is a longtime adjunct professor at multiple law schools.

Justice Edmunds earned his A.B. from Vassar College, his J.D. from the University of North Carolina School of Law, and later completed a Master of Law in the Judicial Process at the University of Virginia School of Law while serving on the Supreme Court.

"The CJCP is honored to recognize Justice Edmunds' enduring contributions to the integrity and excellence of North Carolina's justice system," said CJCP Executive Director Jimbo Perry. "His service, scholarship, and leadership continue to inspire attorneys, judges, scholars, and students across the state."

# SPEED NETWORKING NIGHT: CONNECT ACROSS GENERATIONS OF PRACTICE

Get ready to make powerful connections! The GBA's Mentorship Committee, in partnership with the Young Lawyers Section and Membership Committee, is excited to present its upcoming **Speed Networking Across Practice Areas** event, an evening dedicated to meaningful conversation and to connecting attorneys across all generations!

We will be joined by the Honorable Michelle Fletcher, who will offer remarks and share her perspective on the importance of *mentorship*.

The event will feature rotating discussion tables organized by practice area, allowing for natural, small-group conversations and meaningful professional connections. Attendees will rotate among tables to meet colleagues, exchange insights, and build relationships across different stages of practice.

Discussion tables will include: (1) Public Interest & Clerkships; (2) Criminal Law; (3) Corporate / Business Law; (4) Estate Planning & Probate; and (5) Family Law.

This event is ideal for:

- **Young attorneys** and law clerks seeking guidance, career insight, and professional connections
- **Experienced attorneys** interested in mentoring, sharing perspectives, and engaging with the next generation of the bar
- **All members** looking to expand their professional network in an informal, engaging environment

Whether you're looking for a mentor, a mentee, referral connections, or simply meaningful conversation with colleagues outside your regular practice circle, this event is for you!

**Date:** Thursday, January 22, 2026

**Time:** 6:00PM – 8:00PM

**Location:** Elon University School of Law,  
Room Number 105

[RSVP Here](#)

Come for the conversation. Stay for the connections.

## GBA LEGAL AID FUNDRAISER SPONSORS NEEDED!

On behalf of the Greensboro Bar Association and the Greensboro Bar Association Foundation, we invite you to consider becoming a sponsor of our 2026 Legal Aid of North Carolina fundraiser on **Saturday, April 11, 2026**, from 5:30 to 7:30 p.m. at BoxCar Bar + Arcade!

The event features a delicious catered dinner, drinks from BoxCar, tokens to enjoy the arcade, and an evening enjoying fellowship. All proceeds will benefit the Greensboro office of Legal Aid of North Carolina.

Legal Aid of North Carolina ("LANC") is a statewide, nonprofit law firm that provides free legal services in civil matters to low-income people in order to ensure equal access to justice and to remove legal barriers to economic opportunity. Here are just some of the critical services LANC provides:

- Secure protective orders for victims of domestic violence
- Help parents get the child support they deserve
- Defend victims of violence in child custody disputes
- Stop illegal evictions
- Help disaster victims who have lost their homes
- Fight aggressive and illegal debt collection tactics
- Expunge old criminal records
- Correct credit records
- Fight housing discrimination

This year, LANC needs our help more than ever. Due to the statewide legislative freeze on the North Carolina IOLTA Board, LANC has lost approximately \$6 million in funding. This is 15% of LANC's budget.

This fundraiser provides 5 levels of sponsorship, ranging from \$250 to \$2,000 in donations. Every dollar counts.

If you would like to become a sponsor, please review the [Legal Aid Fundraiser Sponsorship Levels](#), then

Mail a check (no online platform fees incurred) payable to:

**Greensboro Bar Association Foundation**  
PO Box 1825, Greensboro 27402

OR [Pay Online](#)

Questions? Reach out to us via email at [jcooper@lanierlawgroup.com](mailto:jcooper@lanierlawgroup.com) and [ecarico@lanierlawgroup.com](mailto:ecarico@lanierlawgroup.com).

Thank you for your consideration.

Best regards,

Jeanna Cooper & Emily Carico  
LANC Fundariser Co-Chairs





# GREENSBORO BAR ASSOCIATION FOUNDATION IS ACCEPTING NOMINATIONS FOR FELLOWS PROGRAM

The purpose of the Greensboro Bar Association (“GBA”) Fellows program is two-fold. First, to recognize members who have distinguished themselves in the profession by electing them to membership as “Fellows.” Secondly, to allow the Greensboro Bar Association Foundation to continue to operate and support various law-related charities, as well as to support other purposes for which the Foundation was established.

The membership will be limited to a maximum of ten percent (10%) of the GBA membership (currently 800 members). Each fellow will pledge to contribute \$2,000 in either a one-time gift or over a five (5) year period.

The class of fellows will be announced at the GBA membership meeting in April 2026.

To nominate a fellow use the online nomination form by **December 31, 2025**.

You can review a list of prior awardees [HERE](#) and access the nomination form [HERE](#). Please contact [Diane Lowe](#) with any questions about the nomination process or the award itself.

The Fellow Committee consists of:  
Jason Hicks, Fellow Committee Chair,  
Manisha Patel, and Davis McDonald

## GBA DISTINGUISHED SERVICE AWARD NOMINATIONS

The deadline to submit nominations for the GBA’s Distinguished Service Award is quickly approaching on **February 2, 2026**. This award was established in 1993, and is the highest honor bestowed on a GBA member. It recognizes deep devotion and constant commitment to the law, the administration of justice, the highest ethical

principles, and public service. You can review a list of prior awardees, and access the nomination form here on the GBA website. Please contact [Diane Lowe](#) with any questions about the nomination process or the award itself.

## ANNUAL CLE SEMINAR, SAVE THE DATE!

**GBA ANNUAL CLE SEMINAR FUNDRAISER (VIRTUAL) – March 12, 2026**

The GBA Annual CLE fundraiser will be held on **March 12, 2026**, via Zoom.

We anticipate having six CLE credits available for the day, including credits for technology, professional well-being, ethics, and trust accounting. More details to follow!

### Pricing:

Early bird price for GBA members is \$125  
Early bird price for non-members is \$150

Regular price for members is \$150  
Regular price for non-members \$175

Price for Young Lawyers Section members is \$100



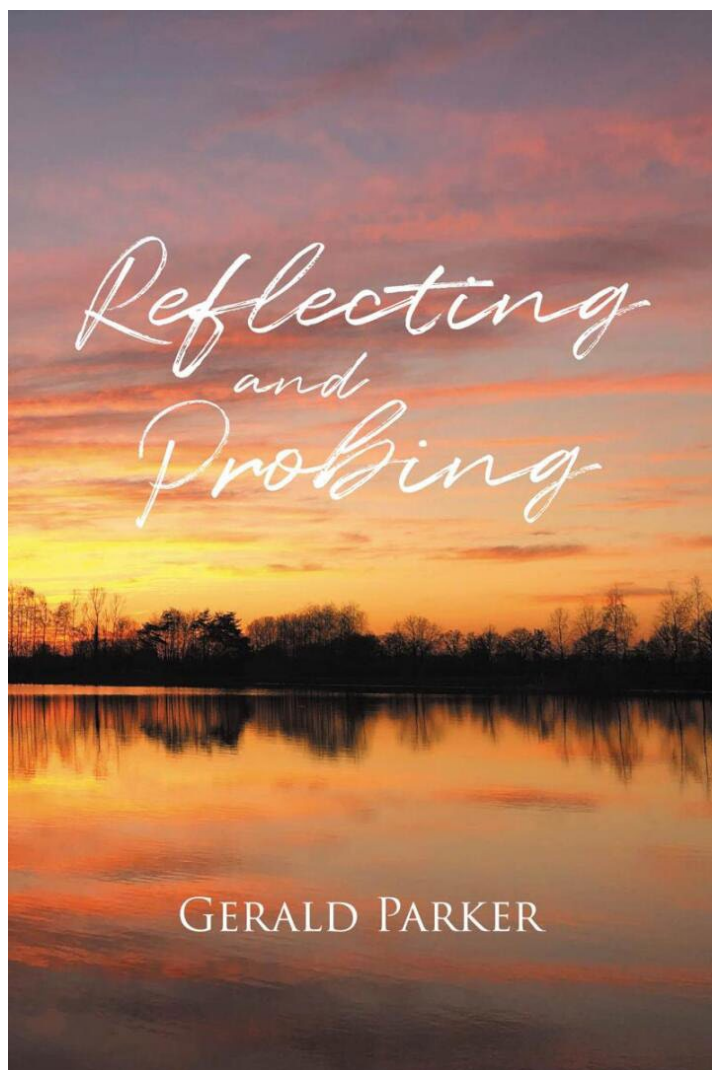
# REFLECTING AND PROBING BY GERALD PARKER

Greensboro Bar Association member Gerald Parker, a loving husband, father, grandfather, and great grandfather who was an active attorney for sixty-five years, has completed his new book, *Reflecting and Probing*: a captivating assortment of poems, ruminations, and short stories that explore a range of themes and moments from the author's life, as well as persons from history that have sparked the author's creativity.

Born in Silverdale, North Carolina, author Gerald Parker received an AB degree in history from UNC Chapel Hill in 1954 and a Juris Doctor with honors from its law school in 1957. He served in the United States Reserves and attained the rank of first lieutenant JAG. He later served as town attorney and solicitor of recorder's court for Liberty, North Carolina, and founded and served as attorney, trustee, president, and chairman of trustees of Gibsonville Savings and Loan Association. He ran for public office twice for state senator in Guilford County and for North Carolina House of Representatives in Randolph County.

In *Reflecting and Probing*, author Gerald Parker offers a collection of poetry, reflections, and short stories exploring themes of love, patriotism, family, religion, and other subjects. Most of these entries were inspired by a specific event, person, or circumstance that prompted the author to put pen to paper. The moral of his stories may be overlooked, but generally, there is a moral to them. Included in this series is the fictional short story, "Hitler's Heir," as well as a true account of the author's experiences with a benign brain tumor called "Diagnosis."

Published by Newman Springs Publishing, Gerald Parker's engaging series will take readers on a wild and varied ride through the author's mind, discovering a wide range of topics and stories that will keep them spellbound right up until the very end.



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## YOUNG LAWYERS SECTION: CONNECTIONS CONTINUED FROM PAGE 3

system has a story—a lifetime worth of experiences. Being able to provide opportunities and options for better outcomes for their cases and their lives is something that brings me immense fulfillment and satisfaction.

### Who has been a mentor or influence in your legal career?

Too many people to count. Guilford County has some of the best and most willing attorneys to give advice and guidance. My friends and colleagues in the Guilford County Criminal Defense Lawyers Association have been wonderful shepherds to me in my career. I do have to give special credit to Professor Andy Haile at Elon University School of Law and Paul Smith, General Counsel of the Carroll Companies, for their guidance of my early career.

### Connect with YLS

The Young Lawyers Section would like to celebrate the personal milestones and professional accomplishments of its members. Email YLS at [younglawyerssection@greensborobar.org](mailto:younglawyerssection@greensborobar.org) to share achievements that you would like celebrated on our social media platform and in the GBA's member newsletter!

For more information about YLS events & service opportunities, follow us on Facebook (Greensboro Bar Association's Young Lawyers Section) or email us to be added to our email list ([younglawyerssection@greensborobar.org](mailto:younglawyerssection@greensborobar.org)).



# NATIONAL DAY OF SERVICE: PARTICIPATE IN THE GBA'S ASK-A-LAWYER EVENT!



**The Time is Always Right To Do What Is Right**

*-Martin Luther King, Jr.*

Martin Luther King Jr. Day (MLK Day) is the only federal holiday designated as a National Day of Service to encourage all Americans to volunteer to improve their communities. The Greensboro Bar Association is pleased to give you an opportunity to do just that.

On **January 19, 2026**, the Greensboro Bar Association will be hosting the 3rd Annual live Ask-A-Lawyer event. On this day of service, members of the public can meet with volunteer attorneys and seek their guidance on particular legal questions and issues they may be facing. We will be on site at the Greensboro Chamber of Commerce's offices located at 111 W. February One Place, right next to the International Civil Rights Center and Museum, answering questions and offering insights from 11am until 6pm.

**WE NEED YOUR HELP!!** We are asking members to volunteer for one or more two-hour shifts. We will provide materials before and on site that will prepare you for the questions you may encounter.

Volunteers are needed across all practice areas. Real Estate, Contract Disputes, Landlord-Tenant, Domestic, Estate Administration, Estate Planning, Property Rights, Small Business, Social Security and Criminal are just some of the areas covered in years past. We need attorneys in all of these areas.

[Click Here to Register](#)

If you have any questions, contact your Pro Bono Committee co-chairs [Jonathan Wall](#) and [Theodora Vaporis](#).

## JOHNSON-PARRIS ELECTED TO HEAD COMMUNITY FOUNDATION OF GREATER GREENSBORO BOARD



Afi Johnson-Parris

Fox Rothschild congratulates Afi Johnson-Parris, who was elected chair of the Community Foundation of Greater Greensboro (CFGG) for a two-year term beginning Jan. 1, 2026.

Johnson-Parris, previously chair-elect of the board, will lead the CFGG in its mission to strengthen Greensboro's future by supporting nonprofits, leading major community projects and helping establish charitable funds.

"Serving the Greensboro community has been one of my greatest privileges," said Johnson-Parris. "I look forward to working alongside our dedicated board and staff to

bridge the generosity of our donors with the needs of those we support. Together, we have a duty to create a meaningful and lasting impact for future generations."

A partner in the firm's Family Law Department and a North Carolina Board Certified Family Law Specialist, Johnson-Parris represents clients in a full range of family law matters. She advises clients on complex legal issues related to absolute and collaborative divorce, equitable distribution, alimony, child custody and support, name changes and pre/post-nuptial agreements. She also guides clients through matters involving children, including adoptions, paternity/legitimation and international kidnapping matters.

Johnson-Parris is actively involved in a variety of North Carolina-based organizations, including serving as a board member of the North Carolina Bar Foundation and NC Equal Access to Justice Foundation.

# GREENSBORO BAR ASSOCIATION'S 2026 NC LEGAL AID FUNDRAISER SPONSORSHIP PACKAGES

For more information please email Jeanna Cooper, [jcooper@lanierlawgroup.com](mailto:jcooper@lanierlawgroup.com)  
or Emily Carico, [ecarico@lanierlawgroup.com](mailto:ecarico@lanierlawgroup.com)

## PLATINUM

- 10 Tickets
- Sponsorship announced at event
- Company logo on sponsor poster at event
- Company logo displayed on table cards at event
- Company logo included in sponsor's list on promotional material

\$2,000

## GOLD

- 8 Tickets
- Company logo on sponsor poster at event
- Company logo displayed on table cards at event
- Company logo included in sponsor's list on promotional material

\$1,500

## SILVER

- 6 Tickets
- Company logo displayed on table cards at event
- Company name included in sponsor's list on promotional material

\$1,000

## BRONZE

\$500

- 4 Tickets
- Company name included in sponsor's list on promotional material

## COPPER

\$250

- 2 Tickets
- Company name included in sponsor's list on promotional material

**SAVE THE DATE: SATURDAY APRIL 11, 2026**  
**BOXCAR BAR + ARCADE**

Please make checks payable to  
the *Greensboro Bar Association Foundation* and Mail to:

**Greensboro Bar Association Foundation**  
**PO BOX 1825, Greensboro, NC 27402**

[Sign Up Online Here](#) or Scan the QR Code -->>



opportunity - rather than focusing on activities that align with long-term goals and capacity. At this stage in career, business development becomes less about volume and more about fit.

### **Established Lawyers: Leveraging Experience and Planning for Continuity**

For lawyers in later stages of practice, business development often centers on sustaining the practice and protecting its value. Long-standing relationships, institutional knowledge, and professional reputation are significant assets but they require attention to remain effective.

At this stage, business development may include:

- Deepening and maintaining trusted client relationships
- Mentoring younger lawyers and integrating them into client relationships
- Supporting firm leadership and community engagement
- Thinking intentionally about succession and transition planning

Rather than focusing on acquiring new clients, established lawyers are often focused on continuity, ensuring that relationships endure beyond any single lawyer and that clients experience a smooth transition when change occurs.

One common misstep is assuming that client relationships will naturally transfer without deliberate planning. Introducing clients to other lawyers, gradually shifting responsibility, and communicating openly are all critical components of late-career business development and eventually succession planning.

### **Firm Size Matters - But Career Stage Matters More**

Firm size certainly influences how business development is structured. In solo and small firms, a lawyer's personal reputation is often inseparable from the firm's brand. In larger firms, business development may involve teams, cross-selling, and institutional clients.

However, regardless of firm size, individual lawyers benefit from understanding how their role in business development changes over time. A first-year associate and a twenty-year partner should not be measured by the same metrics, nor should they be engaging in the same activities.

### **Evolving with Intention**

Perhaps the most important takeaway is that business development should evolve along with your career. Periodically stepping back to consider where you are and where you want to go can help ensure that your efforts are aligned with both professional goals and personal priorities.

There is no single "right" way to do business development. The most effective approach is one that fits your stage of practice, leverages your strengths, and supports a sustainable, fulfilling career. When business development is approached thoughtfully and at the right time, it becomes less about pressure and more about purpose.

*Camille Stell is Vice President of Risk & Practice Management for Lawyers Mutual Liability Insurance Co. of NC and is the co-author of the book, RESPECT – An Insight to Attorney Compensation Plans. Continue this conversation by contacting Camille at [camille@lawyersmutualnc.com](mailto:camille@lawyersmutualnc.com) or 800.662.8843.*

