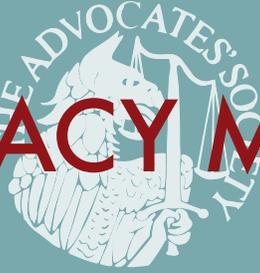


# ADVOCACY MATTERS



TAS Highlights | Welcome TAS Board | Hitting Your Stride | Interview  
TAS Tweets | End of Term Dinner 2016 | Upcoming Events

## EDITOR'S NOTE



EDITOR: PETER J. HENEIN,  
CASSELS BROCK & BLACKWELL LLP

So I wanted to write about access to justice this month, but it is difficult to say much that hasn't already been said by the Society or many other prominent legal organizations. Everything I wanted to add seemed trite and a rehash.

It was only upon noticing that, earlier this week, Chief Mark Saunders apologized on behalf of the Toronto Police Force for the 1981 "gay bathhouse raids" (or as a friend of mine noted "expressed regrets" which is, um, kind of like saying sorry), that it was reinforced to me that this remains a very real and relevant issue even in a "small L liberal" country like Canada.

It won't come as any surprise to anyone to suggest that access to justice is always most relevant to the disenfranchised groups in society at any given time. A brief scan of the history of gay rights makes it abundantly clear that we, as the good people at Virginia Slims say,

have "come a long way, baby". It was only in 1990 that the World Health Organization removed homosexuality from their list of mental disorders. Only a year later, the City of Toronto finally endorsed Lesbian and Gay Pride Day. Five years later, in 1996, the federal government added "sexual-orientation" to the Canadian Human Rights Act. It wasn't until 2003 that same-sex couples could legally marry in Ontario (with B.C. to become the next province to legalize gay marriage). Our own outgoing President, the Divine Ms. McCarthy, was counsel on the seminal case of *Halpern v. the Attorney-General of Canada*, which resulted in this groundbreaking development. I could go on (seriously, I have a list of key dates in front of me right now...).

As much as we've come a long way (baby), we still have miles to go before we sleep. As the tragic events in Orlando reminds us, we can never forget that the fight for equality is far from over. Access to justice – at least as it relates to marginalized groups like the LGBTQ community – must remain uppermost in our minds.

This is Pride month. Be proud. Be fabulous. Peace, love, and sequins.



### Editor:

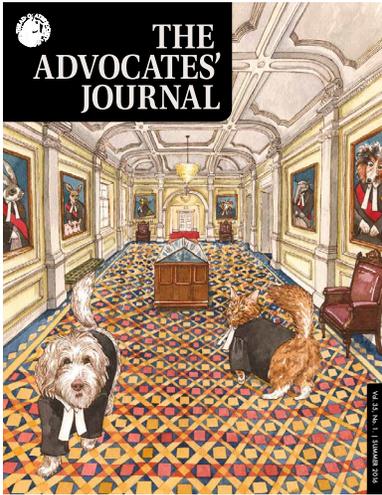
Peter J. Henein, *Cassels Brock LLP*  
Direct: +1 416 860 5222  
Fax: +1 647 259 7974  
Email: [phenein@casselsbrock.com](mailto:phenein@casselsbrock.com)

### Contributors:

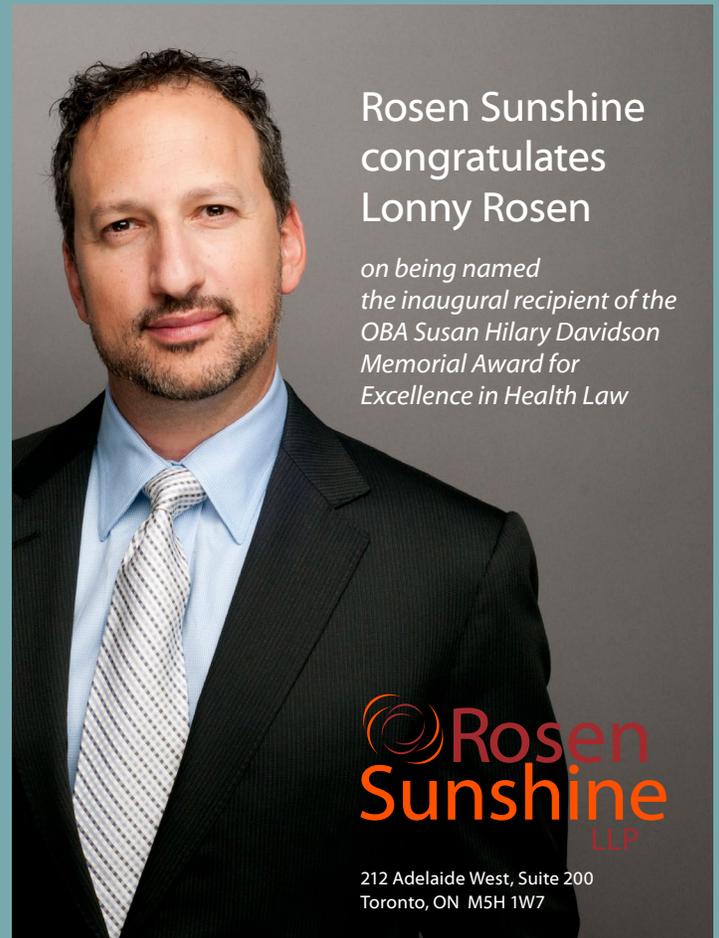
Lonny J. Rosen,  
*Rosen Sunshine LLP*  
Miranda Lam,  
*McCarthy Tétrault LLP*  
Elizabeth Bowker,  
*Stieber Berlach LLP*

## TAS HIGHLIGHTS

- The Summer Issue of The Advocates' Journal is out now!



- @Advocates\_Soc has surpassed 5,000 followers on Twitter! Are you following The Advocates' Society?
- Nearly 1,400 TAS members filled the MTCC at the annual End of Term Dinner. Mayor Naheed Nenshi, The City of Calgary, was this year's Keynote Speaker. Photos from the event are on Page 7!



# Welcome To Our Newest Directors For 2016-2017



Sandra Barton  
*Gowling WLG*



Colin S. Baxter  
*Conway Baxter  
Wilson LLP*



Andrew Bernstein  
*Torys LLP*



Eric Hoaken  
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Eliot N. Kolers  
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Reena Lalji  
*CIBC Legal  
Department*



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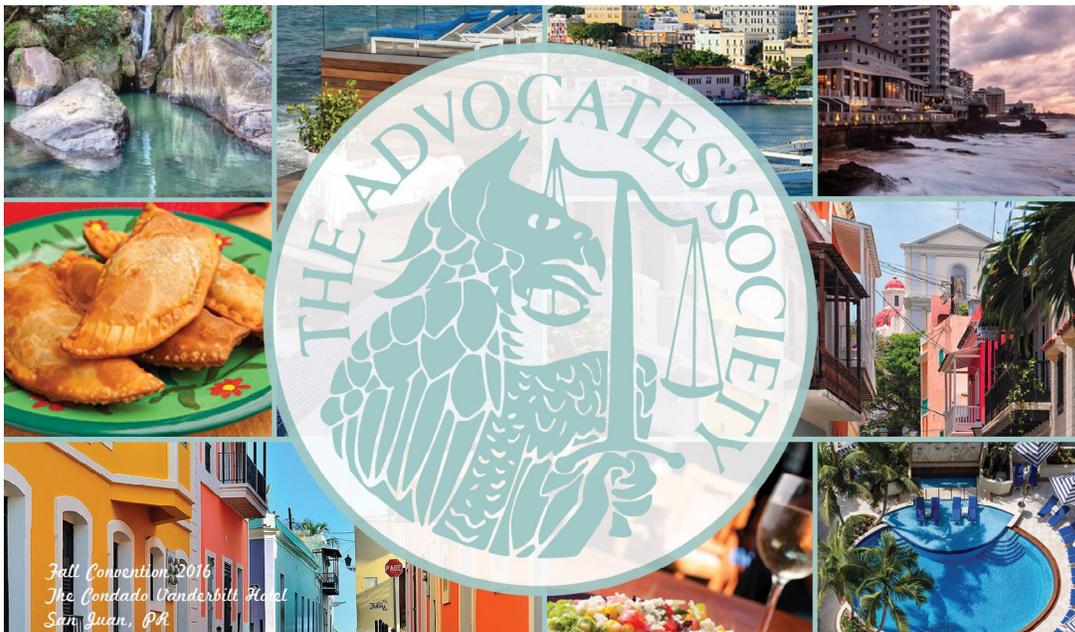


Anne M. Turley  
*Department of Justice*



Marie-Andrée Vermette  
*WeirFoulds LLP*

## SAVE THE DATE!



**Fall Convention 2016 - November 9/10 - 13**  
**The Condado Vanderbilt Hotel, San Juan, Puerto Rico**

### Hitting Your Stride



ELIZABETH BOWKER,  
STIEBER BERLACH LLP

I paused before tossing the pamphlet in my “Hmmm...Let Me Think About That” tray. I read it again: “Hitting Your Stride” offered by The Advocates’ Society. The program promised to: 1) Enhance my profile and reputation! 2) Grow my litigation practice! 3) Pump up my networking, business development and client retention skills! 4) Develop a winning track for my litigation business! 5) Delegate, train and inspire my team! and 6) Boost my productivity! And it also promised 7) 4.0 Professionalism hours!

Did I mention the program promised to Boost My Productivity? In a fit of decisiveness, I signed up right away.

And so the afternoon of June 1 saw me leaving a pile of work on my desk, running through the Eaton Centre to The Advocates’ Society Education Centre and joining the conference only a little late.

I am so glad I attended.

Like many lawyers in the 10-20 year call range, I have learned that life in law only gets more demanding. In addition to providing excellent client service, we also now have the added responsibilities of developing business opportunities, maintaining client relationships, mentoring younger lawyers, and dealing with partnership issues. Not to be lost is spending quality time with our family and friends. And, also, exercising. This program was designed to help address these issues affecting mid-level lawyers.

The various panels offered many helpful tips, including “Don’t forget about your client relationship once



the file is over - you need to nurture your old relationships along with your efforts to develop new client relationships.” Lest one think maintaining all these relationships is overwhelming, Monique Jilesen shared her tip of scanning social media while in line at Starbucks, then flipping articles of interest to her clients. That doesn’t sound so hard.

Danielle Robitaille spoke about the development of TAS’s 10+ Task Force, which will be geared to lawyers who have been practising at least ten years, but do not yet have enough grey hairs to be considered “senior lawyers.” This sounds like something to look forward to.

We then had the chance to participate in two of four possible workshops: Boosting Productivity: Time Management and Effective Delegation; Creating a Business Plan that Works for You; Effective Marketing for Litigators; and Using Social Media to Build Your Practice and Profile.

While there was a lot of useful advice from all of the presenters, my personal take-aways were:

1. Eat the frog in the morning. Rather than operating a “call centre” and spending your day being reactive, set aside blocks of time for your own priorities every day.
2. Create a Business Plan and follow it. Find a buddy to help you hold yourself accountable to this.
3. Give prospective clients free strategic advice—it doesn’t hurt.
4. Treat referring lawyers “like crystal”. Thank them properly.
5. Follow the One-Touch principle with emails. Electronic paper shuffling adds redundancy to your day.

In this past week, I have tried to practise what I learned at the program. For example, by writing this article I have: 1) accepted an opportunity to build my profile; 2) tried something new by writing said article; 3) crossed one item off my One Master Monogamous To-Do list; 4) updated my LinkedIn profile with a photo that does not date from the pre-kids era; 5) and I will post this article (if published) to said updated LinkedIn page.

I’d call that a successful program.

## Interview with Miranda Lam, McCarthy Tétrault LLP, Vancouver



Miranda Lam is a partner in McCarthy Tétrault's Litigation Group in Vancouver, where her practice focuses exclusively on business disputes. She shares her litigation prowess as both an instructor and speaker for TAS CPD programs. Always the optimist, Miranda embraces the chaos that is life and takes pleasure in dim sum, really good Italian cheese, Taylor Swift karaoke and keeping pace with her 18 month old son. And, as a mother, she is always right!

1

**Q: The greatest legal mind, other than yourself?**

**A:** My mother. She never went to law school but whoever said "Moms are always right" was right. And was, by that logic, a mother.

2

**Q: The Law: Magic or daily grind?**

**A:** Fairy dust only comes from grinding.

3

**Q: Where do you find inspiration on a file?**

**A:** The client. We just have the privilege of telling the stories they write.

4

**Q: What gives you sanity?**

**A:** My 18 month old son.

**Q: What drives you to madness?**

**A:** My 18 month old son.

5

**Q: Pets or no?**

**A:** No.

6

**Q: Favourite culinary indulgence?**

**A:** Dim sum.

7

**Q: When do the emails start flowing?**

**A:** There's a start and a stop?

8

**Q: Best album ever?**

**A:** Photobook of my son's first year of life.

9

**Q: When you want to unwind, you...?**

**A:** Read *Advocacy Matters*.

10

**Q: Favourite judge or master?**

**A:** Any that grant the relief I am seeking.

11

**Q: Work? Life? Balance?**

**A:** Embrace the chaos that is life. When I stopped searching for balance, I found something even better: happiness.

12

**Q: What's the funniest thing about your job?**

**A:** That major TV networks think it is still a profession worth making TV dramas about; I once had a client ask whether our firm "had a Kalinda" (you need to watch *The Good Wife* to understand this reference.)

13

**Q: Favourite app?**

**A:** On my plate: Bufala mozzarella, olive oil, salt and pepper, served with just the right bread. On my phone: Uber.

14

**Q: The theory of multiverses posits a hypothetical set of finite and infinite possible universes, including our own universe, comprising all space, time, and matter.**

**Please explain this theory, with reference to your favourite Taylor Swift song...**

**A:** I don't care how many universes there are, Shake It Off because We Are Never Ever Getting Back Together. ■

## TAS Directors on Twitter – The Story So Far



LONNY J. ROSEN,  
ROSEN SUNSHINE LLP

In the February 2016 issue of *Advocacy Matters*, @Lucilleshaw<sup>1</sup> wrote about a project created by members of The Advocates' Society's Board of Directors to encourage Directors to use Twitter to communicate the goings-on at TAS to the #Twitterverse – or at least to the many TAS members on Twitter. Entitling her article "TWITTER – #IGETIT", Lucille wrote about how she sent out 275 tweets in her first three months on the Twitter, and learned to use it to promote the work of TAS while also tweeting about life in Northern Ontario, being a mother and practising as an insurance defence lawyer.

Lucille was part of a pilot project in which TAS Board Members, @Aaron\_M\_Franks, @depalter, @michellecawad, @Lucilleshaw, @LonnyRosen, @sjarmstrong24 and @Tookieboy13 were paired with young advocates @b\_kates, @chorkins, @EmGraham123, @ErinDurant42, @kmcgrn and @Nader\_Hasan\_Law who served as coaches to the older and less Twitter-savvy Board Members.

I'm happy to say that Lucille's experience was not unique among pilot project participants. Though none of us can yet match the Twitter prowess of our mentors, we have all found, to varying degrees, our place on this platform. We have also started to learn how to use social media to communicate the work TAS is doing.

As @janesouthren has taught us all, you can gauge Twitter presence by the numbers, and over the past six months TAS has continued its dramatic growth in Twitter impressions that started a few years ago: in October 2014

@Advocates\_Soc had about 6,500 impressions; in May 2015 that number was up to 24,000; in November 2015 (mostly due to #FallConvention and @Lucilleshaw's self-declared #twitterwar) the @Advocates\_Soc twitter account hit 40,000 impressions for the first time; and in March 2016, TAS had over 50,000 impressions (and a sit-down with Dean Strang of #MakingAMurderer fame!). And these tweets, by or about @Advocates\_Soc, have helped promote events like #YASCPubNight, #YASCTrivia, #FiresideChats and #EoT2016; they have shared #AdvocacyMatters and #KeepingTabs; and they have trumpeted the successes of #TASGivesBack and our interventions in cases across the country #SCAPCHAT.

But just as importantly, and perhaps more so, pilot project participants have deepened their connections with fellow advocates in the Twitterverse. They have learned which of their

friends obsess over the @Raptors (@RobCenta), all things baseball (@ErinDurant42), shares Advocacy Matters (@ThePeterHenein) and Dean Strang (@Advocates\_Pres). They "liked" and retweeted posts celebrating Marie Henein's advocacy and TAS's stance on #TWU, and pretended not to laugh at (or empathize with) @BadLegalLLP's observations from #BigLaw. They cheered those who posted pictures of themselves in the @stockwoodslp, #barristersnuggie. They welcomed @BradBergLaw to Twitter. And by doing so, they helped turn the #Twitterverse into a virtual space where TAS Members can connect with their friends and colleagues any time. @Lucilleshaw was right. #WeGetIt!

Thanks @jakbarali for inviting me to contribute to your column! Hope you had fun at #lawprom!

<sup>1</sup> In this article, I use Twitter handles only – if you're on Twitter, hopefully you are following everyone mentioned in this article. If you're not, and you want to see the people associated with these Twitter accounts, just go to [www.twitter.com](http://www.twitter.com) and search for their handle. While you're there, open an account and follow your friends and colleagues – you'll be amazed at how easy it is and how much information is there (not to mention how addicting it can be!)

# End of Term Dinner 2016

With Keynote speaker: Mayor Naheed Nenshi, *The City of Calgary*

Thank You to our Cocktail Sponsor:



Red Spirit Singers and Drummers



Opening and Blessing of Gathering by  
Elder Jacqui Lavalley



MC and New President, Bradley E. Berg



2015-2016 YASC Chair, Yashoda Ranganathan



Justice Michal Fairburn and Jacqueline Swaisland



Paul H. Le Vay and Erin Pleet



Brian J. Gover and Laura B. Stewart

Congratulations to Award Winners:

**Jacqueline Swaisland**, The Arleen Goss Young Advocates' Award

**Erin Pleet**, The David Stockwood Memorial Prize

**Laura B. Stewart**, The Award for Excellence in Teaching



#EoT2016 Twitter prize winner, Isabella Szkop, with Brad Berg and Sonia Bjorkquist



Farewell to President Martha McCarthy





Lindsay Duprey, *Commonwealth Legal*, Introduces the Keynote Speaker

Thank You to our Keynote Sponsor:



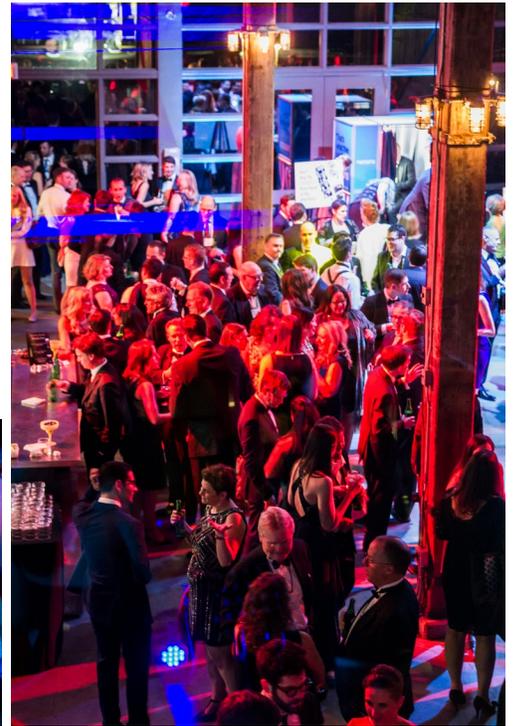
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Keynote Speaker Mayor Naheed Nenshi, *The City of Calgary*



Thank You to our After-Party  
Sponsors:



Martha McCarthy and Dr. Samantha Nutt (War Child Canada)

**We did it!**

**\$135k** raised for War Child, unlocking **\$2.6 million** in match funding



**Upcoming Events**



**Mentoring Dinner Series: Facing The Fear Factor (London)**  
June 27, 2016



**Navigating Costs Assessments (Toronto)**  
July 6, 2016  
*Live Webcast Option Available!*



**The Art of Communication & Persuasion (Toronto)**  
July 14, 2016



**Navigating Solicitor-Client & Litigation Privilege (Toronto)**  
July 19, 2016  
*Live Webcast Option Available!*



**Sixth Annual Securities Symposium (Toronto)**  
Sept 12, 2016