



NALSC is Making a Splash!

by Kathy Richardson, Esq.

NALSC continues to raise its profile in the broader legal community through its ongoing brand awareness campaign, the public roll-out of the Universal Lateral Partner Questionnaire (U-LPQ), two podcast series, and its social media initiatives. We need your help with all these efforts to boost results.

Read all about it!

The U-LPQ is attracting media attention! Earlier this summer, NALSC began sending out press releases about the new U-LPQ and its potential to streamline and boost lateral partner hiring. Immediately, *Law360 Pulse* and *Law.com* responded with interviews and articles in their publications.

The U-LPQ also is featured on our website at <https://www.nalsc.org/u-lpq-information/> where you can get more information and access downloadable forms ready for use by your candidates and clients. Please use it with your candidates and encourage your clients to accept the U-LPQ in their lateral partner recruiting processes. And shoot us an email at info@nalsc.org to let us know about your success stories when using the U-LPQ!

Listen up!

Our podcasts include the latest information for our legal recruiting industry. There's no substitute for continuing to learn from the best—our NALSC colleagues and friends.

"Recruiter Stories" is the official podcast of NALSC. Gold sponsor Chambers Associate generously hosts another series of podcasts for NALSC and our niche industry, as well. You can access new episodes (and previous podcasts) for both series via <https://www.nalsc.org/podcasts/>.

The newest episode of NALSC Recruiter Stories introduces Board Member Jordan Abshire of Abshire Legal Search. Jordan talks about how he started recruiting in June 2008, shortly before the Great Recession, and built a successful recruiting business. This episode also includes an interview with Tina Solis, a partner with Nixon Peabody who represents partners regarding the legal and ethical aspects of moving firms. She offers important dos and don'ts for recruiters, candidates, and law firms in the recruiting process.

The next episodes of Recruiter Stories will introduce two more new Board Members, Ethel Badawi and Melissa Peters, plus give us Symposium Sneak Peeks. Gary DeSantis, our keynoter, will help us make the most of generational diversity at work, and Zach Warren, from Thomson Reuters Institute, muses on how AI and ChatGPT might affect lawyer hiring, legal recruiting, and the industry as a whole. Both episodes will be released before our upcoming Fall Symposium this October.

Masterfully presented by Scott Love, these podcasts are extremely well-received. Would you like to suggest one of our members or an industry

speaker for an upcoming podcast? Please let us know at info@nalsc.org or kathy@hrlegalsearch.com.

"You can be a force multiplier with just a few clicks."

Please click!

NALSC's communications-based public relations consultant is working tirelessly alongside NALSC HQ to increase our organization's brand awareness, social media presence, and visibility within the broader legal community. Metrics continue to reflect considerable progress, in addition to driving record numbers of new search firm and law firm sponsoring members to our organization.

We need your participation!

Please be sure to *CONNECT* with and *FOLLOW* NALSC on LinkedIn and Twitter. Also, please *LIKE*, *COMMENT* on, and *SHARE* our frequent informative LinkedIn posts about various industry topics. You can be a force multiplier with just a few clicks. (BONUS: Those quick and easy clicks increase your own social media visibility at the same time, as well.) This is a win/win for everyone!

We also encourage our membership to add the NALSC logo (which you can get from headquarters) to your website and email signature, with a line that reads: ***"(This search firm) is a proud member of NALSC and is accountable to the NALSC Code of Ethics®."***

When we work together, we can raise the profile of not only NALSC and the legal recruiting profession, but that of our own search firms, as well.

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