



## FROM THE PRESIDENT

It is with great pride that I report on the election of our own Demetrius Shelton as President-Elect of the National Bar Association (NBA) at its 84th Annual Convention last August.

The National Bar Association is one of our country's most dynamic civil rights institutions. Founded in 1925, the organization began, partly, in response to the American Bar Association's policy of refusing membership to black lawyers. The founders of the NBA adopted a vigorous platform of advocacy for all persons, regardless of race, sex or creed. They also sought to advance justice and integrity within the legal profession. Its mission statement aims high.

The founders' lofty aspirations were apparent in the numerous planned events and activities of the NBA's 84th Annual Convention. From the First Plenary Session with commentary from Assistant Attorney General Tony West on August 3rd to its Closing Plenary Session and Necrology Ceremony on August 7, 2009, the convention stood true to the mission of the NBA. The President's Showcase Seminar, Redefining the Role of the African American Attorney in an Obama New Civil Rights Era, allowed national leaders to discuss the role of African-American lawyers as social engineers in the face of changing global dynamics. Attendees gained insight about our times and were urged to become agents for change in our own communities.

There were over 40 interesting legal seminars, including topics such as *Immigration Issues at the Border* to *Women in the Military: Opportunities and Obstacles*. Longstanding CHBA member, the Honorable Brenda Harbin-Forte (Alameda County Superior Court), provided advice on expert witnesses at trial along with CHBA Life Members Pamela Y. Price and Simona Farisse.

## Features

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**Retirement Planning with Life Insurance**

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**CHBA Annual Dinner Dance & Gala**

## Save the Date!

October 30, & November 6, 2009	November 11, 2009	November 14, 2009	December 5, 2009
College Awareness Advising Program	CHBA General Meeting at Maxwell's	Debt Collection Law Clinic; Oakland Main Library	CHBA Annual Dinner Dance & Gala Oakland Marriott

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James Potter, Senior VP, General Counsel and Secretary with Del Monte Foods Company, provided advice and perspective on client relationship management and diversity at the General Counsel Summit.

A heated discussion ensued when CHBA Past President Terry Wiley raised the issue of alleged police misconduct in civil and criminal cases.

In addition to seminars, the annual convention provided opportunities for networking, socializing and fellowship. Conventioneers filled their days participating in Youth Day, the NBSA Breakfast, the Judicial Council Annual Thurgood Marshall Awards Luncheon, the NBA Career Fair, the Dr. Martin Luther King Jr. Drum Major for Justice Advocacy Competition, and numerous corporate sponsored receptions. Singers Johnny Gill and the group En Vogue entertained guests at night.

Our Region, Region IX, was awarded the "Region of the Year" award under the leadership of Regional Director Rozenia Cummings and the Labor & Employment Law Section received the "Outstanding Section Award" under the leadership of Danielle Ochs-Tillotson. Both are CHBA members.

To me, the highlight of the convention was on August 4, 2009. On that date, I had the pleasure of casting a personal vote, and a CHBA affiliate vote in support of Demetrius Shelton for President-Elect of the NBA. Over forty CHBA members attended the convention and, their support helped Mr. Shelton prevail at the election.

Now that this leg of Demetrius' journey is over, a new one begins. As President-Elect he will serve at the pleasure of President Mavis Thompson, ensuring that the Strategic Plan of the NBA is pursued. He will be a voice for the NBA in 2009/2010 and will be THE voice upon his installation as President next August.

Shelton will need our support: financially, emotionally, and spiritually. He will need volunteers for various committees; he will need us to help plan and attend NBA functions and meetings; he will need us to be ready to sponsor events and conferences throughout the year. Most importantly, he will need us to be the change agents for a better community; his pipeline to the profession.

I ask that you continue to support CHBA, and be prepared to support Demetrius Shelton and the National Bar Association.

*Nedra A. Shawler*  
*CHBA President*

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### **Retirement Planning with Life Insurance**

*by Ivette Santaella*

You can't watch television or read a newspaper without being reminded of the uncertain times we're in. Disappearing jobs, disturbing stock market losses --- we don't need to tell you, it's rough out there.

This has made retirement planning more complicated than ever. From October 2007 to last December, the market lost nearly \$3 trillion in retirement savings. The problem with this, is that many who were counting on their 401(k)s didn't even read their account statements anymore.

But other factors have muddied the waters for mapping a course toward retirement. People are living longer. An American born in 1955 was expected to live to age 69, on average. However, forty years later, life expectancy increased to 76. This is good news; but we need to prepare for more years of retirement.

And, if you thought Social Security would take care of you, think again. Last year, the maximum monthly benefit was \$2,185 -- not enough for many of you to live comfortably.

While there are no easy solutions, the purchase of a life insurance policy can guarantee the protection of your loved ones and additionally supplement your retirement savings.

Life insurance's primary purpose is to provide guaranteed death benefit protection, which can provide a tax-free legacy to your loved ones. But, permanent life insurance also carries many living benefits. Cash value is money that accumulates within the policy, tax deferred. This means you do not pay taxes on any of the accumulation within the policy. In addition, you can access that money tax free through policy loans. These same funds can also be used for college expenses, as collateral for a small business loan, or any other anticipated or unexpected event. In addition to the death benefit protection provided by life insurance, it can also be used to supplement your retirement income. As such, it can be a vital piece of the complex puzzle of retirement planning.

*This educational third-party article is being provided as a courtesy by Ivette M. Santaella. For additional information on the information or topic discussed, please contact Ms. Santaella at 925-847-4659.*

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FN: references for this article have been omitted.

### **NAACP Oakland Branch Centennial Jazz & Blues Brunch**

Congratulations to the NAACP Oakland Branch for its successful Centennial Jazz & Blues Brunch, Saturday, October 17, 2009. Under the leadership of George Holland Sr., the NAACP honored Demetrius Shelton, NBA President-Elect. The Wiley Manuel Law Foundation also presented scholarships to several law school students attending law schools in Northern California.

## Three Steps to Successfully Manage Your Media Coverage

By Paul Henderson and Bilen Mesfin

Whether you work for a public agency or in the private sector, you probably have encountered the media at some point during your career. For many of us, our interaction with the media has tended to be a negative, hectic or otherwise unpleasant experience. Luckily, by taking a few relatively simple steps, any organization can foster meaningful relationships with the press, get ahead of harmful stories before they break, and, most importantly, keep key audiences informed by regularly disseminating positive information. Following these three easy steps can mean the difference between constantly reacting to stressful media crises and taking charge of the story so that a positive gloss shines through every discussion of your organization.

### Make Media Relations a Priority

The first step every agency should take in order to better manage how news is distributed is to alter the office culture in such a way as to value the agency-media relationship. To accomplish this objective, your organization should develop a comprehensive media policy that details:

- concise and specific policy statements developed by the top leadership of the organization addressing anticipated questions that may come up regarding key positions;
- a plan for dealing with potential “negative” stories, as well as for preempting inevitable (or statutorily mandated) release of negative information;
- ways to identify positive news stories that regularly and proactively can be disseminated to the media, including a calendar for positive news opportunities.
- And, prearranged background files for easy reference about the organization, its mission, statistics and laudable accomplishments which needs to be readily available to drop on every story.

Most importantly, every organization should devote the resources necessary to have a high ranking, well trained and respected media contact person who communicates with the media and controls what information gets shared about the organization. Ideally, the media specialist can maintain relationships with reporters who cover your industry and will drive all media activity. However, this specialist can also help train and build the capacity of your team in order to bolster their confidence in dealing with the media.

### Be Proactive

The second step every agency should take is to understand the difference between being reactive versus proactive when it comes to the media. Bad news happens; in some sense, having bad news is a facet and byproduct of an organization’s success and expanded influence. But if you have a crisis communications plan in place, every occurrence of “bad news” can be turned into an opportunity. By incorporating a transparent, proactive attitude into your organization’s value system, you can keep the public informed, remain valuable and relevant, present even the worst information in the best light and maintain and even increase the public’s confidence in your work. To be proactive, the media contact person and media team absolutely must stay informed about the inner workings of your organization as well as any important decisions, constantly read and understand the relevant news and goings-on in the relevant industry and maintain a positive working relationship with media contacts.

### Know the Rules

Finally, the third crucial step every organization must take is to thoroughly understand the legal and ethical consequences of interacting with the media.

These rules are generally governed in the legal community by national and local rules of professional responsibility.

Public agencies, especially prosecutorial organizations, generally have higher and more specific ethical duties. Certain private industries, especially those trading securities, likewise have higher and more regulated disclosure standards.

Although the statutory, advisory and constitutional ethical rules are too numerous to comprehensively discuss in this article, every California lawyer should at least be familiar with: ABA Model Rules of Professional Conduct 1, 3 and 7; California Rule of Professional Conduct 5-120; California Constitution Article I, section 29; and California Business and Professions Code sections 6068, 6103 and 6106. This list is purely illustrative, not exhaustive, of the dearth of ethical considerations out there. No organization can be complacent when it comes to complying with the high ethical standards of our profession.

By following these steps you and your organization will be able to master the art of taking control of how the news breaks. You will be able to avoid media crises and take charge of your organization’s public image.

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## CHBA Adopt a Family Project

Greetings CHBA Members,

I can hardly believe that the holiday season will soon be upon us! A time of year when each of us enters a period of reflection and our focus turns toward others, instead of on ourselves. That is the true beauty of the holiday season! Last year, CHBA fulfilled its goal of adopting not just one, but two Bay Area families in need for the holiday season! At last year's annual gala we raised nearly \$3,000 from attendees, law firms and supporters like you!

With the monies we raised last year we supported a single mother and her daughter through the Davis Street Family Resource Center in San Leandro. We were able to provide them with a child's bed, bedding accessories, clothing, winter coats, shoes, a Safeway Gift Card, and a beautiful Christmas tree with decorations! We were also able to grant the wishes of a San Francisco family of four through an organization called Compass Point. The family received a queen sized bed and accompanying bedroom furniture for the parents, bedding, jackets, clothing, a Safeway Gift Card, and a Nintendo DS for each child with accessories!

CHBA will be focusing on the needs of others again this holiday season! We hope you will join us in doing the same. We will be raising funds for our families in need at CHBA's annual gala, which will take place on December 5, 2009.

I look forward to seeing everyone there!

Venus D. Johnson  
CHBA, Community Service Chair

## Playing and Dancing Full-Out and the Oakland Raiders Host CHBA Day at The Game

Playing and Dancing Full-Out is teaming up with the Oakland Raiders to support the fitness and wellness of inner city youth. Playing and Dancing Full-Out ("Full-Out") is a non-profit corporation formed to create the possibility of the fitness and wellness of inner-city youth throughout the United States. Full-Out will create state of the art sports and dance facilities throughout the U.S., starting with the first facility of its kind in Oakland, CA. Currently, inner city youth are not provided with the adequate training or nutrition to be the best they can be in the sport or dance of their choice. Injuries, ill-nutrition, and lack of physical and mental preparation are some of the pitfalls facing youth involved in sports and today. Full-Out will address these issues by creating state of the art sports and dance facilities that will provide the adequate training and equipment for youth interested in sports and dance. Full-Out will also have an after-school tutorial program to allow youth to do their homework before they begin practice or training.

The four areas of focus for Full-Out are Academic Achievement, Nutrition, Physical Fitness and Overall Wellbeing.

To support the mission of Full-Out, the Oakland Raiders are offering specially priced tickets to CHBA members (Nov. 15 vs. Kansas City Chiefs) as a fundraiser for the organization. Tickets are \$39.00 in section 124-130! For more information please contact Verleana D. Green, Playing and Dancing Full-Out Executive Director and Founder, at 510-302-9021 or [vgreenusf@yahoo.com](mailto:vgreenusf@yahoo.com) or visit [www.playinganddancingfullout.com](http://www.playinganddancingfullout.com).

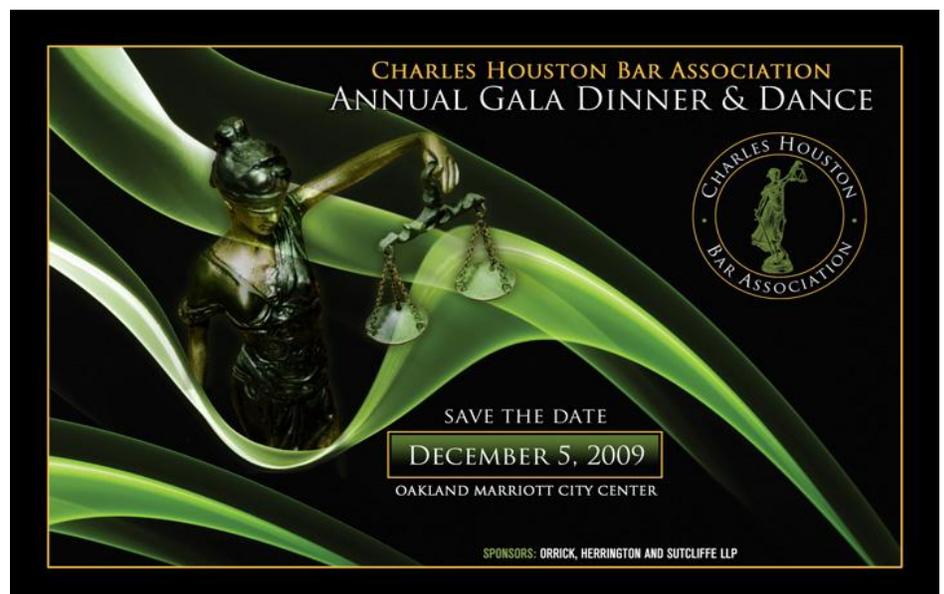
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