

SPECIAL COMMITTEE ON LAWYER REFERRAL

Mary Margaret Benzinger, chair

The Virginia Lawyer Referral Service, almost thirty years old, continues to be utilized by the public in search of legal services. As an integral part of the bar's mission, the VLRS remains the public service arm of the bar. It strives to promote the image of the legal profession and at the same time offers its members the opportunity to engage in financially rewarding activities.

As of summer 2006, the VLRS is fully incorporated in the Virginia State Bar computer conversion. Led by Senior Staff Assistant Toni B. Dunson, the VLRS staff completed training in and implementation of the new software. The service now is fully able to communicate with other sections of the bar and share data. New efficiencies include e-mailing referrals to attorneys; more effective methods of tracking information; and timesaving management of correspondence.

Promoting and marketing of VLRS includes, in addition to Yellow Page advertising, the use of SuperPages as a further enhancement. Additionally, VLRS ads now reach out to potential attorneys who may desire to join the service. VLRS information continues on the Virginia State Bar Web site—<http://www.vsb.org/site/public/lawyer-referral-service/>. The State Bar Admission and Orientation Ceremony, Annual Meeting Expo booth, *Virginia Lawyer* and *Virginia Lawyer Register* continue to provide information to potential panel members. Courthouses and consumer affairs offices remain valuable resources for the public.

The service committed its staff resources and toll-free line to provide free legal services to victims of Hurricane Katrina. The Disaster Relief program is cosponsored by the young lawyers sections of the Virginia State Bar and The Virginia Bar Association.

A special thanks to VLRS 2005–2006 committee members Daniel L. Rosenthal, Vice Chair; Cheryl J. Avery; Stephen A. Bryant; Michael D. Clower; Glenn R. Lawrence; Francis X. Lillis; Kevin E. Martingayle; Neil E. McNally; Carol J. Schrier-Polak; Richard J. Stahl; and James W. Watson Jr. Thanks also to VLRS staff: Director Barbara O. Allen, Ms. Dunson, and Staff Assistants Sheree L. Patterson and Lydia M. Maddox.

