

S T A T E B A R L R S

Offers Discounts to Military Personnel

“The Times They Are A-Changin’”

seems just as true now as when Bob Dylan wrote the song in 1964. With these changing times we must roll with the punches and change ourselves accordingly. That is just what the Alabama State Bar Lawyer Referral Service is doing. The LRS is making changes to help its members be prosperous and effective. One of the new things we are introducing was made possible by the LRS committee, chaired by Charles Moses, Shannon Knight and Col. George D. Schrader. We have designed a new brochure for potential clients who are only in the military. These brochures are being distributed by Col. Schrader to military bases throughout Alabama. Many attorneys in our referral service have signed up to offer discounts to military personnel. This is a great added bonus for the potential clients, as well as a smart investment for our attorneys. Military personnel need an attorney for several areas of law such as military divorce, probate and real estate issues.

The LRS is also working to improve the service for its attorneys as well as potential clients. There are new screening processes being formulated to ensure our attorneys get as many viable clients as possible. We have moved into the era of e-mails to make things more convenient and efficient. Within 45 minutes of receiving a potential client's information, our database sends an e-mail to the intended attorney, so they will have the information faster than the previous method of “snail” mail. The old method of the post-referral survey is a thing of the past. Our attorneys now just have to sign onto the ASB Web site, www.alabar.org, fill in the requested information and it's done. Of course, our attorneys still have the option of receiving their information via the post office, if they choose.

With the savings of not mailing out referrals, and the percentage fees we are receiving for cases referred to our attorneys, we are able to find better ways to reach potential clients. We will continue to use our ads in the Yellow Pages, but are also exploring other methods of getting the “word” out. We will be sending our brochures out to all circuit clerks in the state this month, as well as being listed in several publications.

If you are not a member, you are missing an excellent opportunity. Not only do you have the potential of reaching a broader potential client base, but a chance to do a good service for the public. Many people who are dealing with the impacts of the current economic crisis often wonder where they can turn for help. For many of them, the answer is the LRS. For as little as a \$100 a year, you can have a “live” person versus a recording suggesting **you** to be a potential client's attorney!

Whether you are just starting your practice, or have been in business for years, the Lawyer Referral Service can work for you! For an application or more

information, go to www.alabar.org or call the Lawyer Referral Service at (334) 269-1515 or (800) 354-6154. ▲▼▲



Pictured above, left to right, are Colonel Bryan Morgan, state Judge Advocate General; CW5 Steve Missildine, director of Family Programs; Mary Jo Gowan, Family Readiness assistant; Charles Moses, LRS chairman; Major General Charles Rowe, commander, Alabama State Defense Force; Colonel George D. Schrader, staff judge advocate, Alabama State Defense Force; and Keith Norman, executive director, Alabama State Bar.

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