

working to get our name out there and to prove to everyone that we are a pre-eminent institution that they can come to for anything they need regarding trade.

ABA Journal: *How did this position come about?*

FRY: “[During law school] I had the opportunity to work as a research assistant for the institute director, professor Kevin Kennedy. [That] eventually led to my promotion.”

ABA Journal: *Are you ever worried what scholars and business leaders will think when they meet you and see how young you are?*

FRY: “It’s not really a concern. I have experienced some difficulty—upon first impression, people think I am a student or just an assistant. But I find that speaking with them and letting them know what we’re doing, they realize that I am more than that. ... I try to project a professional persona at all times—it helps me to be taken more seriously upon first impression.

ABA Journal: *Like wearing suits and having a serious-looking haircut?*

FRY: If I go to my stylist and she wants to try something new and creative, I have to explain to her that my position doesn’t allow me to do that. I won’t be taken seriously, and that’s more important to me than having a fun haircut.

—J.B.D.



MIGHTIER THAN THE SWORD?

It’s been 30 years since the U.S. Supreme Court gave its stamp of approval to lawyer advertising in *Bates v. State Bar*

of Arizona, 433 U.S. 350, and since that time attorneys and law firms seem to have fully embraced the idea. From blogs to Web sites to television commercials, there’s barely a medium left that some lawyer has not yet tried to use to market his or her services.

Our current favorite is Goldberg & Simpson’s running-lawyer floaty pen. What’s the story behind the writing instrument that the Louisville, Ky., firm’s lawyers are using—and liberally handing out?

“Basically we were trying to create an inexpensive, fun giveaway that would reinforce the firm’s brand as ‘the law firm that really moves,’ says Highland Park, Ill., law firm marketer Ross Fishman, the brain

behind the ballpoint. “We’re trying to show that firm is a creative, innovative firm—and also that they have a friendly culture that doesn’t take itself too seriously.” Write on!

—J.S.C.

