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Dear Readers,

With each passing year the needs of our members change and in turn so do the resources they require to practice with confidence.

AILA Insight, with its tag line “Insightful. Inclusive. Innovative” is our newest endeavor to meet these needs, as a collaborative publication featuring works from across the Association. Essentially, *AILA Insight* merges two of AILA’s most successful newsletters, Immigration Practice News (IPN) and the New Member Division Newsletter (NMD).

As always, you can expect to see articles written by your colleagues and peers, from new members crossing items off their “firsts” list to veteran immigration lawyers sharing years of experience (and everyone in between).

With this publication, we intend to showcase: AILA resources and how they enhance the practice of immigration law; immigration news and major AILA initiatives; ethical guidance and practice management information; professional development tools; and how best to navigate AILA and its communities.

Here’s to the future of immigration law, and AILA!

Sincerely,

Erica Brillson, *Membership Associate*

Paul Leahy, *Associate Director, Membership and Component Relations*

Maheen Taqui, *Practice & Professionalism Center Associate*

→INSIDE: [Future of Immigration Law Practice](#) • [Social Media Marketing](#) • [E-mail Habits](#) • [Health Break](#)

If I had a Crystal Ball: The Future of Immigration Law Practice

By: Kristina Rost



It is well-known that lawyers are notoriously lame in attempting to plan a future for their practices, and yet the future of the legal profession is changing to an unprecedented extent due to the latest recession, surge of technological advances and world globalization. This is one of the reasons bar associations nationwide are becoming more vocal in creating awareness of these changes. For instance, the State Bar of Wisconsin Board of Governors formed a Challenges to Legal Profession Committee that published a fascinating report in 2011 called “[The New Normal: The Challenges Facing the Legal profession](#)”. The report identified a few categories of challenges lawyers of tomorrow will likely encounter, such as economic pressures on the practice,

advanced technology and practice of law, regulation of legal profession, and new lawyers training and development. For immigration practitioners, a much narrower layer among the legal profession, these challenges can be analyzed through a prism of immigration law practice’s truly unique characteristics.

Economic pressures on the practice will certainly play a role in immigration law practice—with more sophisticated, internet-savvy clients emerging every day and with the world reacting to ongoing financial turbulence following the global economy crisis a few years ago. This may lead to the creation of competitive rates among lawyers in order to remain an attractive option to potential clients worldwide. Economic

pressure will also trigger practice diversification to net clients with a wide variety of issues. Practice diversification initiatives may also lead to forming more prominent alliances with relevant professional trades to enable a wide range of services and as a result, larger number of clients and better means of client retention. Lawyers making a conscientious choice of being “cutting edge” practitioners will also see the emergence of new practice areas which, in turn, will lead to new market opportunities.

Modern advanced technology and its speedy progress is also making a huge impact on the practice of law, and immigration is no exception. Today’s clients’ expectations are aligned with the progress of technology, and communication and matter resolution in a super-speedy manner is a must. Tomorrow, a law firm’s website is expected to be used not only as an information-sharing tool but also as an instrument which clients can use to maximize the efficiency of case processing and minimize legal fees. The virtual practice concept will also find its solid place in the immigration law hemisphere. Social media will continue

to propel marketing success, and those who have a good grip on this game will enjoy guaranteed results.

Regulation of immigration law practice, as well as the legal profession as a whole, will certainly remain a challenge in the future. Unauthorized Practice of Law (UPL) will likely mutate and will be harder to control. Regulating paralegals in this respect will remain an ongoing challenge. State rules will change to reflect the changes in socioeconomics, and immigration law itself will continue to evolve at a faster rate than it is today.

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AILA's Top 25 Practice Success Tips
(.PDF) FREE for Members

*Produced by AILA's Practice and
Professionalism Center*

Through AILA's Future of Immigration Law Taskforce appointed by President Victor Nieblas, AILA National is leading initiatives to explore the forces shaping the practice of immigration law including evolving practice technologies, emerging non-lawyer practitioners, consumer needs, adaptability of ethics rules to modern practice, and changing workforce demographics. The over-saturated legal market of today will likely see a decrease in its intensity in a few decades due to numerous repellents activated against lawyers and the current legal profession. Those who join in will be in need of sophisticated mentorship that specialized and state bars will have to be able to offer.

These are only a few general thoughts on what practice challenges await tomorrow. Overall, regardless of the intensity and impact each one of them would have on a particular practice, the key for all of us to stay in the game successfully is to remain competent and knowledgeable in our trade, aware of the changes in the profession and identifying available avenues to conquer them.

Kristina Rost is a partner at Maged & Rost, PC in Boston, Massachusetts. She provides immigration counsel to U.S. and international companies in various industries as well as to IRC 501 (c)(3) Nonprofit Organizations. Kristina is a member of the 2015-16 AILA Practice Management Committee and is a frequent presenter at AILA national and other immigration-related conferences, panels, and MCLEs.

Marketing through Social Media—Facebook is not just for Family Photos!

By: Tina M. Maiolo



There can be no question that social media has taken over many aspects of our lives. When it comes to marketing your practice, don't fight it—embrace it! The internet offers many wide-reaching, low cost options for marketing for firms of all sizes. For instance, depending on the medium with which you are most comfortable, you can increase your exposure, thereby heightening your profile and increasing your client base. The first step to effective use of social media marketing is to understand the goal. The goal is to portray yourself

and your business as knowledgeable, relevant and a thought leader. You must keep yourself visible to your audience by using social media often. The more your audience sees you on social media, the more likely they will remember your name when an issue arises.

The second step is choosing the social media platform that is right for you. Examine the target demographic of each social media platform; compare that target demographic of the social media platform to your targeted customers and clients; and, use the social media platform that provides the closest match. For example, if your target audience is business oriented, your best match might be LinkedIn. On the other hand, if your target audience is younger “up and comers,” your best match might be Instagram. Also, before you start your social media adventure, make sure you have your goals and a clear strategy in mind. How do you intend to drum up business using social media? One effective answer to that question

is by creating conversation. Creating conversation through social media, in turn, creates inquiries. Inquiries then create business.

So, how do you create conversation? Create conversation through effective content. Effective content must be readable, usable, informative and interesting to the targeted audience. Effective content should also be precise. Your audience needs to get the message quickly, or they will lose interest. Furthermore, conversation needs to be regular and often. Social media marketing is ineffective if messages become stale or outdated.

Conversations on social media can be created through several means, including the following:

1. Blog. By regularly updating or contributing to a blog, an attorney can demonstrate her expertise as a thought leader not only to

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prospective clients but also to industry colleagues looking for useful and up-to-date information. Many attorneys shy away from blogs because they erroneously think a blog must be maintained on a 24/7 basis. Instead, it is perfectly reasonable to blog two or three times a week, which keeps your audience informed. The more you blog, the more likely your site will get traffic from Google, Yahoo, Bing and all other search engines. Another interesting way to keep your blog relevant is to offer “guest blogging.” “Guest blogging” allows others to contribute a new perspective and offer another form of information to your audience. Finally, to maximize your exposure, vary your range of content and stay current and talk about hot topics.

2. Conduct Webinars and Post

Them. There are many inexpensive service providers you can use to host webinars. The beauty of webinars is that you have complete control over them while providing an interactive format for your audience. The key to an effective webinar, as with anything in the legal field, is proper preparation. Just as you would never go to court without having a well thought out, relevant and organized argument, you should

never conduct a webinar without the same preparation. Through almost all service providers, the individual conducting the webinar can require audience members to register. This is a great way to get contact information for your target client database, and allows quick and easy follow-up. To be effective, webinars should be conducted several times a year. Then, you can take the recorded webinar and post it, or links to it, on your social media sites—an easy way to stay relevant, stay visible and build your reputation in the community.

3. Conduct Podcasts and Post

Them. Podcasts are essentially recorded seminars. They allow your audience to listen to the content you are offering on their own schedule. Usually, podcasts are made up of one or more audio files that are released episodically, and downloaded through the internet in MP3 format. Like webinars, conducting podcasts is a great way to provide content-rich information to a captive audience in an interesting and memorable way. An important feature of the podcast is that it allows audience members to subscribe. With RSS feed syndication, subscribers are alerted when a new podcast is available, eliminating the need to implement a new marketing

campaign every time new editions are released.

4. If Time is Limited, Limit

Content. Blogs, webinars and podcasts are effective tools when we have the time. But, do not let limited time limit your social media presence. One of the best features of social media is that it is quick. With that in mind, stay relevant to your online community by posting other timely information—repost an interesting article or industry highlight or news about your business or upcoming events. This is your opportunity to be creative, create your online community and keep your audience engaged.

5. ALL OF THE ABOVE! We often hear about cross-marketing within a Firm, but online marketing is all about cross-marketing resources. Use each of the outlets to promote the other and maximize your exposure on social media. Once you have your webinars, podcasts and blogs—overlap them! Let the target audience know you are a leader in your field through content-rich information they can see at the click of a mouse. Then, once you have your infrastructure in place, watch your target client list grow.

Tina M. Maiolo, Esq. is a Partner in the DC law firm of Carr Maloney P.C. She is licensed to practice in DC, MD and VA and focuses her practice on immigration and employment law matters. She is the only appointed referral counsel for the Italian Embassy in the United States. Tina serves on the 2015-16 AILA Practice Management Committee.

Get Involved, Be an AILA National Volunteer!

Expand your network and sharpen your skills while strengthening the AILA community. There are many opportunities to get involved at all levels of the organization, as well as a wide range of time commitments that fit your schedule. Complete the online form to indicate your areas of interest and level of experience.

The call for national committee volunteers for the 2016-2017 term will close on February 19, 2016. If you have any questions, please contact volunteers@aila.org.

Members interested in getting involved at the chapter level are encouraged to contact the chapter directly.

Podcast: [Get Involved—Build Your AILA Presence and Community](#)

AILA Ethics Compendium: Modern Legal Ethics for Immigration Lawyers

The AILA Ethics Compendium is a comprehensive resource to help new and experienced, members, navigate ethics rules and ethical dilemmas that arise in immigration practice. Each chapter in the Compendium identifies a relevant ABA Model Rule, discusses the key terms used in the Rule, provides commentary for each sub-section, analyzes state rule variations of states that vary substantially from the ABA Rule, and offers immigration related hypotheticals.

Now in its third year of publication, the AILA Ethics Compendium covers seven ABA Model Rules in each individualized chapter. The rules include 1.1 (Competence), 1.3 (Diligence), 1.6 (Confidentiality of Information), 1.14 (Client with Diminished Capacity), 1.16 (Declining or Terminating Representation), 3.3 (Candor toward the Tribunal) and 5.3 (Responsibilities Regarding Nonlawyer Assistance).



Be More Efficient by Creating New E-mail Habits

By: Ruby Powers

Instead of e-mailing, what would you do with an extra 13 hours a week? I would be spending time with loved ones or perhaps fitting in a few extra consultations. Not everyone has a personal assistant to sort through all of the potential clients, questions, and run-of-the-mill spam that creeps its way in this day and age, fueling a compulsion towards an immediate, reactive sense of response in place of proactive management. We cannot let these disturbances disrupt the rest of our business throughout the day, and we have several choices at our disposal such as quickly e-mailing back that, though we cannot respond right now, we will get back to them soon with full attention. I believe strongly that you can manage your email to prevent it from managing you, and I want to recommend a few tips to refresh your work style and help skim excessive e-mailing:

- 1) Schedule a few times a day to review e-mails instead of having them open in the background. If it helps, set a timer during each session to keep



focus of your goals and order of business for the day. In a March *Fast Company* article, columnist Josh Seides recommends checking-in with it three times per day. In a recent study he sourced, conducted at the University of British Columbia, we reportedly check email 15 times a day. An editor for *Mashable* pointed out that loss of focus from switching

between tasks is taxing on the mind. If it helps, set a timer to trim your e-mail activity periodically.

- 2) Only check e-mail when you accomplish a big task to keep your big-picture focus into perspective.
- 3) It is okay to use an automated response for frequently asked

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questions. Filter out priority emails and either file them away or categorize them in a meaningful system to your practice. Gmail, for example, has several features such as 'mark important', starring and color coding which are helpful in prioritizing e-mails for faster access and automatically delegating incoming messages for later access.

Some follow the D's system: Delete, delegate, defer, or do. This maintains a higher standard of organization as well as a means of keeping you from checking your email late at night. With business occurring in different time zones, another option is to allow yourself

to only check your email at morning and night. Others make sure to turn off the email notification on their phones and focus on a to-do list for the day. Make sure to include checking email on the to-do list so it remains a priority and in doing so you allow yourself the opportunity to attend to other tasks for the day.

Josh Seides writes six helpful guidelines in a recent column for *Fast Company* you may consider. He recommends scheduling purging times three times daily; differentiating e-mails by priority; being mindful of the perceived notion of immediacy for 'unread messages' you might be habit to; saving time by doing

less; and keeping template responses to personalize.

With the increased prevalence of social media applications, some are removing their email from their business cards, and making their e-mail accessible through their website or social media. This encourages potential clients to reach out directly through phone to schedule face to face interactions. Thankfully Skype is free. Other services and social media create a new landscape of sharing information internally as well as with potential clients for faster communication. Because communication has become so much faster, newer boundaries of when to

respond and what is an appropriate amount of time in between each contact are constantly being explored.

Hopefully you can find your happy balance so that email doesn't take over your life and daily schedule!

Ruby L. Powers is the founder of Law Office of Ruby L. Powers, P.C. located in Houston, Texas, focusing her practice on waivers of inadmissibility, asylum, deportation, family- and employment-based petitions. She serves as the AILA Texas Chapter Advocacy Co-Chair and is the Chair of AILA's 2015-16 Practice Management Committee.

Take a Health Break

By: Beatriz Hernandez



Being an attorney, especially an immigration attorney, is an exciting and stressful job. The constant changes in immigration law and the excitement of future proposed changes to the law are sure to keep the adrenaline going and the stress high.

As a profession, attorneys work hard, spending long hours in the office, slouched at a desk, surviving off of caffeine and quick, often unhealthy food.

We put our health to the side to focus on the success of our cases.

It is important to stop and take at least 10 minutes every morning for yourself. There are 1,440 minutes in a day, can we commit to setting aside at least 10 of those minutes for our health?

Here are a few suggestions on how to spend those 10 minutes:

Silent sitting: a quick hop on the Internet will show the powerful benefits of meditation. This practice has been around for ages. Some find it hard to meditate, but after continuous routine, it will become a habit. No music, videos, classes or chanting necessary-just a simple pillow placed in one corner of your office. Set the timer and sit silently with your thoughts. Focus on your breath, focus on making your inhales equal to your exhales. It is

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amazing where your mind will take you. You may even experience an intense relaxation, like you are just coming back from vacation!

Morning Yoga sequence: Perhaps you don't have the time to commit to a 60 minute yoga class, but even just a 10 minute sequence will prove beneficial. It is important to start the morning waking up the body. Just like we wake up our mind with a shower, the morning news and a strong cup of coffee, we should create a habit of waking up our body with a focused stretch sequence. You even can flow through the following sequence while your coffee is brewing:

- Place your palms face down on a desk, fingertips facing the computer, hips width apart. Now turn your fingertips to face your body. Hold for 1 minute. You should feel the stretch in your wrists-great for heavy typers! Now turn your palms to face the ceiling and hold again for another minute.
- Reach both arms to the sky; biceps framing your ears-feel a long stretch in your front body, maybe even slightly bend back. After a few breaths, your right hand grabs your left wrist and stretch your body to the right side of the room. Back to center and then switch, left hand grabs the right wrist and stretch your body to the left side of the room.

- Standing at your desk, fold at your hips, fingertips touch the ground, rest on your shins, or grab opposite elbows. Relax your neck; let your brain dangle to the earth. Hold this pose for several breaths; feeling your body completely let go and relax. If you are feeling adventurous, maybe sway back and forth!
- Finally sit up tall in your chair. Take your left hand to the outside of your right knee, your right hand at the small of your back and twist to the right. Remember to breathe through this twist to detox your body, feel your organs wringing out. Repeat on the left side. This one is great for Monday mornings!

Juice: Attorneys are always on the go. The quicker the meal the better! A juice is not only nutritious and filling, but pretty much anyone can do it...no baking, pots, or pans! A simple juice can be whipped up in less than a minute, leaving you the remaining 9 minutes to sip, enjoy and relax knowing you are receiving a ton of essential vitamins. Just like Popeye, you have got to eat your spinach! Tomorrow morning why not try out this juice recipe:

- 1 cup kale or spinach
- 1 cup blueberries
- 1 green apple
- 1 inch ginger
- Ice and water to your desire
- Blend and enjoy!

Remember, 10 minutes a day is all that it takes to significantly improve your health and well-being. You will have less stress, and more patience. After a few weeks, the entire office will want to know your secret.

Beatriz Hernandez is an Immigration Attorney, Certified Yoga Instructor, Brazilian jiu jitsu competitor and Body Building athlete.

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