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MEDIA ADVISORY

March 15, 2011

Marc Morial, National Urban League CEO, to Deliver Keynote Address at LSBA Conclave on Diversity in the Legal Profession

WHO: Marc H. Morial, current president and CEO of the National Urban League, is the keynote speaker for the Louisiana State Bar Association's (LSBA) fourth annual Conclave on Diversity in the Legal Profession. Morial will discuss "The Diversity Rain Dance: Examining the Future Impact of the 2010 Census on Louisiana's Economy, Government, Litigation and Legal Profession." (Morial's profile included below.)

WHEN: Friday, March 18, 2011 • New Orleans Marriott at the Convention Center
859 Convention Center Blvd., New Orleans • Blaine Kern Ballroom C-F (1st Floor)
Conclave, 8 a.m.-5:30 p.m.; Morial's keynote, 12:45-1:30 p.m.
(Media covering the keynote are asked to arrive between noon-12:15 p.m.)

WHAT: The LSBA has partnered with the Louisiana Supreme Court and several local and specialty bars to offer a full day of programming for its popular conclave, this year with the theme "The Professional Workplace: Implementing Solutions and Cultivating An Inclusive Atmosphere." Other conclave sessions include: "Acquiring the Tools and Sowing the Seeds," facilitated by Wendell L. Griffen and Manny Brandt with Griffen Strategic Consulting, P.L.L.C., designed to increase participants' cultural awareness and enhance personal skills in cross-cultural situations; "Pruning and Weeding Hot Diversity Buttons with Cultural Competence," featuring a panel of Louisiana practitioners with diverse backgrounds addressing race, gender, immigration, sexual orientation and disability; and "Realizing the Harvest Beyond the Business Case for Diversity: Implementing Action," featuring a panel of in-house counsel and executive managers discussing diversity policies and initiatives. (For a full conclave schedule, go to: <http://www.lsba.org/2007cle/seminardetail.asp?CLEID=165>.)

Media RSVPs: Media outlets planning to cover the keynote address (or interested in the full conclave) are encouraged to RSVP by 4:30 p.m. Wednesday, March 16. Contact Kelly McNeil Legier by phone at (504)619-0129 or e-mail kelly.legier@lsba.org.

The LSBA's Young Lawyers Section is co-sponsoring the keynote speaker. The Louisiana Association of Black Women Attorneys is sponsoring the reception following the conclave, along with Carver, Darden, Koretzky, Tessier, Finn, Blossman & Areaux, LLC; Aaron PLC; Broussard Baloney Law Firm, APC; Office of the Louisiana Attorney General, James D. "Buddy" Caldwell; Kuchler Polk Schell Weiner & Richeson, LLC; and Sher Garner Cahill Richter Klein & Hilbert, LLC.

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Profile of Marc H. Morial
President and CEO, National Urban League

In a professional career spanning 25 years, Marc H. Morial has become one of the most accomplished servant-leaders in the nation. As an entrepreneur, he started several successful small businesses — an apparel wholesale company, a special events company and a janitorial company, his first venture at age 15 with two childhood friends. As a lawyer, Morial won the Louisiana State Bar Association's Pro Bono Publico Award for his legal service to the poor and disadvantaged. He also was one of the youngest lawyers, at age 26, to argue and win a major case before the Louisiana Supreme Court. As a professor, he served on the adjunct faculty of Xavier University in Louisiana, where he taught constitutional law and business law. As a Louisiana State senator, he was named Legislative Rookie of the Year, Education Senator of the Year and Environmental Senator of the Year, while authoring laws on a wide range of important subjects.

As mayor of New Orleans, he was a popular chief executive with a broad multi-racial coalition who led New Orleans' 1990s renaissance and left office with a 70% approval rating. With vigor and creativity, he attacked his city's vast urban problems. Violent crimes and murders dropped by 60%, the unemployment rate was cut in half, and New Orleans' poverty rate fell according to the 2000 Census. The city's economy experienced its most dramatic growth in more than 20 years as the Convention Center was expanded, thousands of new hotel rooms were built, the Downtown Casino and Sports Arena opened, and New Orleans hosted Super Bowls, music festivals, and international and hemispheric summits. The NBA also returned to New Orleans as he led the effort to relocate the Hornets from Charlotte, N.C. During his tenure, New Orleans won the All-American City Award in 1996 for the first time in 50 years, as well as the prestigious City Livability Award, and finished first in the National Night Out Against Crime Competition on two occasions. He produced eight balanced budgets and led the passage of a new City Charter which authorized the creation of a City Revenue Estimating Conference, an Ethics Board and Inspector General. Elected by his peers as president of the bipartisan U.S. Conference of Mayors (USCM), he served during the 9/11 Crisis and championed the creation of the Department of Homeland Security and the federalization of airport security screeners. The USCM achieved unparalleled visibility and prominence under his leadership.

As president of the National Urban League since 2003, he has been the primary catalyst for an era of change — a transformation for the nearly 100-year-old civil rights organization. His leadership has expanded the League's work around an empowerment agenda, which is redefining civil rights in the 21st century with a renewed emphasis on closing the economic gaps between the races as well as rich and poor Americans. Under his stewardship, the League has had record fundraising success towards a \$250 million, five-year fundraising goal and he has secured the BBB nonprofit certification, which has established the NUL as a leading national nonprofit. His creativity has led to initiatives such as the Urban Youth Empowerment Program to assist young adults in securing sustainable jobs and Entrepreneurship Centers in five cities to help the growth of small businesses. He also created the National Urban League Empowerment Fund, which has pumped almost \$200 million into urban impact businesses including minority business through both debt and equity investments.

A graduate of the University of Pennsylvania with a degree in economics and African-American studies, he

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also holds a law degree from the Georgetown University Law Center in Washington, D.C., as well as honorary degrees from Xavier University, Wilberforce University and the University of South Carolina Upstate. He serves as an Executive Committee member of the Leadership Conference on Civil Rights, the Black Leadership Forum and Leadership 18, and is a Board Member of the Muhammad Ali Center and the New Jersey Performing Arts Center. He has been recognized as one of the 100 most influential Black Americans by Ebony Magazine, as well as one of the Top 50 Nonprofit Executives by the Nonprofit Times. Morial has an adult daughter and is married to broadcast journalist Michelle Miller. Together, they have two children.

The Louisiana State Bar Association assists its more than 21,000 members in the practice of law. The statewide association, as part of its multi-faceted mission, promotes and maintains access to justice initiatives for the state's residents, assists the Louisiana Supreme Court in its regulation of the practice of law, upholds the honor of the courts and the profession, and supports programs that increase public understanding of and respect for the law.

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