

**Richard P. Lemmler, Jr.**  
Ethics Counsel  
Louisiana State Bar Association



Richard P. Lemmler, Jr. has been Ethics Counsel for the Louisiana State Bar Association since May 1, 2002. Until mid-September 2011, he and his staff were responsible for the day-to-day operations, administration and on-going promotion of the LSBA's Ethics Advisory Service, providing confidential, informal advice and ethics advisory opinions, as needed, to the nearly 23,000 lawyer members of the Association, including advice and opinions on proposed lawyer advertising. While still regularly involved with offering advice and opinions through the Ethics Advisory Service, Mr. Lemmler now focuses the majority of his time on the day-to-day operation and administration of the LSBA's lawyer advertising filing and evaluation program—ensuring that Louisiana lawyers have ready access to information, guidance and educational opportunities regarding advertising their legal services ethically within Louisiana. He also continues to work very closely with the LSBA Rules of Professional Conduct Committee.

Prior to June 2008—and resuming again in February 2017—he has also offered staff support to the LSBA Legislation Committee, as well as to a variety of subcommittees for other LSBA standing committees. Mr. Lemmler is frequently called upon to teach and speak about legal ethics (and, occasionally, professionalism), including lawyer advertising, averaging 25 to 40 one-hour presentations per year at CLE seminars all around—and sometimes outside of—the State of Louisiana. He has written a number of articles for the *Louisiana Bar Journal* over the last 16+ years. And he was presented the LSBA President's Award in June 2007 for his service to the LSBA Rules of Professional Conduct Committee on the Bar's lawyer advertising initiative.

Before joining the LSBA staff, Mr. Lemmler practiced law in New Orleans for 14 years as a solo, general practitioner. He also served two consecutive three-year appointments to the Louisiana Attorney Disciplinary Board, first as a Lawyer Member of a disciplinary hearing committee and then as Chair of a hearing committee.