



**Richard P. Lemmler, Jr.** has been Ethics Counsel for the Louisiana State Bar Association since May 2002. Until mid-September 2011, he and his staff were responsible for the day-to-day operations and administration of the LSBA's Ethics Advisory Service, providing confidential, informal advice and ethics advisory opinions as needed to the nearly 21,500 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 operation and administration of the LSBA's lawyer advertising filing and evaluation program, while continuing to work very closely with the LSBA Rules of Professional Conduct Committee. Prior to June 2008, he also offered staff support for several consecutive years 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 speak about legal ethics, including lawyer advertising and he has written a number of articles for the Louisiana Bar Journal. 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.