

Dallas Business Journal

Choose Another City: Site | [News](#) | [Videos](#) | [Jobs](#) [Search Archive](#)
[HOME](#) | [NEWS](#) | [SMALL BUSINESS](#) | [SALES & MKTG](#) | [REAL ESTATE](#) | [EVENTS](#) | [DIRECTORY](#) | [CAREERS](#) | [TRAVEL](#) | [MORE TOPICS](#)
[Beginners to Bigshots](#) | [U.S. business news](#)[Event Photos](#) | [Email Alerts](#) | [Book of Lists](#) | [Subscribe - 4 Free Issues](#)**EXCLUSIVE REPORTS**[Dallas](#) > [Print Edition](#) > [Industries](#) > [Legal Services](#)[Subscribe to Dallas Business Journal](#)

Friday, September 17, 2010

Corporate attorney network raises Dallas CASA's profile

Dallas Business Journal - by [Katherine Cromer Brock](#) Assistant Managing Editor
[Print](#) | [Email](#) | [Reprints](#) | [RSS Feeds](#) | [LinkedIn](#) | [Share](#) | [Comments](#)
Related News[CFO Insights](#)[Nonprofit execs boost arsenal at boot camp](#)[TI to benefit as chip sales rise 35%](#)[Highwoods buys Crescent Center for \\$52.6 million](#)[Boston Properties buying big in South Bay business parks](#)**Find Executives**[J.C. Penney Co.](#)[Brinker International](#)[Texas Instruments](#)[Archon Group](#)[Pioneer Natural Resources](#)[Exxon Mobil](#)

On its 30th anniversary, Dallas CASA is reaching out for volunteers — by reaching into local corporations through the creation of a network of 30 inhouse corporate attorneys.

The nonprofit, which provides volunteer advocates for neglected and abused children in court, has traditionally connected with law firms as an avenue to spread the word about the organization, said Madeleine Johnson, general counsel for Southwest Airlines and co-chairwoman of Dallas CASA's 30th anniversary campaign.

"A lot of litigation firms have been plugged in, which is terrific," Johnson said. "It made a lot of sense for (CASA to start) a broader initiative to raise awareness among general counsel."

Johnson worked with Ron Barger, general counsel for [Archon Group](#), and Mark Berg, executive vice president and general counsel with [Pioneer](#)

[Natural Resources](#), to create CASA's new Leadership Council of 30.

The group is a collection of attorneys from some of the largest corporations in North Texas, including [Exxon Mobil](#), [J.C. Penney Co.](#), [Texas Instruments](#) and [Brinker International](#).

"We simply brainstormed and thought of friends and colleagues we have in similar positions in high-profile companies," Barger said. "Once you create the momentum, it's only going to accelerate."

Dallas CASA has 42 full-time employees and an annual budget of nearly \$3 million, said Beverly Levy, executive director of the organization.

There are more than 500 volunteer advocates working with Dallas CASA, serving about 1,250 children this year.

Every day in Dallas, there are more than 2,000 children in protective custody, Levy said.

The goal of the new outreach initiative is to increase the number of volunteer advocates by 30 percent over the next two years, she said. And she believes this gathering of attorneys can help.

Sponsored Links

American Express – Savings Accounts
FDIC Insured Savings Accounts with No Monthly Fees or Minimum Balances.
[PersonalSavings.AmericanExpress.com](#)



Make Money In Real Estate
Free Video Reveals The #1 Secret To Riches With Real Estate. Watch Now!
[www.REMentor.com](#)



Penny Stock Tips That Pay To Trade
Expert Analysis Help Guide You! Free Top Rated Penny Stock Alerts. Join Today!
[www.PennyPayday.com](#)

DailyUpdate

Get the latest local business news delivered to your inbox every afternoon

Email Address **SITE SECTIONS**

Small Business Center

Sponsored by
Fairfield

[Visit the Small Business Center](#)

Entrepreneur Success Stories

[Find out how they made it](#)

Daily Update

[Sign up for the Daily Update](#)

Company Watch

[Get started now](#)

Levy said while CASA is in need of advocates, many of whom have a legal background, there are other needs throughout the organization, including auxiliary volunteers and donors.



There are more than 19,000 nonprofit organizations in North Texas, said Cynthia Nunn, president of the Dallas-based [Center for Nonprofit Management](#), and they're all competing for the same money and the same "mission space."

"It's a brilliant way to get it done," Nunn said of CASA's strategy.

"We are in an industry where word of mouth is an excellent way to gain visibility and support. There's probably nothing greater than that, especially if people are connected to the organization and know the mission."

kcromerbrock@bizjournals.com | 214-706-7112

[Contact the Editor](#) [Need Assistance?](#) [More Latest News →](#)

	<p>Hot Stock Alert - EHSI</p> <p>Profit From Healthcare Explosion. New Millionaires Created Today! EmergingHealthcareSolutionsInc.com</p>		<p>ATS, Recruiting & Onboarding from iCIMS</p> <p>Easy reports, best in breed service, superior communication and more!... www.iCIMS.com</p>
<p>Ads By Marchex</p>			

Most Read Stories

- [Southwest Airlines a step closer to adding new, larger jets](#)
- [Exxon mum on Argentine sale rumors](#)
- [DISD chief Hinojosa said to be leaving](#)
- [Architectural firm leases historic Dallas space](#)
- [Brinker stock price dips as CFO resigns](#)

Most Emailed Stories

- [McCarthy, Balfour Beatty win hospital job](#)
- [Glazer's buys Prestige Wine Cellars](#)
- [Behringer Harvard buys Fla. apartments](#)
- [HKS launches space-use research center](#)
- [Banking & Finance: Out of Balance](#)

Add New Comment

Beverly L. ([change settings](#))

0 comments 1 like received

[Logout](#)

Type your comment here.

Post as Beverly L.

Showing 0 comments

Sort by [Newest first](#) [Subscribe by email](#) [Subscribe by RSS](#)


comments powered by [DISQUS](#)


Business Pulse Survey

Should the government regulate restaurant menus?

- Yes. Diets are raising health care costs.
- Yes. I like knowing exact calories.
- No way. This is big brother gone mad.

CITY GUIDE SPOTLIGHT - DALLAS


[Attractions in Dallas](#)
[Cocktails in Dallas](#)
[Hotels in Dallas](#)
[Restaurants in Dallas](#)

Sponsored by: 

Sponsored Links



Register for the SAP HR Resource Center
 Talent Management Solutions, Whitepapers, Webcasts and More - Register Today
www.sap.com



Make Money In Real Estate
 Free Video Reveals The #1 Secret To Riches With Real Estate. Watch Now!
www.REMentor.com



SAP CRM Resource Center
 Register to learn about CRM, access whitepapers, read success stories and more
www.sap.com

SMALL BUSINESS RESEARCH

Outsourcing Application Management Provided Predictability and Tangible Cost Savings for Leading Man: Outsourcing application management is becoming increasingly importa...



12 Steps to Ensure Successful SaaS Delivery - Protect revenue, renewals & customer satisfaction: Software-as-a-service (SaaS) continues its fast-paced growth as com...



5 Strategies for Generating Revenue Using Sales Triggers: What If You Could Find The Prospects Who Are 8x More Likely to Buy?...



see more research...

- No. I like to enjoy my fries w/out guilt.
- Uncertain (Share your thoughts below).

bizjournals Partners

FOCUS 10 ESSENTIAL PRODUCTS FOR EVERY SMALL BUSINESS **GET FREE RESEARCH**

Business Travel Center Find local hot spots in over 40 cities
local city guides

Dallas Real Estate

powered by [LoopNet](#)

Featured Property

Price: \$5,750,000
Building Size: 44,691 SF
Use Type: Sale



→ [More Dallas Real Estate](#)

SPOTLIGHT EMPLOYER



Central Intelligence Agency

In 1947, President Harry S. Truman signed the National Security Act, creating the Central Intelligence Agency (CIA) with a mission to advise the President on intelligence matters related to national security. Today, as the premier agency responsible for providing global intelligence on the ever-changing political, social, economic, technological and military environment, the CIA accomplishes its mission through research, development, and deployment of high-leverage intelligence-gathering technology.



[View Company Profile](#)

Search Press Releases

- [View all Dallas Press Releases](#)
- [View ALL Press Releases](#)

Search by Company, Organization, or Keyword

Content provided by PR Newswire. [Learn more about this service.](#)

 **Crowe Horwath™** A Guide to the Entire Life Cycle of Acquiring Failed Institutions 

Use of, or registration on, this site constitutes acceptance of our User Agreement and Privacy Policy.

ONLINE: [home](#) | [business news](#) | [small business](#) | [sales & marketing](#) | [real estate](#) | [events](#) | [directory](#) | [careers](#) | [city guide](#) | [advertise](#) | [about us](#) | [rss](#)

PRINT: [subscribe](#) | [renew](#) | [advertise](#) | [book of lists](#) | [business intelligence](#) | [classifieds](#) | [view digital edition](#) | [article reprints rights](#) | [purchase single copies](#)

AFFILIATES: [Portfolio](#) | [SportsBusiness Journal](#) | [SportsBusiness Daily](#) | [Sporting News](#) | [Mass High Tech](#) | [TechFlash](#) | [Sustainable Business Oregon](#) | [ABJ Entrepreneur](#)

© 2010 American City Business Journals, Inc. and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.