CAI Celebrates National Women’s History Month

Spotlighting women leaders in the community association industry.

What is the best career decision you have made, and how has that impacted your career path?

The best career decision I have made thus far was using my legal expertise to expand beyond the practice of law. This included starting a condominium media company to launch the first ever condo trade show in Toronto, as well as a national condominium television show. As a result of this, I was able to establish a profile which led to an expanding client base and a huge network of condominium contacts.

"By going outside of the traditional legal practice, I was able to effectively market myself and my expertise."

How did you climb the ladder in your field and what was the experience like?

Did you feel that there was room to negotiate and move up and if so, what was your experience like?

By going outside of the traditional legal practice, I was able to effectively market myself and my expertise. One thing led to another. Television appearances led to radio shows. This in turn led to interviews by various media, writing, and speaking opportunities. Once I had established a successful practice, I was approached by law firms, offering various opportunities.

What do you foresee as the biggest opportunity to the generation of women behind you in this field?

Can you describe the level of support that you received from other women in your field and how did women specifically give you that support?

The majority of my support has come from male, not female, mentors who have been there throughout my twenty-five years of practice. I have received some support and encouragement from women in other practice areas, which relate to condominium associations, such as property management and engineering, where they themselves have risen to the top in their professions. That is a bond that we share.

What advice would you give to aspiring young, women professionals in our field?

Don’t be a generalist. Specialize and become the expert in your field. Be creative and think out of the box. Service your client so that they feel that they always feel they are the top priority.

Denise Lash