Maria Luisa "Lulu" Flores

Equity Partner & Senior Legal Counsel

Phone: 512.439.3200
Fax: 512.439.3201

Overview

As a founding member of Hendler Flores Law, Lulu is a senior legal advisor and equity partner. She provides strategic counsel regarding the firm's cases and business development opportunities. Lulu devotes a substantial amount of her time to community service and public interest work.

Recognized as a community and political leader in Austin and throughout the US, Lulu brings a broad range of experience to our firm. She was the Legislative Director at the Mexican American Bar Association of Texas and the Assistant Director for Intergovernmental Affairs and Alternative Fuels Policy at the Railroad Commission of Texas. She has been the Director of Governmental Relations at the State Bar of Texas, and has served as attorney liaison at Baron & Budd, of Dallas, TX.

Lulu earned a Bachelor of Arts with High Honors in Government from the University of Texas at Austin and attended the University of Texas School of Law on an academic scholarship where she earned her Juris Doctor degree.

Lulu has long been committed to women's issues and the fight for equality. She served two terms as President of the National Women's Political Caucus, the second Texan to hold that office - the first being the legendary Sissy Farenthold.

While attending law school she worked for the first Mexican American woman ever elected to the Texas House of Representatives and helped draft the state's first domestic violence legislation. She demonstrates her ongoing commitment to these causes through her active service on volunteer boards; including 7 years with the local chapter of Planned Parenthood, 3 years with the Battered Women's Center, and 10 years with the Texas Advocacy Project, where she also served as Board Chair.

In 2010, the Hispanic National Bar Association recognized Lulu as the National Latina Lawyer of the Year. That same year, IMAGEN Foundation named her the National Latina Leader in Advocacy. In 2020, she received the Distinguished Lawyer Award from the Austin Bar Foundation for over 30 years of service and distinction.

An active member of the Bar, she is also a past President of the Austin Hispanic Bar Association, a former President of the Mexican American Bar Association of Texas, and a former Chair of the State Bar Hispanic Issues Section. She is a Life Fellow of the Texas Bar Foundation.

She resides in Austin, Texas with her husband and law partner, Scott Hendler.

Affiliations

Leadership & Advocacy

- Former Legislative Director at the Mexican American Bar Association of Texas
- Past Assistant Director for Intergovernmental Affairs at the Railroad Commission of Texas
- Former of Governmental Relations at the State Bar of Texas
- Former attorney liaison at Baron & Budd, of Dallas, TX for a transnational mass tort case
- National Women’s Political Caucus: Past President (two 2-year terms); Board of Directors (20 years); current member of Political Planning Committee
- Texas House of Representatives, worked for first Hispanic woman elected to Texas Legislature, helping to draft and enact the state’s first domestic violence legislation
- University of Texas Center for Women and Gender Studies, Community Advisory Board member

- University of Texas Center for Women and Gender Studies' NEW Leadership Texas Program to help college women develop leadership and political skills, Faculty in Residence
- Planned Parenthood, Board member (seven years)
- Battered Women's Center, Board member (three years)
- Women's Advocacy Project (now Texas Advocacy Project), Board member (ten years, four years as Chair)

Texas Bar member:

- State Bar of Texas Hispanic Issues Section, current member and past Chair
- Hispanic Bar Association of Austin, past President
- Hispanic Bar Association of Austin Charitable Foundation, Board Member
- Mexican American Bar Association of Texas, past State President
- Texas Bar Foundation, Life Fellow
- Austin Bar Association
- Travis County Women Lawyers Association
- Travis County Women Lawyers Foundation, Fellow and former Chair

Honors

- Travis County Democratic Party, Trio of Stars Award (2015), for dedicated service to the Democratic Party and candidates
- Hispanic Bar Association of Austin, President's Award (2014), for outstanding service to the community
- UT Chicano/Hispanic Law Student Association, Spirit of Community Award (2013)
- City of Austin Commission on Women, Inductee, Austin Women's Hall of Fame (2013)
- Travis County Women Lawyers' Association, Pathfinder Award (2012), for outstanding service to the legal community and continued inspiration as a role model and trailblazer
- UT Chicano/Hispanic Law Student Association, Mujeres en Accion Award (2012)
- YWCA-Austin Woman of the Year Lifetime Achievement Award (2011)
- Travis County Women Lawyers' Association Outstanding Achievement Award (2011)
- Imagen Foundation, Latina Leader in Advocacy (2010)
- Hispanic National Bar Association, Latina Lawyer of the Year (2010)
- LULAC Council 650 Advocate for Women Award (2010)
- NWPC-Texas Good Gal Award (2008)
- South Austin Democrats "Yeller Dawg" (2007)
- State Bar of Texas President's Certificate of Merit (2006)

- Austin Women's Political Caucus President's Award (2005)
- Capital Area Democratic Women Champion (2003)
- John Ben Sheppard Public Leadership Forum Outstanding Local Leader (2000)
- Travis County Women Lawyers' Association Contributions to the Minority Community Award (1995)

Education

- University of Texas at Austin, B.A. with High Honors in Government, 1977
- University of Texas School of Law, J.D., 1980