

NALP 2009 Annual Education Conference
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**Turning Chaos Into Opportunity:
 Managing Expectations and
 Ensuring Resiliency in an
 Economic Downturn**

Amee McKim, Hunton & Williams LLP
 Pam Occhipinti, Loyola University New Orleans College of Law
 Gina Rowsam, Oklahoma City University School of Law



Managing Information

- Assessing Headlines
 - Go Beyond
- Global Economics
 - Basic Understanding
- Trends
 - Hot & Cold Areas
 - Geographic
 - Others

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Current Market Experiences



- Alumni
- Students
- Community
- Classes
- Programs

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Reaction and Advice

- Student
 - Feedback
- Peers
- Assistance
- Budget



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Remaining Effective and Adding Value



- Connect
- Stay Busy
- Read
- Change?
 - Timing
 - Location
- Stay Motivated
- Isolation

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Alternative Approaches

- Leverage Existing Resources
- Implement New Resources



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Managing Expectations



- Education is Key
- Excuses
- Involve Stakeholders, Naysayers, and Likely Detractors
- Develop Plan
- Do Not Assume

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Identifying and Employing Creative Strategies

- Share and Obtain Information
- Barter System
- Increase Participation
- Ask
- Explore
- Recognize
- Re-tool



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Contact Information

Amee McKim, Legal Recruiting Director
Hunton & Williams LLP
amckim@hunton.com
804.788.7395

Pam Occhipinti, Director - Career Services
Loyola University New Orleans College of Law
occhi@loyno.edu
504.861.5645

Gina D. Rowsam, Assistant Dean - Professional and Career Development Center
Oklahoma City University School of Law
growsam@okcu.edu
405.208.5332

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