

**Raising Your School's Profile in the Land of Opportunity:
The Smaller Firm Market**

NALP ANNUAL CONFERENCE 2012

Presented by:

Samantha Williams, Director of Employer Relations, Sandra Day O'Connor College of Law at ASU
Linda Calvert Hanson, Director of Center for Professionalism, The Florida Bar

HANDOUT/RESOURCE GUIDE

NALP RESOURCES:

(Conference handouts and NALP Bulletins available on NALP website)

NALP CONFERENCES & WEBINARS

2007 Conference:

Reaching Out to Small and Medium Size Law Firms: Best Practices for Marketing and Connecting with Your Target Market

Linda Jones

Elizabeth Wefel

2008 Conference:

Small Firms: How to Locate, Get In, and Reach Out to Them

Kim Fields

Victoria Huber

Anthony Waller

2009 Conference:

Reaching Out to Small Firms Through Effective Programming

Libby Davis

Ilona Deremer

Samantha C. Williams

2010 Conference:

Preparing Your Students and Redesigning Your Outreach Efforts to Effectively Reach Small Firms

Samantha Williams

2011 Conference:

Small Firms = Big Markets

Linda Calvert Hanson

Samantha Williams

2012 webinar:

Connecting Students to Small and Mid-Sized Law Firms: What Newer CSO Professionals Need to Know

Linda Calvert Hanson

Samantha Williams

NALP BULLETIN ARTICLES ON SMALL FIRMS:

Understanding the Really Big Employers: The Small Firms That Hire So Many Law Grads (August, 2001), Christopher R. Kaup and Vicki Huebner

How Law Schools Can Market to Small Firms (October, 2001), Beth Hansen

Employers' Perspectives on the Ideal Small Firm Associate: Recruiting the "Total Package" (January, 2002), Tracy N. Evans

Preparing Students for the Small Firm Market (February, 2002), Linda Calvert Hanson

Encouraging and Nurturing Relationships with Small Firms (April, 2002), Mary Beth Poma

How to Create a Successful Small Firm Recruiting Program (August, 2002), Catherine K. Fitch
Big News in Small Print: A Focus on Small Firm Salaries (September, 2002), Vicki M. Huebner
Connecting Students to Small and Mid-Size Employers (March, 2003), Donna Gerson
Gender Specific Motivation Factors in Solo and Small Firm Practice (May, 2003), Beth Hansen
Outreach Strategies to Attract Small and Mid-Size Employers (September 2003), Donna Gerson
One-on-One With Smaller Firms: How Do They Hire? (October, 2003), Kirsten ButleRitchie
Small Firm Hiring—An Employer Perspective (December, 2003), Wendy L. Werner
Looking Outside of the Box: Marketing Small and Medium Law Firms (April, 2004), by Mary Beth McCausland and Joyce Shtofman
Beyond the Large Firm: Medium and Small Firm Employers (November, 2004), Jeanine Dames and Kerry Frank
Re-evaluating Approaches for Reaching Smaller Firms (December, 2004), Kirsten ButleRitchie
Increase Student Job Opportunities with an Effective Small Firm Strategy (March, 2006), Janice Manganello
Advocating for a Job: How to Train Students to Negotiate with Small and Mid-Sized Firms, (September, 2006), Michele E. Hoff
Newcomer's Corner: Increasing Small and Medium Firm Opportunities for Students (February, 2007), Eric J. Stern, Esq.
Small Firm Outreach: A Two-Way Street (February, 2008), Samantha Williams
The Good, the Bad, and the Ugly: Lessons Learned from Five Years of Small Firm Weeks (April, 2012), Samantha Williams

OTHER RESOURCES:

<http://www.entrepreneurship.org/en/entrepreneurship-law/law-school-courses.aspx>

PRESENTERS' CONTACT INFORMATION:

Samantha Williams, Director of Employer Outreach, Sandra Day O'Connor College of Law at ASU
Samantha.C.Williams@asu.edu
480-727-7092

Linda Calvert Hanson, Director of the Center for Professionalism, The Florida Bar
lcalvert@flabar.org
850 (561-5747)