

ALUMNI PROGRAM ARTICLE RESOURCE AND REFERENCE INFORMATION

1. *The Value of a Strong Alumni Program*, Julie Stauffer (Canadian Bar Association, CBA PracticeLink In Depth, 2014).
2. *Engaging Your Alumni: Ideas for Every Law Firm Budget*, Sheri Askinazi and Erin Core Kinsella (NALP Bulletin, January 2014).
3. *Never Say Goodbye to a Great Employee*, Tammy Erickson (Harvard Business Review Blog Network, December 19, 2013).
4. *A Simple Way to Get a Handle on a Company's Culture*, Sallie Krawcheck (LinkedIn, December 4, 2013).
5. *Internal Communications and Buy-In: Critical Success Factors for Law Firm Alumni Programs*, Abby Raanan and Leo Strupczewski (NALP Bulletin, October 2013).
6. *Don't Let the Door Hit Them on the Way Out! Counseling Your Alumni Before and After They Leave*, Julie Anna Alvarez and Norma F. Cirincione (2013 NALP Annual Education Conference, April 2013).
7. *Understanding the Value of Your Alumni*, Sharon Melt Abrahams, Sarah Fineberg-Lombardi, and Jennifer Young (Practice Innovations, Thomson Reuters, October 2012, Volume 13, Number 4).
8. *Alumni Programs 101: How to Create an Alumni Program at Your Law Firm*, Carol Sprague and Amy Sladczyk Hancock (NALP Webinar, May 1, 2012).
9. *Harnessing Your Alumni Power*, Carrie Weintraub and Mireille Butler (2012 NALP Annual Education Conference Presentation, April 2012).
10. *From Off-Boarding to Onward-Boarding: Maximizing the Start of the Law Firm Alumni Relationship*, Norma Cirincione, Jennifer Grenier, and Erika Schreiber (ALI CLE, April 4, 2012).
11. *TRENDS: Law Firm Alumni Programs*, Raychiel Webb (Legal Marketing Association Blog, March 5, 2012).
12. *Tips from Experienced Professionals: New Year, New ideas for Alumni Sites and Programs!*, Amy Sladczyk Hancock (NALP Bulletin, January 2012).
13. *Old Firm Ties: Alumni Networks Are Social Media with Benefits*, Janan Hanna (American Bar Association Journal, May 2011).

14. *Alumni Programs in Law Firms: Connecting to Build and Nurture Relationships Among Current and Former Lawyers*, Lawyer Metrics (West LegalEdcenter, June 14, 2010).
15. *How Law Firms Can Leverage Their Relationships With Alumni (Including Those Not Leaving of Their Own Accord) and Why It Matters*, Kate Neville (The National Law Review, June 12, 2010).
16. *More law firms are creating 'alumni networks'*, Reni Gertner (Lawyers USA, November 9, 2009).
17. *Law firms lean on an alumni network*, Dick Dahl and Michael Samuels (Long Island Business News, August 15, 2008).
18. *Staying connected: Large Maryland firms use alumni networks to get personal*, Caryn Tamber (Daily Record, February 11, 2008).
19. *Ten Simple Ways to Revamp Alumni Programs*, (Compensation & Benefits for Law Offices, IOMA, February 2007).
20. *Firms Losing Top Talent to Clients*, Leigh Jones (The National Law Journal, www.lawjobs.com, Career Center, 2006).
21. *Woman in the Law: Are Law Firms Engaging or Ignoring the Conversation?* Arnie Herz (Legal Sanity, November 3, 2006).
22. *Your Firm's (Invisible?) Network*, Bruce MacEwan (October 30, 2006).
23. *In Tight Market, More Firms Look to Rehire Alumni*, Leigh Jones (The National Journal, October 27, 2006).
24. *About Marilyn, da Vince and Warm Fuzzy Feelings*: Alycia Polley (Legal Marketing Ass'n, www.legalmarketing.org, September 9, 2006).
25. *Firms Keep Alumni Close To Court New Business*, Candace Dempsey (Pudget Sound Business Journal [Seattle] - August 25, 2006).
26. *Alumni Programs: The ROI Relationships*, Doug Leister (Legal Marketing Association, Southwestern Chapter, Dallas City Group Presentation, June 14, 2006).
27. *Programs Keep Alumni Close to Old Firms*, Gina Passarella (The Legal Intelligencer, May 17, 2006).
28. *Is Your Firm Making The Best Use of Its Semi-Retired Partners?*(IOMA, Partner's Report for Law Firm Owners, Of Counsel, May 2006).
29. *Creating an Alumni Program for Your Firm's Former Employees*, Marcia Pennington Shannon (Law Practice, April/May 2006).

30. *Firms Seek to Forge New Connections to Alumni*, Brian Pitts (The Law Marketing Portal, February 26, 2006).
31. *Hot Legal Management Trends to Watch in 2006 and Beyond*, (IOMA, Law Office Management & Administrative Report, February 2006).
32. *Taking Alumni Networks to Next Level-Firms Count on Former Colleagues to Help Bring New Business*, Marie-Anne Hogarth (The Recorder, Thursday, November 3, 2005).
33. *Value of Firm Friends Left Untapped*, Claire Smith (Financial Times, Thursday, October 13, 2005).
34. *What Do Law Firm Marketers Want?* (IOMA, Law Office Management & Administration Report, September, 2005).
35. *Law Firm Alumni Associations on the Rise*, William Seaton, (Emplawyernet, Law Path, August 2005).
36. *Law Firm Alumni Networks are Proof That You Shouldn't Burn Bridges*, Carolyn Elefant (MyShingle.com, August 5, 2005).
37. *Alumni Portal Generates \$500,000 in Revenue*, Ellen Taverner and Hildy DeFrisco, (The LawMarketing Portal, www.lawmarketing.com, Legal Marketing Technology - June 12, 2005).
38. *Cooley Godward's Attorney Alumni Network Generates Leads and Increases Revenue*, Ellen Taverner, (Professional Marketing, www.PMForumNA.org, June 2005).
39. *Law firm Alumni Programs May Offer Marketing Opportunities*, Carolyn Elefant (MyShingle.com, May 19, 2005).
40. *Nixon Peabody Starts Alumni Program*, Richard A. D'Errico (The Business Review [Albany] - May 13, 2005).
41. *Career Coaching: The Latest Spin on Growing Legal Talent*, (Compensation & Benefits for Law Offices, IOMA, April 2005).
42. *Law Firms Tap Alumni To Stake Out Client Mind Share*, Sheri Qualters (Boston Business Journal - April 1, 2005).
43. *Don't Be a Stranger*, Laura Rich (Inc. Magazine, January 2005).
44. *Improving Alumni Relations with the Use of Technology*, Despina C. Kartson (Legal Marketing Technology - October 19, 2004).
45. *The Edge Roundtable-A Two-Way Street*, Karen Mackay, Jim Hargarten, Lisa Keyes, Caren Ulrich Stacy, and Stewart Whittingham (Law Practice, April 2004).

46. *Using Alumni Relations for Business Development*, Steve Richmond, SelectMinds (The Law Marketing Portal, June 17, 2003).
47. *Cultivating Ex-Employees, Maintaining Ties To Your Company's Alumni Can Yield Intelligence, New Business, and Superior Recruiting*, Cem Sertoglu, Anne Berkowitch (Harvard Business Review, Forethought, Best Practice, 2002).
48. *How to Start an Alumni Program (and Why They Work)*, Kaye Vivian (1998).
49. *Major Law Firms continue to Recognize Value of Creating "Lifelong Relationships" with Former Attorneys*, Cem Sertoglu, co-founder and CEO of SelectMinds.
50. *As Law Firms Aim to Increase Business, Alumni Programs Snowball*, Robert Iafolla (Daily Journal Incorporated).
51. *Firm Alumni Programs: Turning Goodbye into Good Business*, Amy Spach (AS Written Communication, LMA-LA May Presentation).