

MEMORANDUM

March 30, 2012

To: Donna Branca, Board Liaison, Experienced Professionals' Section
Fred Thrasher, NALP Deputy Director

From: Esther Rodriguez, Chair, Experienced Professionals Section

Re: Fourth Quarter Board Report

It seems only yesterday I was writing my first board report and here I am preparing the last report as chair of the section. I am thankful for the opportunity I was afforded. It has been an honor and a privilege to work with such incredible individuals that are always so willing to share their time and talent.

I am writing to outline the activities of the Experienced Professionals Section (EPS) since the Third Board Report of January 18, 2012 and summarize the accomplishments of the section. The current make-up of the section is as follows:

Chair: Esther Rodriguez Holland & Knight LLP 305-789-7496 esther.rodriquez@hklaw.com	Immediate Past Chair: Mary Hoagland Brigham Young University Law School 801-422-3685 hoaglandm@law.byu.edu
Board Liaison: Donna Branca Blank Rome LLP 215-569-5751 branca@blankrome.com	Liaison to Newer Professionals Section: Laura Hosid Georgetown University Law Center 202-662-9303 lar9@law.georgetown.edu
Vice Chairs:	
Jolie Blanchard Jones Day 202-879-3788 jablanchard@jonesday.com <i>Lead internal on-line community to post real-time news and information project</i>	Christine Carlson Jenner & Block LLP 312-840-7803 ccarlson@jenner.com <i>Pathways to Leadership Work Group</i>
Kim Hensarling Morris, Manning & Martin, LLP 404-504-7635 khensarling@mmmlaw.com <i>Experienced & Newer Professionals Collaboration Work Group</i>	Laura Kanter Mayer Brown LLP 312-701-7003 lkanter@mayerbrown.com <i>Member Services Advisory Work Group Collaboration Project</i>
Brian D. Lewis University of North Carolina School of Law 919- 962-1023 Brian-Lewis@unc.edu <i>Member Services Advisory Work Group Collaboration Project</i>	Mercedes Pino St. Thomas University School of Law 305-623-2350 mmpino@stu.edu <i>Writing Opportunities & Bulletin Article Planning Work Group</i>
Marguerite Durston Quarles & Brady 312- 715-5025 marguerite.durston@quarles.com <i>Annual Education Conference Planning Work Group</i>	Sarah Staup Dykema 313-568-6831 sstaup@dykema.com <i>Writing Opportunities & Bulletin Article Planning Work Group</i>
Lynne Traverse Bryan Cave LLP 602-364-7400 litraverse@bryancave.com <i>Lead internal on-line community to post real-time news and information project</i>	

The EPS has four Work Groups: (1) Annual Education Conference Planning, (2) Experienced Professionals and Newer Professionals Collaboration, (3) Writing Opportunities/Bulletin Article Planning, and (4) Talent and Interest Give Back Project. In addition, two Projects were started: (1) Lead internal on-line community to post real-time news and information, and (2) Member Services Advisory Work Group Collaboration.

The Annual Education Conference Planning Work Group (Chair: Marguerite Durston, Quarles & Brady)

Following in the footsteps of Danielle Shannon, Marguerite has done a great job leading this charge. EPS-related RFP planning for the 2013 Annual Conference has begun. We have had three conference calls already and the next one is scheduled for April 11, 2012 at 3:00 p.m. Thus far, we have flushed out ideas for 8 new RFP's and a possible plenary topic/speaker. In addition, we are planning to resubmit two programs that were not selected last year and we are still considering whether to submit two other programs from those that were not selected. Please review Addendum A for further details on the programs.

In addition to the EP Luncheon, under Danielle Shannon's leadership and the collaboration of many of our experienced members and other NALP sections and work groups, we submitted on behalf of our section sixteen (16) RFPs involving 46 EPS members as presenters to the 2012 Conference Planning Team. Of these, nine (9) RFPs were selected involving 34 EPS members as presenters and three (3) of the programs are co-sponsored with other sections/work groups.

1. Bridge to Practice Fellowships (Mary Hoagland)
2. Harnessing Alumni Power (Mirielle Butler)
3. What Now? Alternatives to the Traditional Summer Associate Law Firm Job: Skills Building, Employer Outreach and Counseling in the New Economy (Danielle Shannon)
4. How to develop a Successful City (or Suburban, or Rural) Group Within Your Market! (Marguerite Durston)
5. How Career Services Offices can "Do More with Less" in These Tight Budget Times (Laurel Hajek)
6. The New Law of the Land - Doing More With Less (Laurel Hajek)
7. Off Broadway Takes Center Stage: Promoting Your Regional School/Employer in a Highly Competitive Recruiting Environment (Betsy Armour)
8. Professional Leadership (NALP and Beyond): The Road to the Top - Getting There, Staying There, and Bringing Others With You Along the Way (Jean Durling)
9. Social Networking: How to Teach an "Experienced" Dog New Tricks (Chris Teague)

Experienced Professionals and Newer Professionals Collaboration Work Group (Vice-Chair: Kim Hensarling, Morris, Manning & Martin, LLP)

Our collaboration with the Newer Professionals was limited mostly to working with Dinah Ruiz, vice-chair of the Expert Conference Calls Work Group. We provided speaker recommendations for the "Ask the Experts" webinar series.

1. Focus Pocus - 24 Tricks for Regaining Command of Your Day - presented by Paul Burton from Quiet Spacing

2. Connecting Students to Small and Mid-Sized Law Firms: What Newer CSO Professionals Need to Know - presented by Samantha Williams and Linda Calvert Hanson
3. Are Generational Differences: A Moot Issue or Deserving De Novo Review? - presented by Paula Nailon

The NPS had also expressed an interest in hosting a webinar discussion on "Student Timelines." With the departure of Pam Occhipinti and Samantha Norris the project was dropped. The new section chairs may want to consider this as a possible charge for their section.

Pathways to Leadership Work Group (Vice-Chair: Christine Carlson, Jenner & Block)

Christine has done a tremendous job leading this charge for the past two years. The initial project, which was to interview several past presidents regarding their experience as President of NALP, was completed. We all enjoyed reading the articles on LeaNora Ruffin, Michael Gotham and Kathleen Brady as they shared their experiences as past NALP Presidents.

For the second phase of the project three past and present Directors will be interviewed. Lynne Traverse - Bryan Cave, Debbie Cusumano Caldwell - Winston & Strawn, Deb Ryerson - Penn State will conduct this second wave of interviews and the articles are targeted as follows:

Due August 3rd, Lynne's interview of Bill Chamberlain for the September Bulletin issue
Due September 5th, Debbie's interview of Diane Downs for the October Bulletin issue
Due October 5th, Deb's interview of Sandee Magliozzi for the November Bulletin issue

Writing Opportunities & Bulletin Article Planning Work (Vice-Chairs: Mercedes Pino, St. Thomas University School of Law and Sarah Staup, Dykema)

Sarah and Mercedes have done a great job in identifying topics and authors to continue our collaboration for the "Tips from Experienced Professionals" column of the bulletin. Thus far, the following articles have/will be published:

- December 2011 -- Tips for 1L Job Seekers by Lynn Traverse
- January 2012 -- Amy Hancock has done a piece on using your (firm) alumni network
- February 2012 -- Deb Ryerson will discuss mentoring 1Ls with the assistance of your school alumni network
- March 2012 -- Mary Hoagland will write tips for innovative law school programming topics
- April 2012 -- Kristin Flierl will describe workplace attractors. This refers to factors that people use when deciding where they want to work and what they want to do
- May 2012 -- Rebecca Knowles will discuss using your school alumni network to work with 1Ls. Janet Smith will monitor to make sure the February and May pieces are not too similar.

In addition, we have the "Pathways to Leadership" interviews scheduled to appear in the September, October and November issues of the bulletin. Mercedes has agreed to remain as vice-chair of this work group and we continue to seek volunteers/ideas for future articles.

Internal on-line community to post real-time news and information project (Vice-Chairs: Jolie Blanchard, Jones Day and Lynne Traverse, Bryan Cave)

As much as we tried, we were never able to get off the ground with the project. Hopefully with the rollout of NALPconnect, we will succeed in engaging the membership in noncontroversial but provocative topics.

Member Services Advisory Work Group Collaboration Project (Vice-Chairs: Brian D. Lewis, University of North Carolina School of Law and Laura Kanter, Mayer Brown LLP)

The work group completed last year's charges, which were (1) adding/modifying questions to the Member Profile System, (2) encouraging members to update profiles, and (3) telling members how to use the profile system. No other charges can be undertaken until the new member database is rolled out.

Environmental Scanning Conference Call (March 7th)

We had our fourth call at the beginning of the month. I introduced Beth Hanson who is the new chair of the section. Donna gave an update on the work of the Board and shared her enthusiasm for the rollout of NALPconnect. Our environmental scanning was very limited in this call. I knew we would be voting on the 28 day provision and felt it was best not to engage in the topic.

- Lateral associate hiring continues to be very active
- Firms considering more regional OCI programs to streamline OCI costs
- Litigation appears to be picking up
- Although the market appears to be better, there still seems to be a good amount of exceptional candidates seeking job opportunities
- Class size of summer programs remains very conservative
- A bit of anticipation with the compressed timing of OCI

ADDENDUM A

- I. RFP's for 2013:
 1. "Branching Out: Success Strategies for Opening and Recruiting to Grow a New Office" How to add value to your firm/employer when you either work remotely, or have offices in multiple cities. John Thurmond, Lateral Link, will resubmit for 2013. (RFP Coordinator: Marguerite Durston)
 2. "Trading Places: What Those in Each Legal Environment - Law Firm, Search Firm and Career Services Office – Can Learn From and About Each Other" (RFP Coordinator: Kenny Tatum, Penn State) Experienced legal career professionals are usually found in career services offices, law firms and attorney search firms. Each role requires an understanding of legal industry hiring practices. At the same time, each role also involves different working environments and distinct skills. Join us for an active discussion of the challenges each role faces and the specific skills each role requires, receive tips for developing successful relationships with those in the other roles, and gain insights from those who have worked in more than one of the roles. Attendees will hear from panelists with experience in at least two of the three roles and attendees will receive tools to help them improve their relationships with those in other roles. Status: Program description has been updated since our last meeting.
- II. The topics not selected by NALP in 2012 which are being reconsidered for the 2013 Conference are:
 1. "Law Student Skills Development: Make Your Firms Happy" (Past RFP Coordinator: Tomea Mayer Mersmann, Washington University) Law schools and employers have a dialog on the types of skills required in the current legal environment. Status: Tomea has a call in to the other presenter to determine her interest in resubmitting in 2013.
 2. "Collaborating with your Law School or Law Firm Marketing Department" [This RFP was not submitted.] (Past RFP Coordinator: Marguerite Durston) Status: MED is trying to reach the speakers. (Feb. 2012).
- III. New Topics for 2013. *Are there opportunities to co-sponsor an RFP with other sections? (NALP section listing found in VIII below.)
 1. Irena McGrath: "Managing and Supervising / Adapting to a Changing Legal Environment" - DRAFT
 - o Esther: Change Management
 - o Scenarios - mergers, cultural or political changes, new law school deans, etc.
 - o Best Practices Panel - multiple perspectives
 2. Marguerite Durston: "Social Media / New Technology / Apps" - DRAFT (Co-sponsor with Newer Professionals or Recruiting Section?)
 - o Law Schools and Employers - Using alumni networks, Facebook
 - o Joint endeavor with Marketing
 - o Traps, pitfalls of social media or successes?
 - o How do you use social media, where is the benefit?
 - o What's working, what isn't?

- How to utilize your Alumni network to reach law school grad's?
- 3. Betsy Armour: "Career Services Offices of the Future" - DRAFT
 - Students have new expectations of CSO
 - Don't meet in person any longer
 - CSO to be more versatile
 - Who are the CSO visionaries of the future?
 - Co-sponsor with the Recruiting Section and/or the Law Student Professional Development Section - showcasing new types of jobs emerging in law firms?
- 4. Lynne Traverse: "Law School v. Law Students" - DRAFT
 - Get ideas from Bill Chamberlain.
 - Law student lawsuits - Hot topic any longer?
 - New employment data reporting - ABA
 - Disgruntled law students
- 5. Irena McGrath: "How to Best Corral Information from Different Sources and Ways to Organize and Respond to Requests for Information" - DRAFT
 - High Level
 - Accurate reporting
 - Press requests
- 6. Lynne Traverse: "Downsized Solutions - Project Management for New Realities" or "Resetting the Clock: Active Solutions for Meeting Raised Expectations" or "Project Management 101 or Getting Back to Basics: Refreshed Job Strategies for a Downsized Era" - DRAFT (RFP Coordinator: Lynne Traverse, with assistance from Betsy Armour and Norma Cirincione)
- 7. Jolie Blanchard: "Making/Building Relationships with NALP Experienced Professionals" - DRAFT
 - Roundtable discussion
 - Small groups
- 8. 2013 Experienced Professionals Meeting - DRAFT
 - Roundtable Discussion

IV. Plenary/Outside speaker and topic for 2013:

1. "To Infinity and BEYOND! - Outplacement for Attorneys beyond Classic Legal Professions" As Big Law attorneys continue to evolve in their careers, it is quite possible that non-legal professions begin to have appeal. How does one structure one's thinking on a career beyond law? What are the challenges and classic mistakes made in making these transitions? How does one translate legal skills outside of the legal arena? How can law firms support this transition and use it as an opportunity for alumni relations? To infinity and BEYOND will look at outplacement from a new lens and give ideas on how to support attorneys in non-legal related fields. [Outside speaker: Jason Levin, Career Coach and Outplacement Consultant, Ready, Set, Launch] Status: Marguerite Durston to call Jason Levin to ask if he would charge a fee for his program.
2. Lynne Traverse: Ask Steve Hughes if he would be interested in designing a program for Experienced Professionals (i.e. plenary, 3 hour program or workshop)?