

MEMORANDUM

January 26, 2012

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

From: Esther Rodriguez, Chair, Experienced Professionals Section

Re: Third Quarter Board Report

I am writing to outline the activities of the Experienced Professionals Section (EPS) since the Second Board Report of October 10, 2011. 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 EP section will continue the tradition of staffing a "Welcome Table" at the conference. I plan on doing some outreach to have sufficient participation to reduce the time commitment for the volunteers. We also look forward and plan to have EPS representation at the "Open House."

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

Danielle did a fabulous job of leading the RFP process and after serving in this capacity for two consecutive years, the Board approved and Marguerite has accepted to take over Danielle's role as Chair of this work group.

EPS-related RFP planning for the 2013 Annual Conference has begun. We reached out to the section during our conference call and as a result, several people have expressed interest in the group. Marguerite has already reached out to last year's members and future conference calls have been planned as follows:

Wednesday, February 15, 2012 - 3:00 p.m. EST

Wednesday, March 14, 2012 - 3:00 p.m. EDT

Wednesday, April 11, 2012 - 3:00 p.m. EDT

Experienced Professionals and Newer Professionals Collaboration Work Group (Vice-Chairs: Kim Hensarling, Morris, Manning & Martin, LLP and Pam Occhipinti, Loyola University New Orleans College of Law)

Our interaction with the Newer Professionals Section (NPS) has been limited. They reached out to solicit speaker recommendations for the "Ask the Experts" webinar series. Their next webinar presentation is scheduled for Friday, February 10th at 2:00 p.m. EST and the title is: Connecting Students to Small and Mid-Sized Law Firms: What Newer CSO Professionals Need to Know."

Dinah Ruiz from the NPS is coordinating with Paula Nailon to present a program on "Generational Differences." The program is targeted for March but the date has not yet been finalized.

The NPS had also expressed an interest in hosting a webinar discussion on "Student Timelines." Pam Occhipinti had taken the lead on this project. Unfortunately, Pam left Loyola in November of last year. Her counterpart from the NPS section, Samantha Norris, also left for an in-house position. We are gauging interest to decide whether to continue with the project.

Tom Ksoviech, Chair of the NPS and I had a call to discuss our presentation at the Newcomers' Welcome and Orientation Session on Tuesday from 5:30 to 6:00 pm. Tom is taking the lead on developing the programming and we will reconnect as the conference draws closer.

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

This work group has been charged with examining leadership and volunteer service experiences of current and former NALP members. 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.

The second phase of the project will be conducting three interviews of past and present Directors. Christine recruited three volunteers (Lynne Traverse - Bryan Cave, Debbie Cusumano Caldwell - Winston & Strawn, Deb Ryerson - Penn State) to conduct this round 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.

We continue to seek volunteers to author articles on the following topics:

- Innovative summer associate programming ideas
- Creative ways to integrate technology/social media
- Tips and ideas for students navigating the current market
- Counseling across cultures/generations/etc.
- Share your quick tips on managing email during the recruiting season
- Reinforcing when 28 day clock starts ticking

In addition, we have the "Pathways to Leadership" interviews scheduled to appear in the September, October and November issues of the bulletin.

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

This project is officially "dead." Jolie and Lynne went above and beyond trying to engage the membership in noncontroversial but provocative topics to no avail so we are throwing in the towel.

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)

This 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.

I have nothing new to report on this front. The work group remains on a hold pattern until NALP's new member database is rolled out.

Environmental Scanning Conference Call (January 18th)

We had our third call last week and had 24 participants. Unfortunately, many encountered difficulties when calling - ranging from a rapid busy signal to getting an actual message that all circuits were busy. Based on the number of emails I received I estimate the number of participants would have increased to around 50. The main focus of the call was the RFP process but we note the following comments:

- Slight increase in lateral associate hiring
- Most firms are back to fall start dates
- On average, summer programs run about 9 weeks
- 28 days very compressed - for some seemed like a feeding frenzy

Experienced Professionals Discussion List

The update on the work of the section was summarized and emailed to the EP Discussion List on Wednesday, January 25th. The posting was well received by the membership. Attached to this memo is a copy of the EP Discussion List posting.

Our next call is scheduled for Wednesday, 3/07/12 at 2:00 p.m. EST.

10905751v1

From: esther.rodriquez@hklaw.com [mailto:esther.rodriquez@hklaw.com]
Sent: Wednesday, January 25, 2012 8:49 PM
To: NALP Exp Professionals
Cc: fthrasher@nalp.org
Subject: [nalp-expprofessionals] Notes from the 1/18/12 EPS Conference Call

Hi Everyone,

The third quarter EPS conference call took place on Wednesday, 1/18 at 2:00 p.m. Following is an update on the work of the EPS. **Please pay special attention to the action items in red.**

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 2013 Annual Education Conference Planning Work Group (Chair: Marguerite Durston, Quarles & Brady)

Danielle did a fabulous job of leading the RFP process and with the collaboration of many of you, nine of the 16 RFP's submitted on behalf of the section were selected and will be presented at this year's conference. After serving in this capacity for two consecutive years, the Board approved and Marguerite has accepted to take over Danielle's role as Chair of this work group.

EPS-related RFP planning for the 2013 Annual Conference has begun. We welcome your suggestions. It's not too early to get involved, send us an email (marguerite.durston@quarles.com or esther.rodriquez@hklaw.com) if you would like to take a more active part in the group or have any topics you would like to see presented at the 2013 Annual Conference.

Please mark your calendars, future calls for this work group have been scheduled as follows:
Wed., February 15, 2012 - 3:00 p.m. EST - Wed., March 14, 2012 - 3:00 p.m. EDT - Wednesday, April 11, 2012 - 3:00 p.m. EDT

Experience Professionals and Newer Professionals Collaboration Work Group

We continue to collaborate with the Newer Professionals Section (NPS) on the "Ask the Experts" webinar series. They have some great webinars lined up. The first one took place on 10/24/11 on the topic of Time Management and I thought it was outstanding. I am trying really hard to implement some of Paul Burton's suggestions. Their next webinar, titled **"Connecting Students to Small and Mid-Sized Law Firms: What Newer CSO Professionals Need to Know"** is scheduled for Friday, February 10th at 2:00 p.m. EST.

The Newer Professionals Work Group had also reached out to the Experienced Professionals Work Group to assist with creating a Timeline. This timeline would assist NPs understand and plan for cyclical events throughout the year and would be relevant to the many law student constituents career development professionals service from 1Ls – 4Ls, from Evening Division –

LL.M.s, from Private Firm – Judicial Clerkships – Public Interest, etc. The timeline will not attempt to cover every deadline out there but we hope to capture major events.

We envision a timeline which can be shared with all on the NALP website, and tweaked accordingly for small schools – larger schools, from one region to another. The idea is to mesh the timelines into a master prototype for a future NP webinar, and ultimately (subject to NALP's approval) for the NALP website under Resources. All comments and suggestions are welcome!

If you would like to assist with this project and/or have a timeline you would be willing to share, please let me know.

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

This work group has been charged with examining leadership and volunteer service experiences of current and former NALP members. We all enjoyed reading the articles on LeaNora Ruffin, Michael Gotham and Kathleen Brady as they shared their experiences as past NALP Presidents. The second phase of the project has been approved by the Board and the group will be conducting three interviews of past and present Directors. The articles are targeted for the September, October and November NALP bulletins.

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

We continue to provide articles for the "Tips from Experienced Professionals" column. Sarah and Mercedes have done a wonderful job in identifying topics and we have commitments through May of 2012. **If you have a passion for any of the topics below and would like to volunteer to author an article, please email Sarah or Mercedes (sstaup@dykema.com or mmpino@stu.edu).**

- Innovative summer associate programming ideas
- Creative ways to integrate technology/social media
- Tips and ideas for students navigating the current market
- Counseling across cultures/generations/etc.
- Share your quick tips on managing email during the recruiting season
- Reinforcing when 28 day clock starts ticking

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

This project is officially "dead." Jolie and Lynne went above and beyond trying to engage the membership in noncontroversial but provocative topics to no avail so we are throwing in the towel. If anyone has any ideas/suggestions feel free to send them our way.

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

We have nothing new to report on this front. The work group completed last year's charges and remains on a hold pattern until NALP's new member database is rolled out.

VOLUNTEERS NEEDED

2012 Annual Education Conference - "Open House and Welcome Reception" on Tuesday, April 17th

On Tuesday, April 17th from 6:00 - 7:30 p.m. NALP will be hosting its first "Open House and Welcome Reception" at this year's Annual Conference in Austin. The Open House is intended to provide an opportunity for NALP members to learn about the work of the organization, and to learn about organizations affiliated with NALP like City Groups, Law School Consortia, etc., sign up for sections or other activities, and gain more information about governance and other issues. This is also the ideal place for you to connect with your mentee.

We would like to continue the EP's "Welcome Table" tradition at the conference and are seeking volunteers to staff the table on Tuesday and Wednesday. The more volunteers, the shorter the time commitment. If your schedule permits and you would like to volunteer, please send me an email (esther.rodriguez@hklaw.com) with your availability.

Upcoming programs:

NALP has a host of interesting webinars coming up, all of which are listed at www.nalp.org under Conferences & Events. I have also listed them below and encourage you to register for these programs.

Free NALP Member Webinar - Extending Your Reach: Empowering Deans and Faculty to be CSO Advocates and Allies

Join us on February 7 at 1:00 pm Eastern for a webinar on Empowering Deans and Faculty to be CSO Advocates and Allies.

How do you effectively engage the dean, faculty, and fellow administrators to promote student participation in CSO resources? How do you get faculty to see the CSO as more than just the "placement office?" Join panelists from diverse geographic regions and administrative models for a frank discussion of the biggest challenges CSOs face in terms of faculty engagement, as well as ideas for overcoming those challenges. Take away practical tips for cultivating CSO partners within the faculty and administration.

<https://www2.gotomeeting.com/register/520194706>

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

Join us on February 10 at 1:00 pm Eastern for a webinar on Connecting Students to Small and Mid-Sized Firms.

Today's legal employment landscape shows an increasing number of graduates finding jobs with small to mid-sized law firms. It's important for newer professionals to understand the fundamentals when it comes to connecting students to this growing yet elusive group of potential employers. This program will provide information on the dynamics of the small law firm and how and when these firms tend to hire. It will also juxtapose how small firms are different from their large firm brethren and discuss the importance of managing perception not only with students but with faculty and senior administration. Participants will also hear tips on how go about identifying small firms and how to connect students to potential employers, and a list of resources will be provided that will assist in, among other things, creating targeted educational programs and workshops.

<https://www2.gotomeeting.com/register/675341370>

Free NALP Member Webinar — An Update on the Legal Employment Market

Join NALP Executive Director James Leipold and President Marcy Cox as they present a market update with new statistics from the 2011 recruiting season. Register now for this webinar, which will be held Tuesday, February 21 at 1:00 pm Eastern, and get the first look at the 2011 fall recruiting survey results from law firms and law schools, including 2011 summer program outcomes, fall on-campus recruiting levels, and fall recruiting outcomes for 2Ls and 3Ls, as well as a broader assessment of the legal economy.

Immediately following this presentation, the program (including the PowerPoint slides and script) will also be available to members to use as portable programming to be presented at member institutions, city group meetings, consortia, or other local or regional gatherings of NALP members. Members interested in receiving a link to a complimentary copy of the slides and script for presentation should send a request to Mary Beal (mbeal@nalp.org). NALP staff can also help you identify a local presenter if you prefer; please contact Mary for assistance.

<https://www2.gotomeeting.com/register/270295226>

There is still time to register for the Newer Professionals' Forum on February 23-25, 2012 in San Antonio, TX. With features such as NALP's Management Foundations programs for career services, legal recruitment, and PD professionals this event promises to deliver an exceptional learning opportunity for newer professionals. Focus on topics including summer programs, diversity issues, core competencies, social media, the economics of law firm practice, and creating training programs. Help your employees maximize productivity at the office with time spent on the fundamentals of the profession. [Learn how this event will make a difference in your office.](#)

I hope you find this brief summary helpful and we look forward to your participation in the **EPS fourth conference call scheduled for Wednesday, 03/07/12 - 2 p.m. EST**. Thank you and have a wonderful weekend.

Esther G Rodriguez | Holland & Knight

Firmwide Entry-Level Recruiting Manager

701 Brickell Avenue, Suite 3000 | Miami FL 33131

Phone 305.789.7496 | Fax 305.789.7799

esther.rodriquez@hklaw.com | www.hklaw.com

[Add to address book](#)