

MEMORANDUM

To: Jessica Sisco, Board Liaison

Cc: Fred Thrasher, Deputy Director
Claire Nash, Member Services Coordinator

From: Paul Lazdowski and Jennifer Gewertz, Co-Chairs; Adrienne Jaroch, Vice-Chair Legal Employer Alumni Relations/Programs Section Leadership Team

Date: March 3, 2022

Re: Board Report, NALP Legal Employer Alumni Relations/Programs Section

During our Q4 Zoom call, the Legal Employer Alumni Relations/Programs Section call featured a guest speaker, [Jason Levin](#), who is a career coach and the author of [Relationships to Infinity The Art and Science of Keeping in Touch - Ready Set Launch](#). The Section also welcomed its new members, provided a brief update on its charges, shared its plans for the upcoming Annual Education Conference (AEC), and engaged in a group discussion on varied topics. This report summarizes the attendees, the presentation, and the various topics discussed.

I. Attendance

- Abby Raanan (Faegre Drinker); Adriana Marchetti (Fried Frank); Adrienne Jaroch (McDermott Will & Emery); Alison Plavin (Taft Stettinius & Hollister); Amanda Stipe (Latham & Watkins); Amy Kattman (Baker Hostetler); Ann Callender (Simpson Thacher & Bartlett); Baina Renaud (Fenwick & West); Brooke Ross (K&L Gates); Christie Reynolds (Greenberg Traurig); Claire Roath (Sidley Austin); Cressie Taylor-Scott (Milbank); Danya Ray (Seyfarth Shaw); Derikka Mobley (Saul Ewing); Emily Fowler (Vinson & Elkins); Emily LaCount (Carlton Fields); Erin Warner (Troutman Pepper Hamilton Sanders); Graziella Reis-Trani (White & Case); Hayley Niven (Borden Ladner Gervais); Jennifer Gewertz (Arnold & Porter Kaye Scholer); Jessica Badain (Davis Polk); Jim Lovelace (Pillsbury Winthrop Shaw Pittman); Judith Slovin (Ropes & Gray); Judy Davis (Greenberg Traurig); Karen Cheung (Sullivan & Cromwell); Kari Jensen Thomas (Faegre Drinker); Kayleigh Neil (Mayer Brown); Laura Singer (Akin Gump Strauss Hauer & Feld); Lena Gunderman (Wilson Sonsini Goodrich & Rosati); Lori Broderick (Eversheds Sutherland); Melissa Berry (Lane Powell); Muguet Kebel (Cleary Gottlieb Steen & Hamilton); Nicole DePue (Perkins Coie); Paul Lazdowski (Proskauer); Sarah Abreu (Venable); Sarah Marchitto (Paul Weiss); Sarah Stettner (Floey & Lardner); Shannon DeGennaro (Brooks Pierce); Sharon Light (Sidley Austin); Stephanie Dorssom (Husch Blackwell); Tasha Brown (DLA Piper); Theresa DeLoach (Goodwin Proctor); Wendy Goodridge (Mayer Brown)

II. Introduction

- NALP year begins and ends with AEC in April
 - i. A. Jaroch and J. Gewertz will serve as Section Co-Chairs for 2022-2023 NALP year; P. Lazdowski is rotating off as Co-Chair after serving two-year term; L. Higgins has been named the new Section Vice-Chair

- Throughout the NALP year there will be plenty of other opportunities to get involved in leadership roles, including overseeing the RFP and thought leadership role; currently seeking volunteers if anyone is interested; great steppingstone to Vice-Chair role

III. **New Section Members (1/21/22-3/3/22)**

- Jessica Badain, Manager, Alumni at Davis Polk
- Emily Fowler, Associate Director of Entry Level Recruitment at Vinson & Elkins
- Haja Wotorson, Diversity & Inclusion Recruitment Outreach Coordinator at Faegre Drinker Biddle & Reath

IV. **Guest Speaker: [Jason Levin](#), Career Coach and Author, [Relationships to Infinity The Art and Science of Keeping in Touch - Ready Set Launch](#)**

- Presentation slides attached
 - i. Foundation of Alumni Relations is Dormant Ties: Value of Reconnecting
 - ii. Avoiding the Bermuda Keep-In-Touch Triangle
 1. Guilt, Fear and Worry are the foundations of everyone's triangle; reasons why someone won't talk to you
 - iii. Breaking Free from Your Triangle
 1. Define the internal narrative
 2. Mini-goals to form habits
 3. Journaling the most likely scenario
 - iv. Losing touch is normal so getting back in touch is also normal
 - v. How to reconnect with dormant ties: gratitude, positive memories, and specific examples

V. **NALP Annual Education Conference – New Orleans, April 5-8**

- Section Members Attending include: E. Claps; J. Gewertz; S. Light; J. Lovelace; A. Marchetti; D. Ray; A. Stipe; L. Whitticker; C. Yan
 - i. Section Meeting: Thursday, April 7 from 1-2:15 pm CT (*Tentative*)
 - ii. Happy Hour: Thursday, April 7 at 4 pm CT
- Tomayto/Tomahto: Two Approaches to Coordinating Career Counseling & Alumni Relations: Friday, April 8 from 1:45 pm-3 pm CT
 - i. Panelists: E. Claps; B. Duncan (Sr. Counsel & Career Advisor (former partner) at Hogan Lovells; A. Stipe
- Planning to attend? Please contact J. Gewertz (Jennifer.Gewertz@arnoldporter.com)

VI. **Alumni Experience – Key Contacts Reminder**

- Google Docs: [Alumni Experience - Key Contacts Document](#); if you can't access, please contact A. Jaroch (ajaroch@mwe.com); copy of current document is also attached (as of March 3, 2022)

VII. **Open Discussion**

- Outlook Re 2022 In-Person Events
 - i. Some firms are holding 3-4 smaller events across various geographies, but discussing how to handle issues of alumni that weren't invited after the fact; other firms are planning a few in-person alumni events in the summer/fall but are being asked to cut budget; one firm has a couple in-person events in May;

another firm has alumni events being driven by practices and offices; all groups and offices want to host events so trying to determine how best to navigate

- In-person Vax/Test Requirements
 - i. Factors to consider when making determination include venue expectations, firm requirements, city/state requirements (which may change); section members are encouraged to monitor and share updates on NALPConnect
- Virtual events
 - i. Section members have seen many registrants for alumni-only virtual events, but not many joining live; starting to piggyback on other firm events by inviting alums and/or mixing between larger and smaller more targeted alumni events
- Gifts: Anyone doing “high-end” gifts?
 - i. Some firms offer expensive (i.e., \$200) gift baskets for alumni speakers/panelists; another firm provides more expensive gifts (i.e., Tiffany’s bowl) to departing attorneys on a case-by-case basis
- Advertisements: Anyone buying ads in publications/at events when alums win awards?
 - i. Some section members bring to the attention of a partner for support or requests come from partners; work with the BD team to design and place
- 2022-2023 Strategic Planning: Sharing new, successful and creative ideas
 - i. Section members at next month’s AEC will discuss in person and start a list; link to Google Doc will be shared after AEC and discussed during next section call (date/time TBD)

VIII. Other?

- Update: Secondments Working Group
 - i. Next meeting is Wednesday, March 9 at 11:30 am (CST); contact A. Marchetti (Adriana.Marchetti@friedfrank.com) to join if it’s not on your calendar

Topics	Contact Name & Email	Contact Name & Email	Contact Name & Email	Contact Name & Email
Starting an Alumni Relations Program from Scratch	Jennifer Gewertz (Jennifer.Gewertz@arnoldporter.com)	Kari Jensen Thomas (kari.thomas@faegredrinker.com)	Adrienne Jaroch (ajaroch@mwe.com)	
Starting an Alumni Relations Program from Scratch	Abby Raanan (abby.raanan@faegredrinker.com)	Laura Singer (lsinger@akingump.com)	loribroderick@eversheds-sutherland.us	Erin McNichol (erin.mcnichol@morganlewis.com)
Developing an Alumni Website/Portal	Jennifer Gewertz (Jennifer.Gewertz@arnoldporter.com)	Adrienne Jaroch (ajaroch@mwe.com)	Laura Singer (lsinger@akingump.com)	Erin McNichol (erin.mcnichol@morganlewis.com)
Transitioning Alumni Website/Portal Vendor				
Selecting a CRM System				
Transitioning CRM System Vendor				
CRM and Marketing Email System Integration				
Firm Mergers	Jennifer Gewertz (Jennifer.Gewertz@arnoldporter.com)	Kari Jensen Thomas (kari.thomas@faegredrinker.com)	Abby Raanan (abby.raanan@faegredrinker.com)	
LinkedIn Profiles and Groups	Stephanie Dorssom (stephanie.dorssom@huschblackwell.com)	Kari Jensen Thomas (kari.thomas@faegredrinker.com)		
LinkedIn Recruiter Account				
LinkedIn Sales Navigator Account				
Data Management/Clean Up	Adrienne Jaroch (ajaroch@mwe.com)			
Alumni Advisory Boards/Committees	Elizabeth Claps (eclaps@cgsh.com)			
Alumni Newsletters	Laura Singer (lsinger@akingump.com)	Kari Jensen Thomas (kari.thomas@faegredrinker.com)	Elizabeth Claps (eclaps@cgsh.com)	Erin McNichol (erin.mcnichol@morganlewis.com)
CLE Programming for Alumni	Elizabeth Claps (eclaps@cgsh.com)			
Alumni Events (Virtual and In-Person)	loribroderick@eversheds-sutherland.us	Kari Jensen Thomas (kari.thomas@faegredrinker.com)	Elizabeth Claps (eclaps@cgsh.com)	Erin McNichol (erin.mcnichol@morganlewis.com)
ROI Reporting	Erin McNichol (erin.mcnichol@morganlewis.com)			
Career Counseling	Alison Plavin (aplavin@taftlaw.com)	Elizabeth Claps (eclaps@cgsh.com)		
InterAction	Laura Singer (lsinger@akingump.com)	Stephanie Dorssom (stephanie.dorssom@huschblackwell.com)		
SalesForce	Adrienne Jaroch (ajaroch@mwe.com)			
Vuture	Erin McNichol (erin.mcnichol@morganlewis.com)	Stephanie Dorssom (stephanie.dorssom@huschblackwell.com)		

Relationships to Infinity: The Art and Science of Keeping in Touch

March 3, 2022

Jason Levin

@jasoncareers



My Story

- Recession of 1990 changed everything



- Keeping in touch has been an underlying value in my career

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Keeping-In-Touch Is for Everyone

- Primer on network theory
- The charisma myth
- Relationships take time
- Bermuda keep-in-touch triangle
- A “right” way to reconnect
- Value of associations
- Keep-in-touch goal setting

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Snapshot of Network Theory

Concept	Researcher(s)	Date

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Thinking About Your Relationships in a Different Way

	Current Ties	Dormant Ties
Strong Ties		
Weak Ties		



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Reflection Question – Think About Your Relationships

List 3 people for each category

	Current Ties	Dormant Ties
Strong Ties		
Weak Ties		

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Making Friends Takes Time



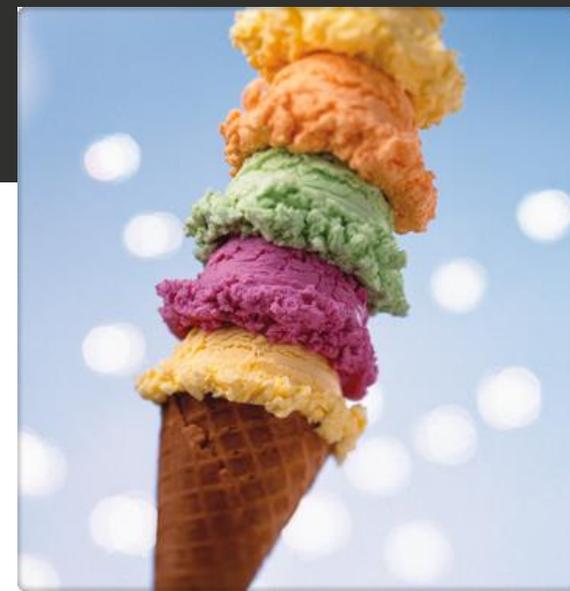
- 50 hours of interaction to move from acquaintance to casual friend
- 90 hours to move from casual friend to friend
- 200+ hours to qualify as a best friend

Dr. Jeffrey Hall, How many hours does it take to make a friend?, Journal of Social and Personal Relationships, April, 2018

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Different Flavors of Trust

- Competency
- Benevolence
- Energizer



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The Charisma Myth



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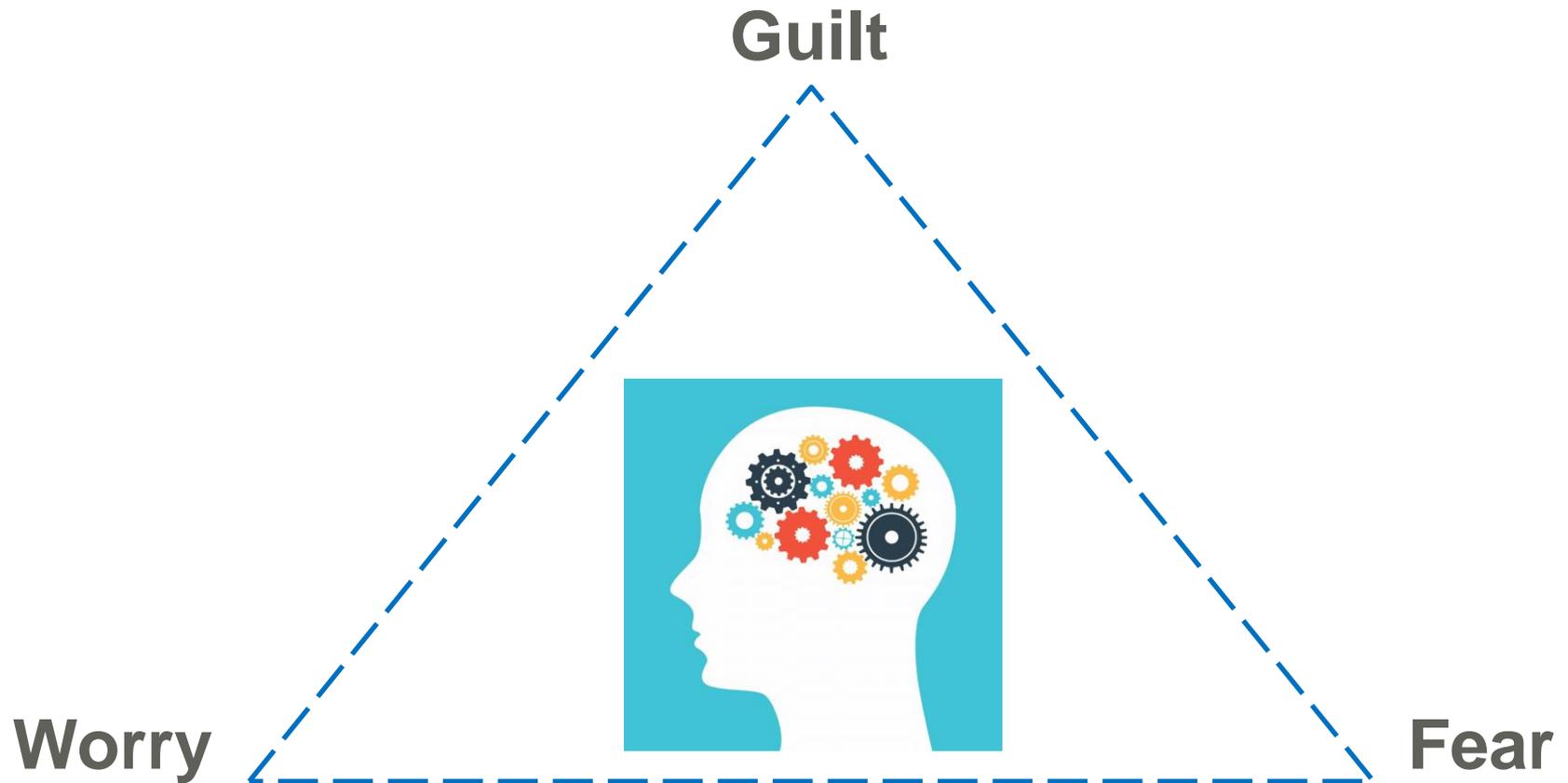
Avoiding the Bermuda Keep-In-Touch Triangle



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The Bermuda Keep-In-Touch Triangle



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Breaking Free from Your Triangle



- Define the internal narrative
- Mini-goals to form habits
- Journaling the most likely scenario

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Is There a “Right Way” to Reconnect?



How to reconnect with dormant ties:

- Gratitude
- Positive Memories
- Specific Examples

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Reflection Question – Memories of Your Relationships

What memories do you have of the people you listed?

	Current Ties	Dormant Ties
Strong Ties		
Weak Ties		

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Associations – In the Room Where It Happens



- Multi-year commitment
- Leadership role

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Why Plan



- 43% more likely to achieve your plan if you write it down
- 62% more likely to achieve your plan if you write it down and share it with a friend
- 76% more likely to achieve your plan if you write it down, share it with a friend, and send out weekly progress to a friend

[Strategies on Achieving](#), ATINER, May 2015

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Next 30-Day Commitments

	Current Ties	Dormant Ties
Strong Ties		
Weak Ties		

- Who is the first person you will reach out to?
- What memory will you share?
- How much time will you block in your calendar?

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Relationships to Infinity Recap

person
size it

FROM: ME 

To: ≡≡≡

4 STEPS

1. person
2. no apology
3. nostalgia
4. open time

Name  Favorite memory

“I still remember when...”

“Who can I THANK today?”

Dormant ties (3+ years) make you SMARTER

SOCIAL FORTRESS 
go beyond F&F

fear
journal it OUT!
guilt
worry

nourish & cherish
the people you already know 

< TODAY >
12pm
Keep in touch
12:15pm
add to calendar

-Jason Levin

@caringink

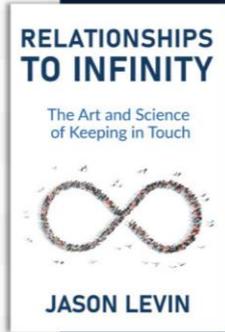
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Relationships to Infinity is Available Online



Veta T. Richardson
President & CEO, Association
of Corporate Counsel

“ As someone who fully appreciates and has benefited from the value of a strong professional network, **Jason Levin** succinctly distills the steps we all need to be more proactive about taking to cultivate our network. By following his helpful advice and being inspired to action by the stories he shares about real life people, you too will be able to forge and maintain long lasting, fulfilling professional relationships, as well as avoid the “Bermuda Triangles” that run counter to your goals. ”



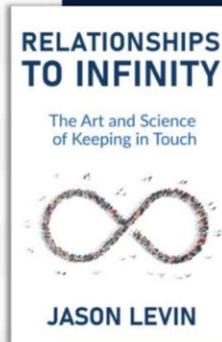
Michael Chiswick-Patterson
Partner, Kirkland & Ellis LLP

“ **Jason Levin** brings a thoughtful and holistic approach to a vital topic which seems easy but which busy professionals neglect or fail to optimize. The insights here are useful for taking concrete, actionable steps to improve staying in meaningful touch with friends, colleagues and ex-colleagues, clients and ex-clients, and contacts from various stages of life, which is great not just for the personal happiness of doing that better, but also as a professional improvement. In addition, it's an enjoyable read filled with good stories, as is expected from Jason. ”



Kim Keenan
Mediator and Arbitrator JAMS, Co-Chair,
Internet Innovation Alliance, Former General
Counsel NAACP, and Past President of the
National Bar Association and the
District of Columbia Bar Associations

“ **Jason Levin** knows a rare secret. What connects us is omnipresent. He boils that simple truth into easy bite-sized activities to make you a maven in the art of keeping in touch. You don't have to have the biggest personality. His insights will have everyone talking about how connected they are to you. ”



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Keep in Touch!



- Reach out to me, jason@readyssetlaunch.net and consider me as:
 - A potential speaker, conference panelist or webinar presenter
 - A business development trainer/coach in your firm
 - An outplacement transition solution in your firm
- Sign up for my monthly newsletter www.readyssetlaunch.net



linkedin.com/in/jasonlevincareercoach/



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Parents at Work Podcast

Apple Podcasts Preview



37 episodes

A podcast for working parents presented by Lori Mihalich-Levin, JD, founder of Mindful Return, and Jason Levin, MBA, founder of Ready Set Launch, exploring work-life integration in all different roles, industries, and professions. [more](#)

Parents At Work

Lori Mihalich-Levin of Mindful Return, and Jason Levin of Ready, Set, Launch

Kids & Family

★★★★★ 5.0 + 8 Ratings

[Listen on Apple Podcasts](#)



JUN 3, 2021

037: Moms in Government Relations + Public Affairs, Part II

In this episode of Parents at Work, Lori Mihalich-Levin and Jason Levin interview Jewelyn Cosgrove, a government affairs professional in Washington D.C. Jewelyn currently serves Melwood, a 501(c)(3) organization serving people with disabilities, as the Vice President of government relations, bringing...

[▶ PLAY](#) 34 min

MAY 13, 2021

036: Dads in Government Relations + Public Affairs

In this episode of Parents at Work, Lori Mihalich-Levin and Jason Levin interview two working dads who work in government relations: Clif Porter and Jeff McNichols. Clif is the Senior Vice President of government relations at the American Healthcare Association (AHCA) and the National Center for As...

[▶ PLAY](#) 39 min

MAY 7, 2021

035: Moms in Government Relations + Public Affairs, Part I

In this episode of Parents at Work, Lori Mihalich-Levin and Jason Levin interview Nedra Pickler. Nedra is a partner at the global public affairs firm, Finsbury Glover Hering, where she advises clients on communications strategy, including crisis communications, reputation management, thought leaders...

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