

# MEMORANDUM

Date: October 20, 2009  
To: Beth Moeller  
Board Liaison, Newer Professionals Section  
From: Marty Grenhart  
Chair, Newer Professionals Section  
Email: [mgrenhart@law.berkeley.edu](mailto:mgrenhart@law.berkeley.edu)  
Direct: (510) 643-7242  
Re: Newer Professionals Section Second Quarter Board Report

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This report describes the activities of the Newer Professionals Section in the second quarter of the NALP year.

## **Section Conference Call**

On September 29, 2009 the section held its second conference call. The main objective of the call was for the section to conduct environmental scanning. Each member who joined the call was asked to bring with them at least one trend or issue that had recently come to their attention and, if applicable, how it has impacted their work. There was quite a bit of interaction on the call and several interesting topics were discussed including,

Changing hiring timelines and hiring practices

- new NALP Commission on Recruiting in the Legal Profession
- talk of possible new recruiting model

Social networking

- many unemployed students and attorneys using sites such as Facebook, Twitter and Linked-in to make and maintain professional contacts (not only just for social purposes anymore)
- new NALP Linked-In Group
- article - How to Use LinkedIn Productively, Neen James, The Legal Intelligencer, June 19, 2009
- some schools putting together rules for how the CSO uses social networking sites
- one state bar now views applicants' social networking sites prior to bar admission

Faculty feelings regarding OCI

- some schools are finding faculty more supportive and accepting of student absences during OCI (this is, in part it is believed, due to the current state of the economy)
- some schools are still encountering some pushback from faculty and find this frustrating
- building relationships with faculty is important, especially in this economic environment (laying groundwork for continued positive relationships and cooperation)
- being able to offer concrete data and numbers to deans and faculty help in relationship-building and making your case, as does including these constituents in CSO program planning

Sensitive discussions between CSO staff and students and/or employers as well as between employers and students (re: no offer); many felt that a gentle but direct and honest approach is best all around, to keep communication open, to keep students informed and to build rapport.

Networking more important than ever, but harder than ever with this generation. Concern that lack of social skills can put a student at an incredible disadvantage.

Brad Sprayberry, from the Experienced Professionals section joined the call and shared his Tips for Staying Engaged in Your Professional and Personal Life. Brad's contribution was a welcome reminder that we need to consider and care for ourselves. It also provided an upbeat ending for the call. Thanks Brad!

## **Section Work Group Updates**

### **Newcomers Corner and Feature Bulletin Articles Work Group**

**Vice Chair:** Amy Lefkowitz, Barry University, Dwayne O. Andreas School of Law

We have writers for the *Newcomer's Corner* scheduled through July 2010. The following are authors, topics (if available) and publication dates:

- Janine Ting Jansen, *Planning 411: Organizing Events*, November 2009
- Sonja Dupourque, *How to Add Value to Your Firm - Now More than Ever!*, December 2009
- Brooke E. Hiltz, *Practicing What You Preach*, January 2010
- Anna Friesenhahn, *Establishing Relationships with Associates*, February 2010
- Anetra D. E. Parks, March 2010
- Thomas C. Ksobiech, April 2010
- Heather DiFranco, *How to Make the Most of Summer Downtime*, May 2010
- Juliette Clark, *Taking Over a Recruiting Department*, June 2010
- Elyse Diamond, July 2010.

Many newcomers have also agreed to write One-Page Length Articles and Feature Articles.

One page articles include:

- Heather DiFranco; *Managing Student Expectations in the Current Economy*, November 2009
- Eliza Musallam, *Professionalism/Attire Issues for Students*, December 2009
- Alyssa Dragnich, *Counseling the Student Who Has Done Everything Right With No Success*, January 2010

Feature articles include:

- Cinnamon Baker, *Wearing Many New Hats Due to Reduced Resources and Greater Demand*, April 2010.

### **Annual Education Conference Presenters Work Group**

**Vice Chair:** Janine Ting Jansen, Davis Polk & Wardwell

This work group submitted eight conference proposals for the 2010 NALP Conference. It was announced in mid-July that two of the proposals had been accepted

#### ***Navigating Online Rumor Mills and Maintaining a Positive Image for Law Firms/Schools***

Janine Jansen (Formerly Ting), Katie Smith, Traci Feit Love, Kelly Obenauer

#### ***Expanding Your Horizons: Preparing Your Students and Redesigning Your Outreach Efforts to Effectively Reach Small Firm Employers***

Samantha Williams, Vicki Huebner

Considering the larger than usual number of proposals submitted along with the smaller than usual number of proposals accepted, the section was thrilled to receive this news and is very proud to be able to have this representation at the upcoming conference!

## **Experienced Professionals/Newer Professionals Collaboration Work Group**

**Vice Chair: Christine McCarry, Ballard Spahr Andrews & Ingersoll, LLP**

Christine has been working with the Experienced Professionals Work Group to line up presenters for the "Ask the Experts" conference calls as well as the Section conference calls. The mentoring project mentioned in the first board report is still in the initial planning stages and Christine hopes to make significant progress on this project in the coming months.

## **Expert Conference Call Series Work Group**

**Vice Chairs: Amy Perez, Nova Southeastern University, Shepard Broad Law Center  
Anna Friesenhahn, Cox Smith**

Since our first board report, the section has held the first two calls in their series of six, planned for the next two calls to come - one of which will be in webinar format - and added an additional seventh call to the lineup. Anna and Amy offer the following report:

*Judicial Clerkships 101* was presented by Sheila Driscoll and Melissa Lennon on July 16th, and *After the Offer: Closing the Deal Through Follow Up* was presented by Deb Ryerson and Susan Harlow on September 22nd. The calls had 58 and 32 attendees, respectively. Overall, feedback has been very positive with attendees commenting that they enjoy the calls and find them to be very informative. Q&A sessions at the end of the calls have produced lively discussion and thoughtful questions by call participants to such a degree that we are considering increasing the amount of time left for Q&A at the end of the calls in order to better accommodate this discussion.

The next scheduled call, *Counseling Alumni*, will take place on November 18th at 12:00 pm CST with presenters Lisa Abrams and Leslie Hauser, both of University of Chicago School of Law. We are in the process of confirming a speaker for our December 17th call, Law *Firm Economics*, and are excited to report that we'll be experimenting with a new webinar format for this call thanks to an unexpected opportunity presented to the group by Claudia Rizzo. Thanks Claudia!

Finally, we are pleased to inform the board that, with the assistance of Elaine Petrossian, Chair of the Leadership Task Force, we've added one additional call to the series. The topic for this call will be Leadership and it is slated for January. LeaNora Ruffin, Michael Gotham and Jeanne Svikhart have graciously agreed to present and, needless to say, we're quite excited to give our section membership the opportunity to hear from these very seasoned professionals.

## **Long Range Strategic Planning Committee and Issues Impacting the Newer Professionals Section**

Cherie Conrad from Kirkland & Ellis LLP and Bonnie Hurry from Willkie Farr & Gallagher conducted conference calls with members of the Newer Professionals Section on Tuesday, June 16 and Tuesday, June 23, to get input regarding NALP's Long Range Strategic Plan. Issues discussed included the changes that will no doubt be coming to the legal recruiting profession in the coming years and the need for NALP to keep members informed as changes occur. Also, members on one of the calls agreed that NALP needs to remain resilient in order to effectively adapt as an organization in the face of this changing landscape. This will, in turn, allow the organization to continue to effectively meet the needs of the membership.

## **Going Forward**

The section will hold its next conference call in early December. The goal of the call will be to have members share at least one thing they have learned over the last year that they can share with the other members. In addition, members will be encouraged to discuss how they might consider changing their approach to a task or challenge at work based on what they have

learned.

I believe it will be very important to help the members of the section stay informed regarding the changing state of the legal market. Being new to the profession is a challenge in and of itself. Being thrust into a shifting landscape like the one we are currently experiencing makes it even more difficult to get a foothold. I feel that through environmental scanning, conference calls that encourage discussion, use of the listserv and collaboration with the Experienced Professionals Section, our members can stay up to date on the news that will impact them both in the short-term and the long-term.

Submitted for your approval,

Marty Grenhart  
Chair, Newer Professionals Section

cc: Fred Thrasher, NALP Deputy Director