

# MEMORANDUM

Date: February 12, 2010  
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 Third Quarter Board Report

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

## **Section Conference Call**

On December 10, 2009 the section held its third conference call. The main objective of the call was to engage the section members in a discussion revolving around the following questions:

- 1) What do you know now that you wish you'd known 6 months or a year ago? How will what you know now change the way you approach a task or challenge at work in the coming year?
- 2) Looking forward to 2010, identify a goal that you would like to set for yourself as it relates to your job, career path, etc. What will be the first step in your plan toward fulfilling that goal?

There was quite a bit of interaction on the call and several members contributed. Below are some examples of what was offered:

- "Looking to 2010, my most important goal will be to gain greater credibility with our highest levels of management. I plan to do this by continuing to initiate and implement thoroughly researched improvements to our department that will result in more competitive programs, measurably better candidates, more 'bang for our buck' and increasingly effective processes."
- Currently experiencing cultural differences, having moved from the corporate world to an educational institution. This includes processes, decision-making, etc. moving more slowly which requires patience. There is also an expectation of a high level of sensitivity in interactions, which is different from the corporate world. In the new year, would like to work on becoming more tech-savvy!
- Having seen students follow advice offered by Career Services and be successful in securing employment in this economy, it boosts confidence in being able to say to other students, "You CAN do it." It may take longer and be more difficult than in the past, but it is possible.
- Copy "higher-ups" on important emails and, when presented with a project, ask clarifying questions up front instead of making assumptions. This avoids taking more time later to make corrections.
- Learning to adjust to new challenges (facing them head-on as they arise) and changing conditions.
- In a time of more work with less time and fewer resources, one can get frustrated, especially if you are a perfectionist! Remember the saying, "Do your best and then forgive yourself".

A common theme seemed to emerge which revolved around a renewed faith that even though things are changing and times are hard, we can make it. Interestingly, that “we” seemed to extend outside the section membership to other groups including students at the law schools, attorneys at the firms, as well as other groups.

### **Section Work Group Updates**

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

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

As stated in the October Report, we have writers for the *Newcomer's Corner* scheduled through July 2010. Articles that appeared since the last board report include:

- 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

The following are authors, topics (if available) and publication dates for the upcoming articles:

- 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.

Recent one page articles included:

- 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

As stated in the October Report, 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

We look forward to seeing members of our section present on these great topics in just a couple of months!

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

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

Christine continues her work with the Experienced Professionals Work Group to line up presenters for the "Ask the Experts" conference calls as well as the Section conference calls.

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

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

To date, the work group has held four conference calls and one webinar. Spring 2010 will bring one additional webinar - previously not in the agenda - and one final conference call. Anna and Amy offer the following report:

*Counseling Alumni* was presented by Lisa Abrams and Leslie Hauser of the University of Chicago on November 18th, and our first ever webinar, *Law Firm Economics*, presented by Sonia Menon took place on December 17th. The counseling alumni call, understandably, was almost exclusively attended by law school personnel. We drew a wide audience for the webinar with Sonia and had nearly seventy attendees online for the program. Again, feedback remains very positive with insightful commentary from our audience. Thanks to assistance from Elaine Petrossian, Chair of the Leadership Task Force, our call on leadership entitled *What Does It Take to be a Great Leader? Essential Leadership Skills to Guide You Through the Storm and Beyond* featuring speakers LeaNora Ruffin, Mike Gotham and Heather Jarvis was a huge success. You'll remember we added this call to the calendar last October in response to LeaNora's initiative for the 2009-10 year. We're proud to say that we received what was probably the most positive feedback yet for any call in the series thus far. LeaNora, Mike and Heather hit it out of the park with their open, candid discussions of personal experience.

The next program in our series of seven will be the second webinar for the group! Heather DiFranco of Case Western Reserve University and Marina Sarmiento Feehan of the University of San Francisco will present, *Expand Your Communication Reach: Leveraging the Power of Facebook and Twitter*. The call will discuss the use of Facebook and Twitter, specifically from a law school CSO perspective. We moved away from a general call on E-Professionalism and Social Networking, our original topic, in favor of a more targeted approach. The webinar is scheduled for February 25th at noon CST. Our seventh and final call in the 2009-10 series will focus on Diversity and is slated for March 25th. We think we've come up with a great slate of potential speakers for that and look forward to contacting those individuals in the coming weeks.

## **Environmental Scanning**

The section members are keeping their eye on the economy, as everyone is, and keeping their fingers crossed that the recent, small improvements continue. Almost every day there is some good news, often mixed with a bit of bad, but the good seems to be outweighing the good slightly. Let's hope that continues.

Closer to home, we are examining the recommendations made by the Commission on Recruiting in the Legal Profession as well as the 2010-2015 Long Range Strategic Plan draft presented by the Long Range Strategic Planning Committee. Both groups have looked long and hard at how NALP should respond to the changes in the legal profession and the economy and it is exciting to see the path that NALP will travel in years to come being built right before our eyes.

## **Going Forward**

The section will hold its next conference call in early March. The goal of the call is to conduct some environmental scanning and also discuss the Recruiting Commission's recommendations (and the board's decision regarding implementation). We also hope to have a member of the Experienced Professionals Section on the call to provide some input.

Submitted for your approval,

Marty Grenhart  
Chair, Newer Professionals Section

cc: Fred Thrasher, NALP Deputy Director