

## Memorandum

**To:** Arthur Fama, Board Liaison, Newer Professionals Section  
Fred Thrasher, Deputy Director, NALP

**From:** MaryBeth Raju, Section Chair, Newer Professionals Section

**Cc:** Vic Massaglia, Section Vice Chair  
Kristen Schulte, Section Vice Chair  
Eric Stern, Former Section Chair  
Nicole Vikan, Section Vice Chair

**Re:** Report to the Board

**Date:** March 16, 2009

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This is my last report as Section Chair. Many thanks to members of the NALP Board and staff for this great opportunity and all of their help this term. It was a pleasure to report on the remarkable work of this section's members, and notably, the Section Vice Chairs. Marty Grenhart (Boalt) will serve as the 2009-2010 Newer Professionals Section Chair and is in the process of assembling her team. I am certain that this section will continue its success under Marty's excellent leadership.

### **Section Conference Call & 2009 Annual Education Conference**

Our section had a productive conference call on Tuesday, March 3, 2009, for all newer professionals. We used the call to update members on the progress of the work groups and provide them with more information on how to get involved. We also had a recap on how the NPF went and discussed the upcoming 2009 Annual Conference. Attached are the minutes from the call for your reference.

During the call, participants were encouraged to attend several programs at the Conference that are targeted toward newer NALP members. The group was also informed that, at the NP Section meeting, the new leadership team will introduce goals for the year ahead and engage in a brainstorming/environmental scanning session.

As in years past, we will produce a flier for the AEC to let attendees know the logistics for the section meeting. Marty Grenhart will take the lead on this project. It was also decided that our group will host its second annual happy hour on Wednesday, April 1 (after the formal programs and before the Member Celebration Dinner). Nicole Vikan has agreed to coordinate this informal gathering.

## Online Glossary

On March 11<sup>th</sup>, I submitted a memo to NALP, on behalf of the Newer Professionals Section, with 29 suggested terms and edits for the Online Glossary. As stated in previous board reports, the goal of this project has not only been to update the glossary, but also to bring attention to the NALP website as a terrific resource. This project was a great collaborative effort among our group members and we hope NALP members find any accepted terms for the glossary helpful.

### *Newcomer's Corner and Feature Articles*

The *Newcomer's Corner* and feature articles submitted on behalf of this section are coordinated by Nicole Vikan. She offers the following report:

“We have had a *Newcomer's Corner* article every month throughout the past year, and we have writers scheduled for the column through April 2010! Our authors, topics (when a topic has been selected), and publication dates are as follows: Mariely Downey, **Morale in the Time of Layoffs**, April 2009; Chia Kang, **Re-Writing Existing (or Exciting) Recruiting Materials**, May 2009; Katrina Denny, **Defining your Role and Figuring out how your Strengths and Weakness fit into the Overall Office**, June 2009; Cinnamon A. Baker, **Dealing With Information Overload**, July 2009; Amanda DiPolvere, **Fall Programming**, August 2009; Kimberley Neilio, **Callback Interviews**, September 2009; Courtney W. Nolde, **Summer Program Surveys: Learning from Them and Planning for Next Year**, October 2009; 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; and Thomas C. Ksobiech, April 2010.

The Newer Professionals Section has published a number of feature articles this term as well: **Building Credibility as a Career Counselor**, October 2008; **Sign in Now: Online Professional Networking**, November 2008; **Dealing with the Cyclical Nature of the Job**, December 2008; **They All Want a Piece of Me!- How to Manage Legal Search Solicitations**, January 2009 (not officially credited to the section, unfortunately); **How to Deal with Awkward Student (and Alumni) Conversations**, February 2009; and (coming up) **An Introduction to Counseling for Non-Counselors**, April 2009.

In order to solicit a wide variety of ideas and recruit novice authors, we will develop new feature article proposals at and following the Annual Conference.”

### **2009 Newer Professionals' Forum**

Eric Stern served as our representative to the 2009 NPF Planning Committee and worked with Jessica Richman, the committee's liaison to our section, to provide input on behalf of the section and receive updates on the Forum. Eric asked Jessica, who attended the Forum, to give us a brief summary on how the event went. Jessica offers the following report:

“The Newer Professionals’ Forum was a bit smaller this year as compared to last, but was a very successful event nonetheless. Last year’s attendance was a record-breaking 226 attendees. Perhaps in part due to the economy, this year the attendance was approximately 95. The attendees, however, were very enthusiastic, and the smaller size actually led to some really nice changes in the program. The Thursday dinner, rather than being a small group at a restaurant, dutch-treat (with several small groups in total each going to a different restaurant), was hosted by NALP. The attendees as a whole were able to share dinner together at a nice event provided by NALP, and which led to much more interaction as people were able to talk to many attendees, and not just those seated at their respective tables. The programs were educational, and the feedback thus far from the attendees seems to be overwhelmingly positive (at least the comments I’ve been privy to). Megan McGrath and I spoke about the opportunities available to new members in NALP and specifically within the Newcomers’ Section. Attendees were encouraged to participate in conference calls, the listservs, writing bulletin articles, etc.”

### **‘Ask the Expert’ Conference Call Series**

This conference call series is coordinated by Vic Massaglia and Marty Grenhart. They offer the following report:

“The work group hosted a total of seven conference calls between June 2008 and March 2009. Member participation in the calls was excellent, ranging from about 30 to over 100. Through the year, Vic and Marty worked to refine the procedures and guidelines for the calls, which increased the overall effectiveness of the calls, as well as the preparation beforehand. Materials were distributed to participants prior to each call and protocols for participants while on the call were more clearly defined. This reduced questions and confusion from participants as well as created a better call environment (i.e., less background noise, fewer interruptions, etc.). An anonymous survey was created to help the work group and the section as a whole get a sense of how well the calls were being received by the membership. The survey was sent to all call participants immediately after each call. The resulting feedback, which was very positive overall, was extremely helpful and was used to evaluate and further adjust the program. The result of Vic and Marty’s work this year is a streamlined, well functioning Program that can easily be picked up by any members of the Newer Professionals Section interested in becoming more involved in section work.

Following are the programs put on this past year by the Expert Conference Call Series work group:

June 2008 - Law School Expert Discussion: **Managing Perceptions and Measuring Success** (Featuring Carla DeVelder, Director of Career Services, Notre Dame Law School)

October 2008 - Law School/Law Firm Expert Discussion: **The Grass is Always Greener: Understanding the “Other” Side** (Featuring Skip Horne, Global Recruiting Manager, Latham & Watkins LLP and Ameer R. McKim, Director of Legal Recruiting,

Hunton & Williams)

November 2008 - Law School Expert Discussion: **Low Turnout at CSO Programs** (Featuring LeaNora Ruffin, Assistant Dean for Career Development, Widener University School of Law and Elaine Petrossian, Assistant Dean for Career Strategy & Advancement, Villanova University School of Law)

December 2008 - Law Firm Expert Discussion: **Promoting the Value of P.D. to Your Organization** (Featuring Kay Nash, Director of Professional Development and Attorney Recruiting, Wiley Rein LLP)

February 2009 - Law School Expert Discussion: **Counseling Law Students in a Tough Economy** (Featuring William A. Chamberlain, Esq., Assistant Dean and Clinical Assistant Professor of Law, Center for Career Strategy & Advancement, Northwestern University School of Law and Arthur F. Fama, Jr., Esq., Associate Dean for Career Services, Benjamin N. Cardozo School of Law)

February 2009 - Law School/Firm Expert Discussion: **Learning the Legal Profession Without a JD** (Featuring Karen Reagan Britton, Director of Admissions/Financial Aid and Career Services, The University of Tennessee College of Law)

March 2009 - Law Firm Expert Discussion: **Is Your Law Firm Bland? How to Create a Brand and Stand Out in the Crowd** (Featuring Gina Sauer, Attorney Recruiting and Development Manager, Oppenheimer, Wolff & Donnelly and Kari Jensen Thomas, Manager of Recruiting and Diversity, Leonard, Street and Deinard)''

**Newer Professionals Section  
Minutes from March 3, 2009 Conference Call**

**I) Welcome - MaryBeth Raju, Section Chair**

- a. The listserv currently has 228 members registered and is one of the most active.

**II) Newer Professionals Forum Recap - Jessica Richman, liaison to the NPF Planning Committee**

- a. Forum attendance was about half the size compared to previous years, which is attributed to the economy.
- b. Some of the new programs presented at the Forum (i.e. mental health issues) were topics suggested by members of this section.
- c. If attendees of the Forum have any feedback on the conference, please email MaryBeth at [mraju@proskauer.com](mailto:mraju@proskauer.com) or Jessica at [dworkin.12@osu.edu](mailto:dworkin.12@osu.edu).

**III) Update on Work Groups - Section Vice Chairs**

- a. Ask the Expert Series: Vic Massaglia and Marty Grenhart (call coordinator) highlighted a few of the calls hosted by their work group this term and asked everyone to save-the-date for the next call on Tuesday, March 24 at 12:00 CST. The topic is “Is Your Law Firm Bland? How to Create a Brand and Stand Out in the Crowd” featuring Gina Sauer. Vic noted that at last year’s Annual Conference his group set a goal to host six series calls and is expected to end the NALP term having hosted seven calls.
- b. Annual Education Conference Newer Professionals Presenters: Kristen Schulte informed the group that five of the seminars at this year’s Annual Conference were submitted by Newer Professionals Section members and encouraged people who are interested to attend these programs. The programs are:
  1. “Teaching Professionalism to the Small/Midsize Firm New Attorney”
  2. “Small Firm Programming: Design, Implementation and Marketing”
  3. “Learning to Blog II”
  4. “Career Counseling and the Search for Golden Resources”
  5. “Down and Out in Law School: Identifying and Coaching Students with Depression”
- c. Newcomer’s Corner and Feature NALP Bulletin Articles: Nicole Vikan updated members on the Newcomer’s Corner schedule and said that many of the topics are timed appropriately according to the recruiting season. She explained that having representation in the Bulletin on a monthly basis gives this section great visibility in the NALP community. If anyone is interested in submitting a feature article for the Bulletin on behalf of the section, please email Nicole at [nav6@law.georgetown.edu](mailto:nav6@law.georgetown.edu).

**IV) Online NALP Glossary**

- a. MaryBeth sent an email to the section in December 2008 asking members to review NALP’s Online Glossary to see if people could think of any new or updated phrases that might be helpful to include. About thirty terms and some edits were submitted and she will send the compiled list to NALP next week. If anyone else is interested in participating, please email MaryBeth with your terms and definitions as

soon as possible. NALP will likely revise the definitions to make the terms as comprehensive as possible.

#### **V) 2009 Annual Conference Prep**

a. Newcomer's Welcome and Orientation Session: This gathering will be on Tuesday, March 31, from 5:30 - 6:00 p.m. and is for first-time NALP Conference attendees. Representatives from the Newer Professionals Section, Experienced Professionals Section, and the NALP Board will be there to welcome you and share advice on how to approach the next few days and what to expect from your first AEC.

##### **b. NP Section Meeting**

i. The date and time for this section's meeting will be announced closer to the date. MaryBeth requested that the session be scheduled earlier in the Conference to give members a chance to meet each other sooner. The NALP staff cannot make any guarantees, but will note this request. Attendance is encouraged as this is a very productive meeting for the section.

ii. The NP Section leadership team for the 2009-2010 NALP term will be introduced, along with new section goals for the year ahead.

iii. A brainstorming/environmental scanning session will be held where members will be asked to break up into groups and come up with a few topics they would like to hear either at a seminar or on a conference call, or read about in an article.

iv. As in years past, the section will produce a flier for the AEC to let attendees know when and where the section meeting will be held. Marty Grenhart will be taking the lead on this project. Please email her at [mgrenhart@law.berkeley.edu](mailto:mgrenhart@law.berkeley.edu) if you are interested in helping.

v. This section will host its second annual happy hour on Wednesday, April 1, of the Conference (after the formal programs and before the Member Celebration Dinner). This gathering will be held at a local bar (TBD) where section members will have the chance to meet each other in an informal setting. Please note that this event is not sponsored. Nicole Vikan is coordinating this event, so please email her if you would like to help organize it.

#### **VI) Snapshot - Arthur Fama, Board Liaison**

a. Arthur recently returned from a NALP Board meeting where much of the discussion was based on the impact of the current economy and the 45 day rule. Arthur advised members to take the initiative to think creatively and outside of the box. He also gave accolades to the NP Section for all of its work this year and encouraged new members to consider getting more involved with NALP in the upcoming term.