

- 2...Lawyers and Social Media: Using New Interactive Channels To Drive Better Corporate Legal Service
- 4...Special Thanks to Our Sponsors for Their Support
- 4...ACC News
- 5...Member Spotlight
- 5...Welcome New Members
- 6...Chapter News

FOCUS

President's Message

Jae Im, Senior Counsel, Wyndham Worldwide

Greetings and Happy New Year! It is truly an honor and privilege to be your chapter president. I am very excited to lead such a talented and dedicated group of individuals who serve on the board of directors. My vision for our organization in 2011 is to **Grow, Engage and Connect**. **Grow** the membership by utilizing ACC's expertise and resources to reach out to companies and individuals who have not yet experienced the tremendous benefits of membership. **Engage** our current members by having them play an active role in selecting topics of interest for CLE programs, participate in our community service events to enrich our community, and increase visibility for our chapter and ACC as a whole. **Connect** our members via eGroups so that we may communicate with each other on a regular basis to address pertinent matters, provide referrals to one another, ask legal questions (without receiving an invoice) and have interactive discussions on cutting edge issues.

We will be better able to grow, engage and connect with one another with the launch of **ACC Third Thursdays!** All programs and events will now take place on the third Thursday of each month. This will maximize attendance and participation at each of our programs and events.

A program you do not want to miss out on is the **General Counsel Roundtable**. Gain valuable insight as GCs from various companies and industries discuss critical issues. Be sure to bring your pen and pad for this one; I know I will!

Finally, let me take you back to the beginning and share with you how I got here. Also, let me share my hopes for 2011. I joined the ACC Central Florida chapter in 2006. I instantly witnessed the camaraderie among the fellow members and the support that members offered each other, both legally and emotionally. At that moment, I decided that I was going to be an integral part of this special group and I never looked back. As a result of my participation and service to this organization, I have been better equipped to thrive in my role as in-house counsel. I have been blessed abundantly by serving my community. Most importantly, I have had the opportunity to develop lifelong bonds and friendships with many of you. It is my sincere hope that in 2011 you will become actively involved in our chapter and serve our organization by utilizing your special gifts.



In this regard, I invite you to serve on one of the following committees: **Membership Committee** (Grow our membership); **Community Service Committee** (Engage and Connect with our community through

acts of service); **Program Committee** (Engage our members by delivering compelling programs and events); and **Communications Committee** (Engage our local and legal community and increase visibility for our organization). Please contact Ms. Marshall Schirtzer, our wonderful ACC Chapter Administrator, at mschirtzer@cfl.rr.com, if you would like to serve on a committee or if you would like more information about a committee.

I promise that you too will not look back, and together we will do great things. I leave you with one of my favorite quotes: "It is amazing what you can accomplish if you do not care who gets the credit." – Harry S Truman

I look forward to seeing you in 2011!

Yours truly,
Jae Im
ACC Central Florida Chapter
President

Lawyers and Social Media: Using New Interactive Channels To Drive Better Corporate Legal Service

Susan Hackett, Senior Vice President and General Counsel, ACC
hackett@acc.com

If you read the constant email solicitations bombarding you these days regarding lawyers and social media, you'd be inclined to think that the only issue of interest to lawyers in the field of social media is the mandate to concentrate on the development of a good corporate social media policy. In this article, I hope you will begin to think beyond those confines and to realize that social media is no longer just "social." It is now commonly used in the workplace, for business communications and to help lawyers collaborate to solve legal problems. To benefit their careers, in-house counsel need to consider using social media outlets wisely and strategically, and in doing so, it will also advance the ability of in-house counsel to better serve their clients' needs.

Let's start with what we know.

ACC is an in-house counsel network, created in 1982, as a vehicle to serve the interests and unique workplace needs of in-house counsel by offering practical resources and networks. In the early years, these types of benefits were usually delivered in person through chapter meetings, committee engagement, resource development and delivery, and through our advocacy efforts for in-house bar issues in emerging case law and to influence regulatory issues. In 2011, all that has really changed is that new technologies now enable us to do all of these activities more efficiently through the use of social networking platforms. These platforms allow members to get what they need most, quickly and comprehensively, wherever they are when the problem arises. And what they can retrieve will be based on relevant and shared experiential knowledge — not just mountains of impersonal, third-hand data.

In 1982, ACC was the only game in town for in-house counsel. Now, there are myriad ways for in-house lawyers to connect, network and advocate *without* ACC's involvement: law firms (and all kinds of other providers) are now offering free or

corporate counsel-focused CLEs, vendors have all kinds of customized resources, and there are many social media-enabled platforms on which corporate counsel can "connect." So the question is ... who will win your trust and affinity as the most relevant, trustworthy and valuable network aggregator of what you need?

The answer continues to be ACC precisely because we're moving toward aggressive adoption of social networking technologies that offer you new and exciting ways to use ACC services through networks you trust and via platforms that quickly connect you to reliable and practical answers to your clients' problems. ACC social and community platforms will offer you the benefit of expanded and interactive knowledge networks that will allow you to tap into the ideas and experiences of new contacts from other industries and geographies to not only help you keep up, but excel. I'd like to suggest that getting involved in social media generally, and through the new ACC interactive platforms specifically, will enable you to do your job better than ever before.

But as with any emerging technology, you'll have to engage in order to benefit — you will find that you only get out what you're willing to put in.

Social Media = Content + Conversation, Customized by the User

This is really all about creating the best and most reliable knowledge network. You've always tapped your knowledge networks by making a phone call, sending an email, or chatting with the person you met in the hallway or at a chapter event or ACC Annual Meeting. Those personal networks are still invaluable for obvious reasons. But members are finding that new ideas and more robust knowledge networks can be created through interactive social media in ways that are not supported by a more static web environment, or in one-on-

one exchanges that do not involve many members sharing at once for a breadth of perspective and the ability to sift out the "wisdom of the crowd."

When personal knowledge networks do not yield a solution to a problem, most of our members are now comfortable going to the Web, and for ACC members that includes surfing and searching ACC.com for answers. Until recently, most sites offered only content provided by site administrators or official "publishers" — community members did not have the means to share their experiences through "static" or read-only pages. Social media platforms transform static sites by merging content with direct communication among peers. With social media platforms, you can learn from and share your own experiences and content with in-house counsel you may never meet in person.

So, where are lawyers in terms of use/comfort with new media platforms and technologies? You might be surprised...

- 43 percent of in-house counsel cited blogs and 26 percent cited social media Web sites among their top "go-to" sources.

- Counsel whose new media consumption of business, industry and legal news/information is increasing, and it's not just the newbies to practice:

69 percent of counsel aged 30–39
47 percent of counsel aged 50–59
57 percent of counsel aged 40–49
52 percent of counsel aged 60+ years

- Surveys report that the social networking/new media tools that in-house counsel value most are LinkedIn, blogs, and Wikipedia.

Source: 2010 Corporate Counsel New Media Engagement Survey

continued on page 3

continued from page 2

Here's what I draw from this and other social media usage surveys out there:

- Your companies are using new media aggressively to get their work done and your products and services out there, yet some lawyers still don't see social media as advantageous to getting legal work done.
- Lawyers are online and reading social media while at work, but many are "lurkers" and are not yet willing to collaborate publicly in their use of it.
- While a portion of ACC's current membership may not be aggressively using social media to get their jobs done each day, the trends are clearly moving in the direction of greater use at companies and in the legal industry.

Does the likelihood of your increasing comfort, use or familiarity with social or new media mean that you are looking to ACC to offer such interactive options? I sure hope so!

But the answer is influenced, to my mind, by whether your thinking on new media options is limited to what you know about how folks of all kinds currently engage on Facebook (sharing family pictures or personal interests), or how lawyers may search for profiles on LinkedIn for professional credentialing or read the WSJ Law Blog in order to take a temperature on an emerging issue.

Give it a try.

Here is how you can look to ACC to engage in social media to help solve your legal problems better, communicate and connect more effectively with others who have the answers or experience you need and to find and customize relevant content not available elsewhere.

- You can engage in more member-to-member and member-to-group interaction on ACC communities (<http://www.acc.com/community>). While our first communities were created for ACC committees and are very popular and well-established already, there are a growing number of active communities hosted by ACC Chapters, or groups that don't have the critical mass or interest in

being a full-fledged committee, but wish to form a network around a topic of interest.

- You can follow ACC on Twitter (a micro-blog with in-house counsel news items) or read In-house ACCess (<http://www.inhouseaccess.com/>), the ACC blog with longer, more insightful pieces on in-house counsel issues where you can post your own comments. Your voice matters and is influential. But only if it's exercised!
- You can join ACC groups on other public social media platforms such as LinkedIn (where over 4,000 people already are connected through our ACC group), or on LOR (LOR is Legal OnRamp, where we have an ACC Value Challenge community and many of your peers inside and outside engage in conversation on value topics). The value of ACC networking is not limited to interaction on our site.
- You can engage in posting reviews of the outside counsel you use and find the evaluations of firms used by other members on the best referral network in the profession — the ACC Value Index (www.acc.com/valueindex). The AVI gives you access to more than 4,000 evaluations on more than 1,100 firms in hundreds of jurisdictions by practice specialty. Every review contains a link to connect you to the reviewer. That's the power of a social media platform.
- You can articulate your issues or raise your voice to share your opinions or perspectives on ACC member blogs that will reach lawyers in your practice area and other decision makers through our media connections ... you don't need to establish your own blog; you've already got our soapbox to stand on.
- You can enhance your own membership profile page on our community platform or eGroups area to include information that allows ACC and

others to find you if something they have is of targeted relevance to your practice (and allows you to find others). You have a simple introductory profile page when you join an ACC Community for the first time — but if you want to harness the power of this membership network, we will soon be rolling out options to allow you to enhance your own member profile exponentially.

- You can help lead on ACC advocacy initiatives that promote change that you would value or your client would benefit from — you can add your support, your name or your comments to ACC public policy positions, model process or practice standards we're promoting, information on who is involved in driving which issues that allow you to engage with other groups doing great things, and more.
- You can choose to drive direct to your desktop the most relevant ACC chapter, committee, legal resource, surveys, benchmarks and education offerings. While all of this will continue to be available to you through our website and our offices, we continue to enable you to customize and streamline delivery of only the content which is most meaningful to you, as seen in ACC Newsstand. This information is changeable as your needs evolve.



I'm about to turn 50 (I'd cry, but it would only encourage my crow's feet to appropriate more real estate on my face). As I look backwards and forwards, I am challenged and sometimes even daunted by the changes that are transforming our practice. But the more I learn, the more I am truly excited by the opportunities that some of these new offerings create. And I hope you will be curious enough to find out for yourself, too.



And you can always reach me at hackett@acc.com, or follow me at HackettInHouse on Twitter. Here's to what's next!

Special Thanks to the Following Sponsors for Their Support

Diamond

Jackson Lewis
407.246.8441



Platinum

Lowndes Drosdick Doster
Kantor & Reed, P.A.
407.843.4600



Gold

Ford & Harrison LLP
407.418.2300



Greenberg Traurig
407.420.1000



Zimmerman Kiser Sutcliffe
407.425.7010



Fisher & Phillips
407.541.0888



Silver

Dean Mead
407.841.1200



Rumberger Kirk & Caldwell
407.872.7300



Bronze

Navigant Consulting
813.277.1900



ACC News

Calling for Law Firm Reviews — Contribute to the ACC Value Index

How are your law firms performing lately? Cost-efficiently? Responsively? It's time to add reviews to the ACC Value Index — a popular tool for ACC members to use when seeking and benchmarking outside counsel. It's an efficient and effective way to do what in-house counsel always do — consult each other about law firms.

- Efficient because once your review is posted to the AVI, any ACC member, anytime, can benefit from your experience when searching by firm name, matter type and location.
- Effective because firms are scored on a common scale and set of criteria for better comparability.

The ACC Value Index is *by in-house counsel, for in-house counsel*. Go to www.acc.com/valueindex today to contribute your law firm evaluations.

Find Counsel. Drive Change. Improve Value. — ACC Value Index

Find Counsel — Leverage your ACC network to make sure you have the best value in law firm representation available.

- Search for firms in the ACC Value Index that excel in specific practice areas and markets
- Read helpful comments about firm attributes and value practices
- Ping reviewers to get more information or initiate direct conversation

Go to www.acc.com/valueindex to find high value outside counsel.

Drive Change — Satisfied with the firms you've engaged? Share your opinions about the value law firms provide.

- Score firms on six value-based criteria — it only takes a few moments
- Tell your in-house peers and help transform the legal landscape
- Help ensure that law firms are judging their success on your satisfaction

Go to www.acc.com/valueindex to contribute your law firm reviews.

Improve Value — Use the ACC Value Index to select high value firms and contribute your reviews at the close of every matter: www.acc.com/valueindex.

Business Education for In-house Counsel: New Programs Launched

Understanding business principles and operations can help in-house counsel better meet clients' needs and stay ahead in today's competitive environment. By popular demand, ACC, together with the Boston University School of Management, will be hosting a set of new programs specially designed to enhance in-house counsel's business skills.

These new programs include:

- Project Management for the In-house Law Department (Mar 30–31);

continued on page 5

Member Spotlight:

**ACC-Central Florida Welcomes One of Its Newest Members —
Teresa Sebastian, Darden Restaurants, Inc.**

1) What is a typical day for you?

Right now, my days are not typical and I do not expect them to be for several more months. Besides meeting people to learn the company, I am planning and implementing process and structural changes or enhancements, taking time to evaluate law firms, taking care of law department management items (budgets, performance evaluations), and supporting board governance matters.

2) Why and or how did you get into in-house law?

Prior to becoming a lawyer, I received and used my MBA in finance for several years in corporations working with in-house securities lawyers. When I became a lawyer, I spent a brief period in a law firm, but always wanted to go back to the corporate setting as a securities lawyer.

3) If a law student were to ask you for advice about a career as in-house counsel, what would you say?

Spend time at a law firm to understand the basics of being a lawyer. Also, take a business class to become comfortable with basic financial statement analysis. This is the language your in-house clients will speak. The P&L impact of legal strategy is important to them.

4) Before you worked in-house, what is the most unusual or interesting job you have held?

I was a stockbroker for several years. I love the market and securities analysis, but I was lousy at selling the products.

5) What is the most peculiar request or question you have received as an attorney?

My relatives don't understand when I say to them "I don't know" ... They believe that as a lawyer I should know every law in existence, including the local laws of Milwaukee, Wisconsin.



6) What do you like to do when you are not working?

Read.

7) What do you consider your most important achievement as in-house counsel?

Influencing and mentoring younger lawyers, and then watching them develop into leaders and executives.

8) What was the more lighthearted experience during your career?

Bringing my blender and ingredients from home to make smoothies for my team.

9) In your job, what do you consider to be your biggest challenge?

Making sure the proper controls are in place to mitigate the impact of unrewarded risks

continued from page 4

- Risk Management & In-house Counsel (April 6–8); and
- Leading Innovation and Change: The Evolving Role of In-house Counsel (June 1–3).

The existing Mini MBA program will be offered three times in 2011, and registration is now open for all dates (Mar 21–23, June 13–15, June 15–17). All programs will take place at the Boston University in Boston, MA. For more information, go to www.acc.com/businessedu.

Register Now for ACC's 2011 Annual Meeting and Save

Register now for the ACC Annual Meeting and save. Early bird registration rate of \$1,300 (for members) is now available through March 30. Register today to make sure you're booked for this valuable event that takes place in Denver, October 23-26.

At the Annual Meeting, you can choose from more than 100 CLE/CPD programs, expand peer networks, and meet face-to-face with leading legal service providers. Thousands of in-house counsel and exhibitors are expected to attend; you should be there, too. Join us for an unprecedented learning and networking experience.

To learn more and to register, go to am.acc.com.

Welcome New Members

We wish to welcome the following new members who have recently joined the ACC Central Florida Chapter:

Shannon N. Collins, W.S. Badcock Corporation

Anthony Conti, Wyndham Vacation Ownership, Inc.

David G. Byrnes Jr. with national Retail Properties, Inc.

Jorge de la Osa, Wyndham Vacation Ownership, Inc.

Deborah K. Hoffman, Digital Risk

Bill J., CHEP USA

Robert T. Ricketts, Darden Restaurants, Inc.

Seth N. Rivera, Darden Restaurants, Inc.

Teresa Sebastian, Darden Restaurants, Inc.

Board Members and Contacts

President

Jae Im

Wyndham Worldwide Corporation
Senior Counsel
407.370.6317
jae.im@wyndhamvo.com

Vice President

Stephen Kaplan

Connexions, Inc.
SVP and Managing Director – Legal
404.617.9750
skaplan@connexions.com

Secretary

Wendy Friedberg

Travel Holdings, Inc.
Chief Legal Officer
407.667.8700
wendy@travelholdings.com

Treasurer

David Bolton

United Space Alliance, LLC
Associate General Counsel
321.264.8125
david.a.bolton@usa-spaceops.com

Immediate Past President

Kathleen Mac Mahon Crannell

Orion Aerospace, LLC
Vice President and General Counsel
321.271.8819
gc@orionspaceengineering.com

Board of Directors

Thomas Jones

Patricia Leonard

Kelly Lodde

Dawn Rodda

Chapter Administrator

Marshall Schirtzer

321.277.8530
mschirtzer@cfl.rr.com

ACC-CENTRAL FLORIDA CHAPTER MISSION STATEMENT

ACC Central Florida Chapter supports its members and community through:

Informing and educating members on topics
integral to in-house practice;

Interacting with the local legal community to
increase visibility for the chapter, in-house
issues, and the ACC as a whole; and

Improving the community through acts of
service and leadership.

Chapter News

What's Your Passion? National Community Service Day 2011

Every year we invite our chapter members and their families to participate in National Community Service Day. This early October event not only gives us the opportunity to give back to our community, but engages us in building relationships with other chapter members. In the past we have taken on projects from organizations such as Freedom Ride, Seniors First and Coalition for the Homeless. Our Community Service Committee is doing their due diligence to find an organization to work with in 2011 — but we want to hear from you! What is your passion? Please submit your ideas to Marshall Schirtzer at mschirtzer@cfl.rr.com.

2011 Third Thursdays!!!

When was that event, again? To ensure you're never left wondering that very question, we have created ACC Central Florida **Third Thursdays!** As a direct result of member feedback, starting in March, our CLE's will be consistently scheduled on the **Third Thursday** of each month. Mark your calendar now and never miss another Central Florida CLE again.

For more event information, visit our chapter website at <http://www.acc.com/chapters/centfl>.

Upcoming Events

Third Thursday, March 17

11:30 AM–1:30 PM

CLE Luncheon presented by one of our Silver Sponsors, Rumberger, Kirk & Caldwell

Third Thursday, April 21

Afternoon CLE presented by one of our Gold Sponsors, Greenberg Traurig

April 23

Community Service Event — American Lung Association
Fight for Air Run/Walk (www.lungusa.org/pledge-events/fl/orlando-walk/)
Lake Eola Park, Orlando FL

Third Thursday, September 15

GC Roundtable presented by Diamond Sponsor Jackson Lewis

Please visit our chapter website at <http://www.acc.com/chapters/centfl> for more information on upcoming events!

Call for Articles

Do you have an interesting story to share? A challenging court case? Do you know an in-house lawyer who has made a difference in their community or in someone's life? Please share your stories by sending them to mschirtzer@cfl.rr.com.

Call for Chapter Involvement

Would you like to be involved more in the chapter? Please let us know. We are always looking for help coordinating events and looking for proposals of new topics for our CLE programs that might benefit chapter members. If you are interested in serving on the board of directors or as an officer next year, let us know! For more information, contact Marshall Schirtzer at mschirtzer@cfl.rr.com.