

FOCUS

President's Message

Lisa Katterman

A Look Forward, A Look Behind: 2011 Resolutions For In House Counsel

Many of us treat the turn of a new year as an opportunity to reflect on the past year and relish in the opportunities a new year brings. For many, it also marks the time for reflection on accomplishments and upcoming challenges. In-house attorneys, much unlike our counterparts, do not have the benefit of marking the year-end as another toward the “partnership track,” but professional development and the ability to look forward is important just the same. Many of us find ourselves wearing business hats more and more, whereas others move vertically within the legal realm. Whichever color your parachute, your ability to set your course and to use tools specific to your unique needs is largely up to you.

Most employee education or development departments in companies are devoted to educating or developing the business units, and not the legal department. In some cases, these departments believe the legal department does not need further development. While we

are flattered by their confidence in our abilities, this could not be further from the truth. Many aspects of the law change so rapidly that we cannot stay abreast of the many changes without outside help. It can sometimes be overwhelming to the point of throwing your hands up. Perhaps that is why most states have mandatory continuing legal education. Whatever the reason, it becomes both prudent and necessary for us to find ways to continue our professional development.

Many of us can probably admit that we have been forced to get that last minute CLE credit in a topic not relevant to our practice area. One of my resolutions for the year is to make sure the Central Pennsylvania Chapter continues to provide enough CLE and other offerings, so your educational opportunities are varied and relevant. As a result, I am determined to advance my professional development and those of our members along the way. In looking back, I give kudos to the members of our program committee and chapter leadership who



have done a superb job to ensure an array of offerings that appeal to all members — no matter what your industry.

In looking forward, it is my pledge that our chapter will continue to offer both relevant and timely programs throughout the year that will enable us to continue in our development.

Surveys were sent out to all members recently to make sure the chapter remains receptive to your needs and interests. We have already secured sponsors for an entire year of program offerings. The programs will be spaced throughout the year — closely tied to CLE compliance dates — and the topics will be as closely matched to survey results as possible. If you resolve in 2011 to identify those resources that will help you the most, to be more efficient and to develop yourself professionally, I hope you will join us soon. If not soon, a “sure-fire” way to get CLEs in every area of law relevant to in-house practice is to consider attending the ACC Annual Meeting in Denver, CO on

continued on page 5

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

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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!

Calendar of Events

2011

January						
S	M	T	W	T	F	S
2011						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February						
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2011		1	2	3	4	5
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27	28					

March						
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2011		1	2	3	4	5
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20	21	22	23	24	25	26
27	28	29	30	31		

April						
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2011					1	2
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May						
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22	23	24	25	26	27	28
29	30	31				

June						
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2011			1	2	3	4
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July						
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2011					1	2
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August						
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September						
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2011				1	2	3
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October						
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2011						1
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30	31					

November						
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2011		1	2	3	4	5
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20	21	22	23	24	25	26
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December						
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2011				1	2	3
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

Notes:
Central PA Chapter Events 2011
Events
Social Events
Holiday - Federal
Monthly Conference call 10 AM
February 18 th Food Bank
March 10 th Silver 2 credit CLE
April TBD- Platinum all day CLE
May 19 th Silver 2 credit CLE sponsored by Eckert Seamans
June 16 th Bronze 1 credit CLE and Networking
July TBA- Baseball Event
August 11 th Bronze 1 credit CLE and networking sponsored by Stock & Leader
September 8 th Platinum Chapter all day CLE sponsored by Barley Snyder
September Pathways event
October 6 th Gold 2 Hour CLE and annual meeting sponsored by McNees Wallace
Oct 23-26 National mtg Denver
Oct TBA Streetlaw kickoff
Dec 1 st Gold/Holiday 2 credit CLE and reception sponsored by Saul Ewing

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continued from page 1

Oct, 23–26, 2011. In this issue, you will see a picture of some of our chapter attendees at the October 2010 meeting in San Antonio, TX that offered networking, development and educational opportunities too vast to mention.

For every member, I hope you will join me in these 2011 resolutions:

- Resolved, that this year I will try to identify those resources to best help me in my professional development.
- Resolved, that I will become more active in my ACC chapter.
- Resolved, that I will make it to at least one CLE event and/or the Annual Meeting.
- Resolved, that I will use my professional skills to help others less fortunate who are in need of my assistance or encouragement.

I look forward to this new year with you and hope you have resolved to work, live and learn together with the help of ACC.

Regards,
Lisa

Exploring San Antonio — Annual Meeting 2010



Julie Young, Tina Orndorff, Lisa Katterman and Justin McCarthy at the ACC Annual Meeting in San Antonio, TX, October, 2010. Make note of the interesting lamb to the left — this was an event held at a local museum and one of the many free fun social events offered by sponsors.