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ACC AMERICA
Association of Corporate Counsel
Washington State Chapter

FOCUS

President's Message

Susan Ephron

Greetings Washington ACC Chapter Members —

Did you know that the INS no longer exists? Or that until recently a “green card” was actually pink? If you do, you are either an immigration attorney or attended January’s very informative CLE “Employing a Foreign Workforce” hosted by Lane Powell. If you missed the program, the materials are posted on the chapter web site.

2011 will bring more opportunities to expand your legal knowledge, connect and network with colleagues, and give back to the community. We currently have plans for CLE programs in May, September and November; networking pro-

grams in April and October; and at least one career development program. Also, we’ll have a new event this year — Jackson Lewis will host a Networking Cruise on an Argosy boat in August! In other exciting news, the chapter has partnered with the Puget Sound Business Journal on a new award program — Corporate Counsel of the Year. Finalists in six categories will be honored at a special award banquet in April and profiled in the Puget Sound Business Journal.

Finally, a big shout out to Peter Marchel, who after many years of



servicing in chapter leadership is stepping off the board. Peter is Immediate Past President and a long-time board member and his steady guidance on the board will be missed. Knowing Peter, we will likely see him at future chapter events.

If you have any ideas for future programs or sponsorship partners, please let me know. I look forward to seeing you at one of our future events.

Susan Ephron,
WACC Chapter President
Counsel, Safeco Corporate Legal

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.

- New media consumption of business, industry and legal news/information among corporate counsel 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

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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!

Street Law 2010 – Starbucks Headquarters

The Washington ACC Chapter organized its third annual high school Street Law workshop in Seattle, held on Dec. 6, 2010 at Starbucks corporate headquarters in conjunction with funding from the Safeco Foundation. The Corporate Legal Diversity Pipeline Program (a national partnership with Street Law, Inc. and the Association of Corporate Counsel) pairs in-house legal department volunteers with nearby, diverse high schools.

Thirty local in-house legal professionals participated. Prior to the workshop, the volunteers visited three classrooms at Chief Sealth High School in Seattle to lead interactive legal lessons. These Junior and Senior classes focus on law and government studies, and are taught by Pam Mushen, who practiced law prior to her teaching career. “The wonderful thing about this program is how engaged my students are in the legal scenarios. Every year I see students, who are very quiet in class, stand up and speak. I see students discussing the results of the scenarios long after they are finished. I see students taking a position and, even more important, supporting that position with relevant facts. I read evaluations where students indicate that they are now interested in a law career.

I can’t say enough about how great this program has been for my students. I know lives have been changed and better choices made as a result of the volunteer time given by these legal professionals,” Pam Mushen said.

This year the Street Law topics included contract negotiations, litigation and sexual harassment. Through their participation in exciting simulations of legal activities, 85 students from diverse backgrounds were able to learn about the law and explore legal careers. The fieldtrip workshop kicked off with breakfast and a keynote address by Chach Duarte White, the Director of Diversity for the Washington State Bar. Ms. White told the students about her personal journey in the legal field and offered encouraging insights about the many different paths available to those who may be interested.

The half-day training workshop culminated with a lunch where the students mingled with the professionals to gather more information about potential legal careers. All of the students received gifts

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Pam Mushen, Chief Sealth teacher



Chief Sealth Students in Workshop

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donated by participating companies including Clearwire, Costco, F5, Liberty Mutual, Nordstrom, Safeco, Starbucks, True Blue, and White Pages. Additionally, several selected students were awarded phones donated by T-Mobile and HTC America in recognition of their outstanding efforts.

WACC plans to organize this event again next fall and will send detailed notices to its members in September. Anyone who wants to play a part in the development of students' career exploration in the law is welcomed to volunteer in this rewarding experience. Each year, more than 40 companies and ACC chapters participate in this program across the country, working to make a difference in lives of nearly 3,000 students. For more information about Street Law go to: www.streetlaw.org/acc



Susan Ephron and Mark Maroon



Key Note Speaker, Chach Duarte White, Diversity Program Manager, WSBA



Volunteer, Laura Williams playing Lady Gaga in contract negotiation



Outstanding student awards

Another Successful Ethics Dinner

On December 9, ACC's own Yvonne Estime presented at the WACC's Annual Ethics Dinner at the Columbia Tower Club, sponsored by Jackson Lewis. Ms. Estime, the associate general counsel and director of large law programs gave an interactive presentation titled "The Whistleblower and Corporate Internal Investigations." Using video clips and engaging the 50+ people in the crowd, Estime discussed and examined multiple scenarios involving in-house attorney's receiving information from employees. In the beautiful setting of the 67th floor of the Columbia Tower, WACC members enjoyed a wonderful meal during the 1.5 credit CLE presentation that was so engaging, it continued after the time was officially over! WACC would like to extend its thanks to Yvonne Estime, Jackson Lewis, who has sponsored the event multiple years in a row, and LegalEase, who sponsored our bar.

More photos on page 7

Timothy Ayers, board member Saloni Mavani



Ethics Speaker from ACC National, Yvonne Estime



Seattle University Scholarship Recipient Lauren Parris, WACC President Susan Ephron



Left to Right: Jackson Lewis Sponsor Michael Griffin, Jen Roth, Karin Hansen, board member Brad Toney, Jackson Lewis Sponsor Kristin Bell





Left to Right: Former Board Member Richard Gordon, Chapter President Susan Ephron, Bar Sponsor and former Chapter Administrator Lynda Jonas



Board member Erik Anderson, Chapter Administrator Nerissa Lawford



Left to Right: WACC Past President Peter Marchel, Board Member Erik Anderson, Chapter Administrator Nerissa Lawford, Board Member Michelle Marchant, Board Member Saloni Mavani, Board Member Heather Deranek, Board Member Al John, President Susan Ephron, Board Member Johann Thaheld, Board Member Brad Toney

ACC Washington Awards Scholarships to Three Area Law School Students

ACC Washington is pleased to announce the 2010 diversity scholarship recipients:

Seattle University — Lauren Parris

Lauren is currently a third year law student at Seattle University, where she landed after completing her undergraduate work in International Studies at Johns Hopkins University. At Seattle University Lauren is on the Mock Trial Board and is in the midst of her second internship with Amazon.com. As she puts it, “As the only Black face at both my internships, I am all too aware of the need for diversity in the legal profession, and I hope my service will encourage other minorities to aspire to the profession of law.” In addition to her studies and work, Lauren enjoys long-distance running, dance, and travel.

University of Washington — Thomas Kang

Through his undergraduate studies in Political Science/International Relations at UC San Diego, Thomas became fascinated with the legal issues facing small and medium-sized businesses. After graduation from UW Law School, Thomas plans on pursuing his interest in business law with Fenwick & West. Thomas realizes the value of mentors and friends, and looks forward to “being accessible as a resource to law students and other young minority attorneys.” Thomas speaks fluent Korean, Spanish, and Italian; he is also taking up Mandarin Chinese in his spare time.

Gonzaga University — Lin Sun

After teaching political science at Wuhan University (“one of the best jobs in China”), Lin decided to master American jurisprudence at Gonzaga. She serves as a student ambassador for Chinese students, and also is working on a project comparing Chinese and US rules of evidence. Her main interest, however, is in international business transactions. Lin is in her second year of law school and keeps busy as an intern in the federal tax clinic, a member of the Jessup moot court team, and as a leader in the International Law Society. Her goal is to “build a bridge between China and the US as an international business transaction lawyer with a well-developed and diverse background.”

ACC News

ACC Alliance – Additional Partners Means Additional Savings

ACC Alliance partners mesh with your business needs. Spanning the spectrum of legal services, Alliance partners bring exclusive discounts to ACC members on products that can help you do your job faster and easier.

Applied Discovery is the newest ACC Alliance partner. They're known in the e-Discovery marketplace for their extensive portfolio of discovery management technology, legal expertise, support staff and research to empower clients to confidently and affordably respond to every type of complex litigation and document intensive matter. As part of the ACC Alliance, members can receive complimentary use of Applied Discovery® Leverage™ Review Analytics. This module, part of the Applied Discovery® Leverage™ suite, provides automated dashboard statistics of reviewer accuracy and progress, empowering clients to efficiently manage the time, cost and quality of review projects of all sizes.

Practical Law Company's online **Law Department** service provides practical legal know-how for in-house counsel. Their online resources include model agreements and clauses, how-to guides, legal toolkits, checklists, cross-border guidance and other materials designed to increase efficiency and expand in-house capabilities. PLC's resources are created and maintained by their team of experienced lawyers from top firms and legal departments and a panel of expert law firms. ACC members receive a 10 percent discount off retail pricing for first-year subscriptions and 5 percent discounts on renewals to PLC's US Law Department service.

West, a Thomson Reuters business, is the foremost provider of integrated information solutions, software and services to the U.S. legal market. West has products for in-house counsel and compliance professionals that cover compliance, mergers, acquisitions, transactions, litigation, and more. With each purchase of a West product or service, members earn “ACC Dollars” that can be used toward any ACC-related purchase, such as membership

dues, registration fees or local or national ACC programs. (“ACC Dollars” are not eligible for use outside of the United States.)

For more information about these and the other great Alliance partners, visit www.acc.com/alliance.

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.

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NEW WASHINGTON CHAPTER BOARD MEMBER

Saloni Mavani, Clearwire Corporation

Saloni is litigation counsel for Clearwire Corporation. She manages all aspects of commercial litigation, including consumer class actions defense and complex contract disputes. Saloni also advises business units on best practices to minimize risk and exposure to Clearwire. Prior to relocating to Washington, Saloni practiced litigation with Proskauer Rose LLP.

Legal Department Leading Practices for Adding Value and Moving Beyond the Cost Center Model

This Leading Practices Profile, an update to ACC's 2005 Leading Practices Profile, Leading Practices in Law Departments Adding Value and Moving Beyond the Cost Center Model, features law department leading practices for generating and demonstrating value to the organization, as well as best practices for improving the bottom line and optimizing collaboration with business units. In the wake of the economic downturn and increased pressure to "do more with less," 10 participating corporations share their best value-generating and value-sustaining practices in law department staffing, targeted practice areas, outside counsel management, strategic planning and the use of metrics to measure and track value practices.

ACC Washington Member, Bradford Smith, Senior Vice President & General Counsel, Microsoft Corporation, was interviewed for this profile.

Click here to view the entire profile:

<http://www.acc.com/legalresources/resource.cfm?show=16804>

Have a question about the Washington Chapter?

Interested in joining our legal community? Please feel free to contact any one of our board members with any questions. We would be happy to talk with you and encourage you to join. Our chapter is always accepting new members!

Have an idea for our next newsletter? Feel free to contribute! Please email questions or submission requests to heather.deranek@onrequestimages.com.

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- 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.