

FOCUS

President's Message

Susan Ephron

Greetings, Washington Chapter ACC Members:

I hope you had a good summer and were able to join us on the Argosy Cruise in August. This social event, sponsored by Jackson Lewis, was the first time we had an event out on the water! In another first this year, we held a social networking event in Bellevue — which we timed perfectly to coincide with the 7th game of the Stanley Cup playoffs. Although the venue was a bit rowdy, it was great to connect with members that work on the Eastside and aren't able to make it to events in Seattle and to meet the fine folks from Applied Discovery. We hope to host another social event later this year in the Tacoma area for all of our South Sound members.

Also this fall, we plan to again have a Street Law program with stu-

dents at Chief Sealth High School as part of the Corporate Legal Diversity Pipeline Program. If you have participated in the past, please join us again — if not, please consider getting involved. This is a very fun and rewarding program designed to expose students to the law and help them think about a career in the legal profession. Look for more information coming soon about training and a schedule of classroom visits.

In June, the WACC board held its annual retreat aboard the Thea Foss, a yacht originally built for the actor John Barrymore. Many thanks to board member Skip Volkle for making this happen. This



outing is one of the great perks of board service and presented a great chance for the board members to get to know each other. See page 5 of this newsletter for some little-known facts about the board.

If you're interested in learning more about us and/or want to know more about board leadership, please call or send me an *email*. We are always looking for new talent.

Hope to see you at one of our fall events!

Susan Ephron,
WACC Chapter President
Counsel, Safeco Corporate Legal

Extend Your Network Through Networking

By Veta T. Richardson, ACC President & CEO

We all know it's important. It's a part of our professional (and sometimes personal) lives. Meeting people who do what we do, what we hope to do, and even what we've done is necessary for our continued growth. You know what "it" is: networking.

While networking is a good idea when looking for a job or an opportunity to advance your career, this activity is more than just a good idea for in-house counsel — it's essential.

Many of the jobs that you would be interested in never make it to newspaper ads or online job posts. Word of these positions often come from other in-house counsel either working within the company's legal department, or who have had conversations with colleagues connected to the department. How will you get in on the conversation if you're not at the event mingling with the people doing the talking?

Here, I will offer a few tips for successful networking — in the real and virtual worlds — while further exploring how this activity can benefit not only your career, but your social circle as well.

A few networking tips

If you happen to be between in-house positions, looking for a full-time position can often feel like a job itself. If you are also working in-house you're, well, busy working. However, you should never be too busy to grow your connections and opportunities. To get it all done, you need to network smartly. Here's how:

Choose carefully

There is no shortage of networking happy hours, socials, dinners, outings — whatever the invite says next to "networking." You don't need to attend every one of them. Take a little time to research the event: Who else is on the invite list? Where is it being held? Who is the event host, company or sponsor? Asking yourself these few questions can help you weed out those events that may not be the best use your time. Of course, any networking event held by the professional organizations of which you are a member should be at the top of your list: Your local ACC chapter hosts networking events almost monthly. Find a listing of upcoming events on your ACC chapter page (www.acc.com/chapters) and view the "All Chapters Events" calendar at www.acc.com/chaptereventscal.

Remember, networking doesn't only occur during happy hours

Some of your most valued connections can come from the most unlikely sources. Do you volunteer with a not-for-profit or coach your son's baseball team? You never know who is volunteering or carpooling beside you: Strike up a conversation and keep your business cards close at all times. For example, at one time in my professional life, I was looking to perhaps use my law degree and background in art history to run a museum. At a cocktail party at the home of a friend of a friend, I shared out loud my interest in museum management. The person I was speaking with told me about a then-newly-under-construction Museum of African American History in the Midwest, and said he heard they were looking for a deputy director. Through that initial lead, I tracked down the museum's head of HR, threw my hat in the ring, interviewed and was offered the position. I ended up not accepting the job for complicated reasons that really don't matter for purposes of this article. The point is that opportunities arise in unlikely ways.

What's your motivation?

Before attending any networking function, figure out what you want to gain from it. Are you going to find a new in-house position or do you feel like your in-house Rolodex needs a little updating and tending to? Are you a new corporate counsel and looking to raise your profile among your in-house peers, or are you looking for a possible mentor to help you navigate the unpredictable world of an in-house legal department? What you wish to accomplish over cocktails and business card exchanges affects the way you network, as well as what events you should attend. Some meetings are more social than others, focused on fostering connections, while others are more formal, focused on helping attendees secure a professional opportunity.

Be genuine and confident

Walking into a room of your successful peers, many already engaged in conversations, can be a bit intimidating. Don't worry about butting in on a conversation or talking too much; just be yourself and remember why you are there. I always remind myself that everyone is here for the same reason and that's to network and meet new people. Sometimes I look for the people who are standing alone and choose them as a starting point for joining the group and establishing that first essential new contact.

Ask a lot of questions

You've likely done a lot in your career. You sit on this board; you're licensed to practice in five states; and your local chapter named you "GC of the Year." These are all great accomplishments, but good networking is about getting and sharing information. So ask your new in-house friend what she is currently working on in her department. Perhaps, bring up an issue in your own department and ask if her department has dealt with a similar issue, and if she has any solutions to offer. These types of exchanges open up the door to continued conversations and connections.

Follow up

This is a given. However, in our busy lives we can forget to follow up with the new connections we've made, losing the cards collected in the dark abyss of our suitcases. Set goals for yourself both before and after the event. Leaving a networking event with 20 cards can be a bit overwhelming, so go into it thinking, "I want to connect with 10 people at this event." Make your next goal to send a "Nice connecting with you!" email to all 10 connects within a week of the event. Your next goal may be to follow up with all connects from events attended, like ACC chapter meetings, the ACC Annual Meeting (www.acc.com/education/am11) etc., monthly or bi-monthly. It may seem like a lot, but you can't grow relationships without communicating, and networking is, fundamentally, about building relationships.

Join and volunteer with organizations in your field

A great way to enhance your networking is to become active in groups that expand professional connections. You're already a member of an association dedicated to your professional needs. Take advantage of all of the networking opportunities ACC presents through your chapters, our educational meetings and committees — perhaps volunteering where you can. Also, join other professional associations and organizations targeted at your individual interests and needs. For example, attorneys of diverse backgrounds or even majority males with an interest in advancing diversity might enjoy an organization like the Minority Corporate Counsel Association (www.mcca.com), and whether you are a straight ally or gay, the LGBT Bar Association (www.lgbtbar.org), offers great programs and opportunities to connect professionally. Alternatively, you can choose to network

continued on page 3

continued from page 2

in your practice area, industry trade association or even around pro bono service. Just do it!

Social media and online networking

You likely have several (or at least one or two) online profiles in communities that are frequented or made up by your in-house peers. Hopefully, you've checked out ACC's Member-to-Member benefit and built your online profile.

At <http://community.acc.com/home>, you can find many solutions to challenges you may be facing in your legal department, all from your in-house peers. This peer-to-peer network puts your favorite ACC resources in one place, including: ACC announcements, eGroup forums, a member directory, mentoring opportunities and a shared file directory — allowing you to connect with people and resources particular to your in-house career.

There are also sites like LinkedIn, Twitter, and Facebook where you can grow your professional and social networks right from your computer. Be sure to first check out the ACC presence on each. On these sites the same rules of in-person networking apply. Also, make sure you have an updated picture of yourself in your profile. Nothing screams: "I don't understand this or have time for it" like not having your own picture associated with your profile. Your online profile should be as updated as your resume. For example, make sure you join online communities that make sense based on your objectives. If you want to connect with old friends, Facebook may be for you, but if you want to further your professional reach and network, LinkedIn may be where you choose to spend your time. Remember the idea of goal setting? Online networking shouldn't just be about how many connections, followers or friends you have. Make the connections count — target the leaders in your field and follow, friend and connect to them. Once the connection is made, start the conversation, perhaps suggest an in-person networking event to meet up at, and follow up. Further, make sure that you are adding to the community that you join by posting useful resources and posing questions that start conversations. Join groups that focus on your area of practice and interest. Like I said, it's no different than networking in the "real" world.

Benefits

You know the benefits of networking: connecting and reconnecting with people who may aide you, and vice versa, in getting a new position down the road; fostering a network that will be useful not only to you, but to a future employer or client; building relationships with people who

can act as mentors, advisors, supporters and professional cheerleaders for you (and to whom you could return the favor) and more.

Keeping current

So you may be in a great in-house position, and your network is pretty big and growing. Networking with those peers, both new and not so new, is still very important to your in-house career. You need to know what everyone is talking about. Perhaps you're leading the company's major acquisition (or maybe you're a legal team of one), logging long hours in the office and haven't had the time to keep up on the latest developments related to Dodd-Frank. Attending networking events and taking a few minutes out of your day to skim your twitter feed can help keep you current.

Building your career

Whether you're currently in your dream in-house position or looking for it, networking with your peers is an excellent way to build your career. You never know where that next opportunity will come from, or how a new contact can add value to your current position.

Opening up relationships with people who can be mentors, advisors, supporters and cheerleaders

No matter where you are in your career, having a support system is key. Having a mentor or advisor who you can approach with concerns and questions often gives you that needed push and confidence to tackle whatever the issue is. A way to meet these people, and to perhaps become one yourself, is through networking. Further, I have connected with many young attorneys through events held by MCCA and ACC, becoming that mentor and advisor, and giving back to the in-house community that has offered me so much.

Online social networks make staying in touch easier than ever

There is nothing like face-to-face contact. You get to look into your peer's eyes, shake her hand and take her card. However, as we already discussed, keeping in touch after the initial meeting can prove challenging. As suggested, following up with your connections is crucial to worthwhile networking. Now, you can do that with more than an email. Sending a tweet or retweeting something they've said online can keep you connected easily, allowing you to continue and start conversations.

There's an old saying that people make time for what's important to them. I know that your in-house career is important to you, as is connecting with old and new friends. Being an active

participant in networking opportunities is an excellent way to make business and personal connections. I think it is worth your time and effort to engage in some form of networking — be it at an ACC Chapter meeting or through your LinkedIn profile. Start the conversation, continue it, and pass it on.

Resources to Consider

In-house JoblineSM

With more than 1,000 corporate counsel positions listed every month, In-house Jobline is the one place to find your next position, post your resume, or hire legal staff. Find your next employment opportunity at <http://jobline.acc.com>.

The ACC Community

This one link directs you to "My ACC" where you can build your online profile, Member-to-Member, eGroups, Pro Bono and Diversity opportunities, Law department leaders, CLOs, The ACC Blog and more. www.acc.com/community

ACC Top 10

- **Top Ten Tips for Online Professional Networking in the Legal Community (April 2009).** www.acc.com/legalresources/publications/topten/Top-Ten-Tips-for-Online-Professional-Networking-in-the-Legal-Community.cfm

ACC Presentations

- **Seven Secrets of Landing Your Next in-House Job (Nov. 2010).** www.acc.com/legalresources/resource.cfm?show=1268882
- **The Girlfriends' Guide to the Good Ol' Boy Network: What They Never Told You About the Life in the Big Corporation (Oct. 2009).** www.acc.com/legalresources/resource.cfm?show=730583

ACC Docket

- **Networking 2.0 (Oct. 2009).** www.acc.com/vl/membersonly/ACCDocketArticle/loader.cfm?csModule=security/getfile&pageID=637826
- **Online Social Networking and Your Career: Are You Staying Ahead of the Game? (July 2008).** www.acc.com/legalresources/resource.cfm?show=16821
- **Hands On: Taking Charge of Your Career: Best Practices for Women Lawyers (July 2006).** www.acc.com/legalresources/resource.cfm?show=14635

ACC Article

- **Rules of Engagement for Online Networking (Nov. 2008).** www.acc.com/legalresources/resource.cfm?show=140897

Forbes.com

- **Networking Survival Tips (Jan. 2010).** www.forbes.com/2010/01/06/networking-event-conversation-forbes-woman-net-worth-relationship.html

Recent Chapter Events

May 11, 2011

CLE Presentation, sponsored by Perkins Coie Insurance Coverage in the Social Network Era

On May 11, four Perkins Coie partners from around the country took us “Into the Abyss” and hosted a lively discussion of “Insurance Issues Arising from Internet-Related Liabilities.” After providing some background about the Internet revolution, the panelists discussed emerging issues of potential liability, including privacy issues, IP infringement, advertising claims, unfair competition and liability for cyber attacks. We discussed recent California

cases, which expand the definition of personal identifying information to include zip codes collected as part of a retail credit card transaction. The presentation concluded with a discussion of emerging coverage issues and an enjoyable cocktail reception.

June 15, 2011

ACC Washington Social Event Earl's

Forty-three Washington ACC members got together on June 15 at Earl's in Bellevue for a great evening of networking and fun hosted by Applied Discovery, the newest member of the ACC Alliance.

The food, drinks and company were terrific, and representatives from Applied Discovery were on hand to tell us about “e-discovery related” best practices, and how to get the most value out of discovery tools and processes. Instead of presenting a formal program, the Applied Discovery folks mingled casually and did an admirable job of competing against the broadcast of the final Stanley Cup game. And now that we've had an event on the eastside of Lake Washington, it's clear that we need to get together more often in Bellevue and environs.

**ACC Washington Board Members
enjoying their retreat aboard the
Thea Foss.**



Membership Corner!

We would like to welcome our newest Washington State Chapter Members:

Aliza Allen, Lorig Associates LLC

Lyle Beaudoin, Teck American Incorporated

Elizabeth Bekiroglu, Emergent BioSolutions Inc.

Aileen Cronin, Alaska Airlines, Inc.

Jean Dunkirk, Bechtel National, Inc.

Tony Gatterman, salesforce.com, inc.

Sharon Glenn, T-Mobile USA, Inc.

Brandon Hollis, Nintendo of America Inc.

Debora Jones, Lighthouse Document Technologies

David Kris, Intellectual Ventures

Saloni Mavani, Clearwire

Elida Moran, T-Mobile USA, Inc.

Samantha Pak, The Boeing Company

Jarrett Payne, DreamCatchers Group Inc.

Melissa Reese, Univar

Eileen Sun, Emergent Product Development Seattle, LLC

Jean Thompson, World Vision, Inc.

David Werblow, T-Mobile USA, Inc.

Gwenna Wootress, Northwest Trustee Services, Inc.

Is your legal department lonely? Are your colleagues stuck in their offices? Feeling isolated from the legal commu-

nity? Join the Washington Chapter of ACC today and encourage your colleagues to do the same! Chapter membership is reaching new heights — we have 430 members from nearly 200 companies across the state, but we'd like to have more! Get access to the invaluable InfoPAKsSM, the ACC Docket, and most importantly, opportunities to meet with other corporate counsel at chapter CLEs and fun events! For more information, email Erik Anderson, membership committee chair, at erik.anderson@libertymutual.com.

Getting to Know the ACC Washington Board

See below for some fun facts about members of the ACC Washington Board.

See if you can match the correct board member to their fun fact!

Fun Fact Scramble

A. Michelle Marchant

B. Brad Toney

C. Susan Ephron

D. Skip Volkle

E. Saloni Mavoni

F. Erik Anderson

1. Voted most likely to become a manager at Dick's Drive-In by high school senior class. _____

2. Three days on the job, I got fired from a summer job as a cocktail waitress. I couldn't keep straight the drink orders. Thank goodness I had law school to fall back on. _____

3. I participated in the creation of the post apartheid constitution of the Republic of South Africa. _____

4. My 5th great uncle is Jefferson Davis, the president of the confederacy. _____

5. Before taking my present position in Seattle I was, in addition to being in-house counsel, an actor and theatrical director, having directed well over a dozen shows at theaters in New Jersey and Tampa, Florida. _____

6. I have traveled around the world and trekked in Nepal and Tibet. _____

Answers: 1.F; 2.A; 3.E; 4.B; 5.D; 6.C

ACC News

Find a Mentor in ACC's New Mentor Program

Accessible through our new Member-To-Member online community, ACC's new web-based mentor program allows members to sign up as mentors or mentees and connect with each other based on geographic location and practice area expertise. Formal mentor relationships last one year, but we hope our new mentor program will facilitate the development of long-term relationships that grow our members' careers for years to come. To

sign up, go to <http://community.acc.com/Home>, log in, and click on the "Mentoring" tab. For questions about the program, read the FAQs in this section or contact ACC's membership department at 202.293.4103, ext. 360.

Join your Local Chapter During ACC's National Community Service Month

Throughout September, October, and November, ACC chapters all over the country will support National Public

Lands Day (npld.com) and National Service Day (www.nationalservice.gov) by participating in their own community service events around the country. ACC and its chapters will join other volunteers this year to paint and frame houses, plant trees, and help their local communities in other ways.

This is the fifth year that ACC chapters voted overwhelmingly to participate in ACC Community Service Month.

continued on page 6

Board Members and Contacts

President & Treasurer

Susan Ephron

Safeco Corporate Legal
206.473.5835
susan.ephron@libertymutual.com

President Elect

Brad Toney

Classmates Media Corp
206.301.4877
brad.toney@classmates.com

Vice President

Heather Deranek

OnRequest Images, Inc.
206.774.1491
heather.deranek@onrequestimages.com

Secretary

Michelle Marchant

Clearwire Corporation
425.216.7815
michelle.marchant@clearwire.com

Board of Directors

Erik Anderson

Liberty Mutual Insurance Company
206.473.6099
erik.anderson@libertymutual.com

Al John

The Boeing Company
425.342.5705
allen.john@boeing.com

Mark Maroon

Starbucks Coffee Company
206.384.5075
mmaroon@starbucks.com

Saloni Mavoni

Clearwire Corporation
425.636.5910
saloni.mavoni@clearwire.com

Johann Thaheld

Attorney
360.301.0445
archerjft@hotmail.com

Skip Volkle

Marine Resources Group, Inc.
206.332.7990
svolkle@marineresourcesgroup.com

Chapter Administrator

Nerissa Lawford

ACC Washington
713.375.2736
nerissa@amchouston.com

continued from page 5

Originally conceived by James (Jim) Patton, former ACC board member and former president of the South Florida Chapter, now national director of legal projects at Robert Half Legal, the National Community Service Month was envisioned to give ACC members an opportunity to give back to the community that has given them so much and to demonstrate that lawyers care about their local neighborhoods and parks. All too often, members don't find opportunities to do something good for the community and in the past, there were even less opportunities to perform family friendly community projects through their local bar associations. National Community Service Month has helped to change this. To join on your local chapter for its event, visit the chapter pages at www.acc.com/chapters.

Sign up for Large Law Membership and Save

Does your company have nine or more attorneys? If so, there is no better way to save money than by promoting the large law membership dues package. The large law department fee schedule can save you anywhere from hundreds to thousands of dollars depending on the size of your department. With budgets getting tighter, the need for ACC resources (rather than using outside counsel) is more critical than ever. And with our large law membership rates, we make the savings even more valuable! For more information, go to www.acc.com/aboutacc/membership/lawdepartment.cfm or contact Danielle Boshart, director of membership operations, at 202.293.4103, ext. 307 or boshart@acc.com.

Going Back to School with ACC's Webcasts

Enhance your legal skills and stay abreast of the hottest legal issues with ACC's CLE/CPD Webcasts. Designed for today's busy in-house counsel, these webcasts are just a click away. Topics are highly relevant to your in-house practice and cover various areas such as managing and motivating your team, information governance, contract management, IP infringement, and many more. Tune into ACC's webcasts and start learning today at www.acc.com/webcasts.

ACC's Member-to-Member

Looking for important ACC updates? Want to connect with peers in your practice area? Have a sample contract you'd like to share?

Log in to ACC's newly launched *Member-to-Member* online community and join the conversation with thousands of your in-house peers. Discuss challenges, get important ACC updates, and share files — everything you need is right here!

Member-to-Member offers

- eGroups discussion forums for sharing ideas and addressing challenges with practice-area peers, fellow chapter members, or open groups.
- ACC Announcements that keep you informed about the latest resources, upcoming events, hot topics, blog posts, and more.
- A shared file directory for immediate access to sample forms, policies, contracts and other resources uploaded by in-house peers.
- Networking options and a member directory that let you connect with other in-house counsel by location, law school, specialties, personal interests and many other choices.

Log in to Member-to-Member at www.acc.com/m2m. Complete or update your profile, and start enjoying the benefits of the world's largest community of in-house counsel.