ABA Antitrust Section
Young Lawyer Representative Program Handbook

2016-17
1. **Best Practices**

   Being selected to serve on the leadership of a Section Committee as a Young Lawyer Representative (YLR) is a great opportunity for you to meet senior leaders of the Section and work closely with them in achieving Committee objectives. Your role is far more than that of an observer. You will be treated as a leader with the same responsibilities as any vice-chair and expected to creatively contribute as such.

   In addition, the Section has determined that it is critically important for the success and future of the Section to get young lawyers with fresh energy and ideas meaningfully involved in Section activities early in their careers. Thus, YLRs should also serve to increase involvement in the Section’s activities by other young lawyers and economists. In working on your Committee’s projects, you should look for opportunities to incorporate young lawyer and young economist volunteers and to develop programs, publications, or other content accessible to a young lawyer or young economist audience.

   Of course, and as with all of Section leadership posts, you will get out of the role what you put into it. The YLR Co-Coordinators, Shimica Gaskins and Melissa Whitehead, and more experienced YLRs working with other Committees are available to help offer advice, and you should not hesitate to seek assistance from vice-chairs on your Committee. Ultimately you will be responsible for your success.

   **a. Prepare for the Role**

   Take time to thoroughly research the Committee’s activities and its leadership. The best way to research activities and leadership is to apprise yourself of all the ways in which the Committee communicates with its members. Join your Committee’s Connect group (if you haven’t already). Review the Committee’s website and social media. Listen to audio and read materials from recent brown bags where available. If possible, try to attend one of your Committee’s live brown bags before your position begins. Read the newsletters published by the Committee during the prior year. Review the profiles of the Committee leadership.
Call the current/previous YLR and get his or her advice. Call the vice-chairs to introduce yourself before the first full Committee meeting. Try to organize face-to-face meetings with any other Committee members who reside in your city.

Relate your own professional experience to the work of the Committee. Think about things you want to do, and things that you would be good at doing given your experience. If you see that the Committee’s programs or newsletters have been focusing on legal developments that are unfamiliar to you, spend some time to learn about those developments. If there are issues that you believe would be timely and relevant to the Committee’s membership that have not been explored by Committee leadership, make suggestions.

Attend trainings at the outset to learn about how the Section works. Sessions offered by Section leadership will provide you with information on navigating the leadership structure, working with staff, and commanding the Section’s ABA Connect feature. For example, it will be important for you to know how ABA publications process works, how to organize a brown bag, how to coordinate networking events, how to post to ABA Connect, and how to support the Section’s social media goals. Introduce yourself to key ABA staff like Deborah Morgan and Diane Odom.

b. Take Initiative

Introduce yourself to other Committee leadership and show enthusiasm for getting involved in specific projects. Don’t assume that the leadership will assign you work or know precisely how to get you involved. There are many projects that you can assist with, including but not limited to editing and writing newsletter articles; assisting with relevant portions of the Antitrust Law Developments or Consumer Protection Law Developments; organizing, moderating, or speaking on a panel; assisting with Spring Meeting proposals and planning; organizing networking events; organizing law school programs; managing your Committee’s Connect postings, website, social media and other communications channels; and recruiting volunteers and helping to integrate young lawyers into your Committee.
Try to get involved in a little bit of everything over the course of the year. During the year you should strive to (1) write an article for your Committee newsletter or author content for one of your Committee’s publications; (2) edit and blue-book another author’s writing; (3) organize a brown bag program; (4) draft a Spring Meeting panel proposal; (5) contribute to your Committee’s social media; (6) work on your Committee’s website; (7) work on Committee recruitment efforts; (8) submit postings to your Committee’s ABA Connect website; and (9) work as a liaison between your Committee and other Committees.

If you believe that you could be better utilized on your Committee, please contact either YLR Program Co-Coordinator, Shimica Gaskins (shimica.gaskins@usdoj.gov) or Melissa Whitehead (Melissa Whitehead (mwhitehead@tachaulaw.com)).

c. Take it Seriously

The YLR is a very important role within the Antitrust Section leadership. Take your position seriously. Treat your Committee as your client. Meet your deadlines and follow through on your assignments and commitments. If you find that you are having trouble, please contact the YLR Program Coordinator for assistance.

d. Build Relationships with Your Committee Leadership

Try at least once to have a one-on-one phone call or in person meeting with each member of your Committee’s leadership by the end of the year. Attend and participate in brown bags sponsored by your Committee, especially anywhere you can attend in person. Make arrangements to meet with your Committee leadership at the Spring Meeting or other events they are likely to attend.

e. Build Relationships with Other YLRs

Make every effort to participate in group YLR calls with the YLR Coordinator and respond promptly to update requests from the YLR Coordinator. Reach out to the YLR group or the YLR Coordinator by email if you need advice on how to do something or if you need help in promoting an activity.
f. Social Media

Many YLRs have been asked to manage their Committee’s social media sites (Facebook, LinkedIn, Twitter, various blogs). Having a quality social media presence is important to the Section and you should take this task seriously if asked to work on it. Prepare yourself for the fact that updating social media takes some significant time and vigilance to do correctly. It is a good idea to recruit other young lawyers to help.

Working on social media offers a number of benefits, including helping you to make contacts in the Section, raising your public profile, and keeping you well informed of legal developments that are relevant to your Committee’s focus. It is important, however, that you work on projects other than social media, and that you are not the only member of your Committee working on social media. Social media works best when multiple members of the Committee contribute, and you are not going to get the most out of your YLR appointment if you are just working in isolation on the Committee’s social media sites. Please contact the YLR Program Coordinator if you have any concerns.

g. ABA Connect

The Antitrust Section has launched a members-only platform called ABA Connect, which will serve as a one-stop location for committee content, upcoming event notices, and membership assistance. It will also allow members to interact directly with one another over a secure website. Be sure to familiarize yourself with ABA Connect and do your best to post frequent comments and to promote upcoming events via the website. The ABA Connect log-in page is found at: [http://connect.abaantitrust.org/home](http://connect.abaantitrust.org/home).

h. Networking with Other Young Lawyers

Don’t forget that you are the representative of other young lawyers to your Committee. Make sure to attend Young Lawyers Division Antitrust Committee (YLDAC) events, especially any mixers or other networking events. Explain what your Committee does and encourage young lawyers to volunteer when you meet them (volunteering is one pathway to Section leadership).
• Join the YLDAC group on LinkedIn (http://linkd.in/fllez9) so that you can stay in touch with other young lawyers.

• Ensure young lawyers know of the Section’s page for young lawyers: http://www.americanbar.org/groups/antitrust_law/membership/young_lawyer_resources.html

Work on recruiting other young lawyers to become members of your Committee and invite them to attend your Committee’s brown bags and other programs. Work with your committee to identify specific opportunities for young lawyers to contribute and advertise those opportunities through your Committee’s and the Section’s communication channels, including ABA Connect. In particular, ask the YLR Coordinator to advertise the positions through various channels.

Consider creating a program specifically designed to acquaint young lawyers with the work of your Committee and to explain how Committee membership and resources might be of use to them in their practice. One successful approach that many YLRs follow is to conduct law school programs for students interested in pursuing careers in the Committee’s relevant area of law.
2. YLR Contacts

- YLR Co-Coordinators (2016-17): Shimica Gaskins (shimica.gaskins@usdoj.gov) and Melissa Whitehead (mwhitehead@tachaulaw.com)
- List-Serve (to contact all YLRs): AT-YLR@MAIL.AMERICANBAR.ORG
- LinkedIn Subgroup: http://www.linkedin.com/groups?gid=3476514

3. Young Lawyer Websites

- ABA Antitrust Section, young lawyer page on Section’s website http://www.americanbar.org/groups/antitrust_law/membership/young_lawyer_resources.html
- ABA Young Lawyers Division Antitrust Law Committee website http://apps.americanbar.org/dch/committee.cfm?com=YL508000

4. Committee Program Planning Resources

- American Bar Association, Section of Antitrust Law, Leadership Portal http://www.americanbar.org/groups/antitrust_law/leadership.html
- Committee Programs – Requirements and Best Practices http://www.americanbar.org/content/dam/aba/administrative/antitrust_law/leadership/resources/bp_committeeprograms.pdf
- Checklist for a Successful Committee Program Conference Call http://www.americanbar.org/content/dam/aba/administrative/antitrust_law/leadership/resources/cp_checklist_helpful_hints.authcheckdam.pdf
- Committee Program Request Form https://abanet.qualtrics.com/SE/?SID=SV_cOsp6smUUtwCVw0
5. **ABA Antitrust Connect**

   - Antitrust Connect Log-In Page
     http://connect.abaantitrust.org/home

6. **Organizing a Committee Program: Step-by-Step**

   Ideally, you should be planning your committee program 1.5 months in advance of the Program date. Keep the sponsoring committee(s) updated as to your progress, and ask committee leadership and ABA staff for help when needed.

   - The programs are usually a total of one or one-and-a-half hours, with 10 minutes left at the end for questions. The programs usually start at noon or 12:30.

   - Have a rough idea of what the topic and audience should be. Focus on recent developments and try to make sure that the topic has not been covered in the past. Check out the YLD Antitrust Committee website to see what programs were offered previously.

   - The committee(s) that proposed the topic should be helpful in brainstorming over topic ideas and selecting speakers. Try to maintain a diversity of viewpoints (public/private sector, plaintiff/defense, and junior/senior people), race/gender diversity and balance, and geographic diversity. Review the committee program diversity policy.
• Think about how you would like to conduct the program. Most programs either have each presenter following the other or are conducted as a round table discussion. A round table requires a lot of advanced planning and is more conducive to a live event than a teleconference. If each speaker follows the other, divide up the time slot subtracting about 10-15 minutes for questions and your introduction.

• Once you have a tentative list of speakers, contact Diane Odom (Diane.Odom@americanbar.org) to find out when there is space on the Antitrust Section’s calendar and decide on a date that’s convenient for the speakers. Once you have identified some potential speakers, topic, and date, you will need to fill out a Program Request form on the Antitrust Section leadership portal.

• Once the form has been approved, usually via an email from an SAL officer, set a group call for all of the speakers to “meet” each other and fine-tune their presentation topics and discuss when they would be available for the presentation. On the call, take detailed notes on what everyone has decided to speak on so that you know what to include in the program flyer’s program description. If speakers plan to present written materials, or prepare PowerPoint presentations, consider posting materials to the committee(s) website(s) or consider having the Program as a Webinar. *** Make sure any program handouts/materials are received by ABA staff (and, if applicable, are on the ABA presentation template), at least 48 hours in advance. Also, upload the materials directly to your committee’s website. *** If you would like to have a webinar, Julian Wiley (Julian.Wiley@americanbar.org) will walk you through the process.

• Prepare a flyer advertising the Program using the template from the leadership portal. Once the flyer is finished send it to Diane Odom for her to insert a registration link and post the program title and linked flyer to the SAL calendar. Diane will return the flyer to you for distribution on Connect.

• Advertise the program by sending it to the committee’s Connect group and social media channels, as well as any other sponsoring committee(s)
with a brief description of program and with a hyperlink to the program flyer. Look through the list of SAL committees and reach out to committee leaders whose committee members might be interested in the program. If there are relevant LinkedIn/Twitter/Facebook groups that you belong to, consider posting there as well.

- Re-Connect with your speakers to make sure everyone is ready for the presentation. Think about 1-2 questions and send them to your speakers in advance.

- Prepare a script of your introduction. Be sure to mention the sponsoring committee(s), note any upcoming SAL programs that would interest the audience, and introduce the panelists giving a brief bio and short description of what they will talk about. Keep your introduction under 5 minutes.

- You will receive a panelists-only dial in number from Diane Odom, for the actual program. The first one will be for speakers/moderators only. Please ensure that you email this information to your speakers as soon as you receive it. Ask your panel to call into the line about 15 minutes before the program’s start time for a sound check.

- After the presentation, send an email or make a call to the panelists thanking them for serving on the panel.
7. **Committee Newsletter Tips**

   - Be sure to use the most current Section of Antitrust Law logo on committee newsletters (located on leadership portal on right side of page under “Section Logos”).
   
   - When sending committee newsletters to committee Connect group, send a link to the newsletter instead of attaching the newsletter.

8. **Networking Events**

   - Networking Event Request Form
     
     [https://abanet.qualtrics.com/SE/?SID=SV_ebVXg3nEt2JKLIM](https://abanet.qualtrics.com/SE/?SID=SV_ebVXg3nEt2JKLIM)

9. **Social Media & Website**

   - Links to Section social media sites
     
     [http://www.americanbar.org/groups/antitrust_law/leadership/social_media.html](http://www.americanbar.org/groups/antitrust_law/leadership/social_media.html)

   - Website best practices
     
     [http://www.americanbar.org/content/dam/aba/administrative/antitrust_law/leadership/resources/websitebestpractices.authcheckdam.pdf](http://www.americanbar.org/content/dam/aba/administrative/antitrust_law/leadership/resources/websitebestpractices.authcheckdam.pdf)
10. **Staff Contacts**

If you have any questions regarding the YLR program or to whom you should direct a request, please reach out to the YLR Coordinator before contacting staff.

**Joanne Travis**  Section Director  
312-988-5575  
- Overall management of Section operations and staff  
- Budget and Finance  
- Section Officer & Council activities

**Deborah D. Morgan**  Assistant Director  
312-988-5606  
- Manages Administrative Unit  
- Section Membership and Outreach Activities  
- Section Publications

**Patricia Harris**  Meetings & Marketing Coordinator  
312-988-5609  
- Meeting registrations & CLE  
- Online Conference Marketing  
- Conference Calendar

**Diane D. Odom**  Committee Administrator  
312-988-5702  
- Committee Services  
- Committee Programs and Teleseminars

**Julian Wiley**  Technology and Communications Specialist  
312-988-6258  
- Section Web Site Content Management  
- Technology Guidance and Support to Section Leadership and Staff

For a full list of staff contacts, see [http://www.americanbar.org/groups/antitrust_law/contact_us.html](http://www.americanbar.org/groups/antitrust_law/contact_us.html)