It is hard to believe that we are completing another bar year of the Section of Business Law’s Young Lawyer Forum (“YLF”). Since the inception of the YLF as a concept in 2003 and its official launch during the 2005 Spring Meeting, the YLF has continued growing as an active, meaningful and substantive center of gravity for young lawyers within the Section. From regular electronic newsletters to substantive CLE programming to hospitality suites to public service projects to professional development opportunities, the YLF’s impact has been immediate and significant.

Following the ABA’s 2005 Annual Meeting, the YLF established three goals for the 2005-2006 bar year: (i) moving the YLF to full Section Committee status; (ii) finalizing the YLF leadership structure and (iii) using the YLF to reach out and provide membership value to young lawyers who do not attend Section meetings. I am pleased to report progress on all fronts during this past year. During the Section’s Council meeting in April, 2006, the YLF became an official Section Committee. This affirms the hard work of the many volunteers who have made the YLF a reality.

We also have made great strides in the YLF leadership structure. Over the past year, we have grown the Subcommittee structure to address many areas of interest and concern for young lawyers. As a result, we complete the 2005-2006 bar year with the following Subcommittees and leadership:

- Programming/Institute for the New Business Lawyer – Heather Jeffers;on/Sherwin Simmons
- Social - Steve Mayer/Richtik Sarkar
- Pro Bono/Public Service – Kendall Butterworth
- Newsletter – Tracy Cinocca
- Membership - Olekanma Ekekwe
- Publications – Aram Ordubegian/Adam Segal
- Technology – Sajai Singh
- Diversity – Alexis Taylor
- Solo/Small Firm – Carolyn Dillinger
- Speakers Bureau – Richtik Sarkar
- Law Students – Mark Duedall

In addition, the YLF Vice-Chair, David Gemunder, has focused his efforts on assimilation of young lawyers into the Section’s substantive Committees. Feel free to contact any of our Subcommittee chairs to become active in their work for the YLF.

Many of these Subcommittees came into place while focusing on providing value to young lawyers not attending Section meetings. This focus remains paramount in the YLF’s activities. We continue working to provide important and valuable resources to young lawyers throughout the country even if you cannot attend a Section meeting. As we have expressed on numerous occasions, the YLF is our Committee to organize and structure as we determine best provides value to young lawyers in the Section.
As always, we welcome you to join in these activities and continue building the YLF. Please enjoy this newsletter and let us know if there is anything we can do to help you get more actively involved in the Section. Please contact me (tlupinacci@bakerdonelson.com) or Michelle Gallardo (mgallar3@ford.com) or any of our Subcommittee Chairs with any questions or comments. Michelle and I have enjoyed serving the Section as the inaugural Co-Chairs of the YLF. We look forward to seeing you during the 2006 Annual Meeting.

Timothy M. Lupinacci  
Chair, Young Lawyer Forum  
Baker, Donelson, Bearman, Caldwell & Berkowitz, P.C.  
Birmingham, Alabama

Featured Member

Emerging Section Leaders: Patrick T. Clendenen  
Timothy M. Lupinacci

One of the goals of the Young Lawyer Forum (“YLF”) is to provide opportunities for young business lawyers to grow into leadership positions in the Section of Business Law (the “Section”). In an effort to promote the Section’s pathways to leadership, the YLF highlights young leaders who have risen to leadership positions within the Section. This article highlights Patrick T. Clendenen who is with the Boston, Massachusetts office of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.

Patrick’s practice consists of business and corporate litigation. He has experience in a broad range of contract, securities, class action, and intellectual property disputes. Patrick was very active in the ABA’s Young Lawyer Division (“YLD”) beginning in 1997. He served as Massachusetts Delegate to the Young Lawyer Division and Chaired the YLD’s Litigation Committee. He was a YLD Committee Director and served on the Editorial Board of The Young Lawyer. He was named YLD Star of the Quarter on two separate occasions.

In 2000, Patrick was named one of the Section’s Fellow. Judge Alvin Thompson was Patrick’s mentor in the Fellows program. As a Fellow, Patrick was assigned to the Business and Corporate Litigation Committee (the “BCL Committee”). At the time, Judge Elizabeth Stong chaired the BCL Committee. Judge Stong asked Patrick to chair the BCL Committee’s new Subcommittee on Pro Bono and Public Service. From that point forward Patrick “was hooked on the Section.”

Patrick graduated from being a Section Fellow to Co-Chair the Business Law Fellows Committee. He served in that capacity for three years, helping to oversee the Section’s Fellows program and ensuring that subsequent Fellows get plugged into the Section’s substantive activities and are given leadership opportunities in the Section’s work. Patrick currently serves the Section as Co-Chair of the Section’s Meetings Committee. Patrick remains active in the BCL Committee, serving as Co-Chair of the Class and Derivative Actions Subcommittee. He also serves on the Section’s Task Force on Leadership Development and Retention.

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Featured Articles

The Lawyer as an Artist?
Jolene A. Yee

I hate to perpetuate stereotypes, but in the median span of my career, I have noticed that lawyers love navy wool suits and white button-downs. White. My husband – a lawyer – covets Brooks Brothers ties. Blue and gold stripes, red and blue stripes, tan and navy stripes, but stripes all the same. And the only shirts he owns that are not white, I bought for him and hid in the closet hoping one dark morning he’d pull one out and put some color on without noticing. Simply: sometimes lawyers lack a little creativity.

Many lawyers in private practice think their in-house lawyers crave one thing: lower bills. While we DO certainly like reasonably-priced legal services, if you want to give us everything we want, you might want to step outside the box and get – dare I say it – a little creative.

Not that I want to broadcast this too loudly lest I contribute to blowing through this year’s legal department budget, but there are some things that matter to me when considering which outside lawyer to use on a deal, and often I care more about those things than I do about someone’s guideline billable rate. What I want is value, even if I have to spend a good dollar to get it.

So here are a few tips you can use to get my attention, next time I’m looking for a good lawyer. Strangely enough, some seem PAINFULLY OBVIOUS, but unfortunately not enough lawyers actually execute against many of them:

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How to Keep Your In-House Client Happy
Mari I. Valenzuela

Successful outside counsel know how to create, nurture and retain relationships with their clients. Perfecting this skill takes time. This article provides a checklist that will help law students and young lawyers win over and continue to please an important client: in-house counsel.

1. Know Your Client’s Business

If you want to dramatically increase your chance of winning new business as well as maintain existing business relationships, then get to know your in-house client’s business. Here are a few things that you should know:

• What is the organizational structure, core business (e.g., products, and/or technologies offered), workplace dynamics, and overall corporate strategy?

• How is the in-house legal department staffed?

• Which business groups does the in-house legal department support (e.g., Finance, Human Resources, Information Systems, Marketing, Sales, Supply Management, etc.)?
• Which business groups are not supported by the in-house legal department?

• Which matters are referred to outside counsel?

• What is the pulse of the relationship between the in-house legal department and the various business groups? Is the in-house legal department perceived as an obstacle to running a fast-paced business?

• What are the most common business issues faced by the in-house legal department on a day-to-day basis?

Depending on the response to these questions, you can promote services that your firm offers that are best suited to support in-house counsel. Remember, over time, your client’s needs may change. Keep asking these questions. You never know when a new opportunity may present itself.

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**Tricks and Tactics to Get, Keep and Expand Corporate Legal Work**

*Timothy M. Lupinacci*

A personal marketing plan is an important tool in identifying, securing and expanding business opportunities. A key component of any such planning is the gathering of a base of information and knowledge about existing and prospective clients, including in-house counsel. The informed consideration of the client’s, or prospective client’s, legal needs, strategies and objectives is a foundation to success. Once you have gathered the necessary information, you can effectively tailor your business development efforts accordingly. This article compiles some of the important questions you should be asking and the areas of information you should be gathering to assist development of your personal marketing strategy.

As a first step, look for opportunities to interact with corporate counsel or client representatives who manage or direct legal business. Set up a meeting or invite them to lunch and ask them to talk about what their go-to lawyers do well. Find out what things they wish their lawyers would do differently.

Set forth below is a list of questions grouped by broad topic areas. Securing answers to these questions should provide you with a wealth of information in developing your personal marketing goals and objectives.

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**Upcoming Events**

**Swimming with Sharks: Open Ocean Swimming Adventures on Oahu**

*Scott J. Depta and Sylvia L. Depta*

You probably swim with professional sharks all year round. Why not join real predators this summer in balmy Hawaiian waters? Swimmers are lured to the relatively peaceful summer coastal waters off the coast of Oahu by water temperatures in the upper 70s. Perhaps you successfully exercise your imagination through practicing law, but now is the time to exercise your other parts at
some of our favorite spots.

Try the Ala Moana Beach Park on the South Shore close to downtown, described as “one of the island’s most popular playgrounds.” This beach is made for open-ocean lap swimming, and great for your initiation to the Hawaiian waters. Many locals, or “kama’aina,” routinely swim here for two reasons. First, the swimming area is protected from the surf by a surrounding reef. Second, the swimming area has marked 500-meter and 1,000-meter swimming courses parallel to the beach. This beach offers a convenient way to incorporate a safe and exhilarating open water swim into your day.

Not far from downtown is the lovely Kailua Beach Park on the East Shore. Kailua beach is less crowded than Ala Moana Beach Park, and is inviting to open ocean swimmers with a protective off-shore reef. We love this beach because it affords an easy 400-meter swim to tiny Popoi’a Island (or “Flat Island”). Once on Flat Island, you can enjoy a scenic and restful walk around the perimeter of your temporary domain. Be careful not to walk in the middle section of the island which serves as a nesting seabird sanctuary.

More serious swimmers should take note that the North Shore Challenge, the last event of the Surf and Sea North Shore Swim Series 2006, is Saturday, August 5th at 9:00 am. Kama’aina love to participate in the North Shore Swim Series because the normally treacherous North Shore waters are calm in the summer, and incredibly clear. The North Shore Challenge is a 2.4-mile swim from one famous surf spot to another. The race begins at Ehukai Beach Park, the location of the famous Banzai Pipeline, and ends at Waimea Bay, the site of the Eddie Aikau Big Wave Invitational. You are likely to see divers as you pass over Shark’s Cove, a well-known dive spot.

Call for Volunteers

Call for Donations

Many Hawaiian students are unprepared for their classes, lacking such basics as rulers, crayons, pens and paper. Consider making their school experience complete by donating to Helping Hands Hawai’i’s Ready to Learn program. Ready to Learn (“R2L”) provides needy students from kindergarten through high school with new pencils, pens, notebooks and other classroom supplies with an intended outcome of school readiness. This public service project is co-sponsored by the Young Lawyer Forum and the Pro Bono Subcommittee of the Business and Corporate Litigation Committee, the Section’s Pro Bono Committee. Visit the Section registration area display showing the fun backpacks and supplies R2L will purchase and distribute using your donation. Donations may be made during registration, at the Section Brunch, or at other times throughout the meeting.
Committee on Antitrust

The Committee’s goal is to assist business lawyers in building and updating their knowledge of contemporary antitrust law and policies, so that they may effectively meet day-to-day client needs regarding competition issues. In order to support their clients, many business lawyers want to develop and maintain a practical, working familiarity with significant current judicial precedent and with the contours of the policies of the various government agencies that enforce federal and state antitrust laws.

The main activity of the Antitrust Committee is the presentation of programs designed to serve this purpose at the Section’s quarterly and annual meetings. The Committee’s recent offerings have included programs on the premerger application process and the substantive analysis of mergers, as well as a panel discussion addressing a series of questions about antitrust conduct raised by members of the audience. The Committee also maintains an active outreach and liaison effort with other Section of Business Law committees.

Committee on Consumer Financial Service

The Committee on Consumer Financial Services includes lawyers whose practices are primarily or partly concentrated in consumer financial services regulation. Most members represent financial services providers, although some represent consumers or their interests, whether in private practice or as public service lawyers, and others are government attorneys or law professors. The Committee focuses on new developments in consumer financial services law in such areas as truth in lending and consumer disclosure; financial privacy, credit reporting, information security, and identity theft; federal preemption of state and local laws; electronic delivery of consumer financial services; credit discrimination and access to such services; consumer financial services litigation and arbitration; residential real estate secured lending; personal property secured financing and leasing; and debt collection and consumer bankruptcy.

The Committee has a friendly, open atmosphere and encourages active participation by all members, new or existing. You can join the Committee online (free for all Business Law Section members) by visiting http://www.abanet.org/dch/committee.cfm?com=CL230000.

The Committee meets three times a year. We would be happy to have you join us at our meetings. Our next meeting is at the ABA's Annual Meeting in Honolulu, Hawaii, from August 3-7, 2006. You can register for the Annual meeting, reserve a hotel room (you must register first) and, if you want, make flight and car rental reservations, on the Annual Meeting website, (accessible through the Business Law Section website, www.ababusinesslaw.org, by scrolling down the Section home page). The next meeting is our Winter Meeting, which will be held at the Laguna Cliffs Marriott Resort and Spa in Dana Point, California (south of Laguna Beach) from January 6-9, 2007. Registration information for the meeting will be available later this year on the Committee website.

The Committee is regularly involved in various projects related to the financial services industry. Current Committee projects include:
• Promoting financial literacy by providing a speakers bureau to make financial literacy presentations at local high schools across the country;
• Co-sponsoring workshops on combating predatory foreclosure practices;
• Maintaining the Committee’s Safeborrowing.com website and linking additional useful financial education materials and websites to the site; and
• Participating in the Business Law Section’s hurricane relief efforts through the Debt Deferment Working Group [1].

The Committee also prepares the Annual Survey of Consumer Financial Services Law published in The Business Lawyer. The Survey covers important developments in consumer financial services law.

The Committee welcomes your participation. Contact Julie Caggiano (Julie.caggiano@aegismtg.com) or Joseph Looney (jlooney@hudco.com) if you would like more information about the Committee.

[1] The Debt Deferment Working Group provides information to financial institutions and other creditors on deferring payment of disaster victims’ debts without victims having to resort to bankruptcy and minimizing foreclosures on disaster victims’ properties; provides information to financial institutions to enable disaster victims to regain access to banking services; enables disaster victims to maximize recovery on insurance claims; enables disaster victims to make effective use of reconstruction loans from the Small Business Administration or other sources; and enables disaster victims to make effective use of other financial assistance that may be available through the Federal Emergency Management Agency or other sources.

**Committee on Corporate Governance**

During the first half of 2006, the Corporate Governance Committee has remained committed to communicating current issues and developments in corporate governance, to its members. Several “hot topics” in governance today are focused around executive compensation practices, the SEC’s proposed rules on disclosure, the role of shareholder activism and majority vote policies. The Corporate Governance Committee Chair, Margaret Foran, Senior Vice President, Corporate Governance, Assoc. General Counsel & Corporate Secretary at Pfizer has shared with the governance community, Pfizer’s experiences with including expanded disclosure in this year’s proxy as well as the Company’s experiences with introducing the first majority vote policy, which 80 companies have since followed.

The Committee recently, either sponsored, and or co-sponsored programs during the Business Law Section’s Spring Conference in Tampa on the following topics: Executive Compensation Transparency: What is the Solution?; Do Lawyers Ever Make Good Directors?; Director Liability and Its Effect on Corporate Governance Reform; Director Voting: The Committee on Corporate Laws Addresses the Complexities. In August, the Committee will sponsor an additional program on Executive Compensation Disclosure, during the Business Law Section’s Annual Meeting in Honolulu.

In response to the SEC’s proposed changes to its disclosure requirements, several representatives of the Committee provided...
input to the Federal Regulation of Securities Committee, who submitted a comment letter to the SEC.

The Corporate Governance Committee keeps its members informed of news and information in the governance community through its listserv communication platform. Subscribers receive news periodically on a variety of topics via e-mail from the committee. Recently, the Committee’s subscribers received information, or articles via listserv on: ISS Policy Changes for 2006; Analyses on ISS Majority Vote Policy provided by Wachtell, Lipton, Rosen & Katz, Gibson, Dunn; Majority Vote Policy by Sullivan & Cromwell; In Focus - A Look at Recent Corporate Governance Developments from GMI; Intel Board Adopts Majority Vote Standard for Election of Directors; Hewlett-Packard’s No Action Letter to the SEC regarding a Majority Vote Shareholder Proposal, and the SEC’s Denial of Hewlett-Packard’s request for No-Action.

To learn more about the Committee, please visit the ABA’s website at [http://www.abanet.org/buslaw/committees/com.shtml](http://www.abanet.org/buslaw/committees/com.shtml)

**Committee on Cyberspace**

What do a bunch of cyberlawyers like to do when they get together? Eat, drink, talk “tech law” and—if they are members of the ABA’s Committee on Cyberspace Law—real time blog!

At the recent Business Section Spring Meeting held in Tampa in April, 2006, cyberspace lawyers from around the world came together to rub shoulders and talk about such current issues as open source and free software, malware, consumer privacy, information security, corporate aspects of information technology and “hot topics” in cyberspace law. All of this excitement was captured by our Vice-Chair, Michael Fleming, and other members of the Committee in real time on our own cyberspace blog. A lively account of this activity, complete with photos, is available at [http://aba-cyberspace.blogspot.com](http://aba-cyberspace.blogspot.com).

All of these lawyers are members of the Cyberspace Law Committee, which provides a forum for the analysis of corporate, transactional and regulatory issues related to the Internet and digital technologies. Our Committee encompasses a wide range of legal disciplines, from electronic commerce, communications, contracts, consumer protection, intellectual property, cybersecurity & privacy, jurisdiction, internet governance to electronic assets and online financial activities. Through myriad Subcommittees, Working Groups and Task Forces, the Committee constantly identifies cutting-edge legal, business and consumer issues caused by emerging technologies and provides practical tools and guidance for both practitioners who regularly deal with cyberlaw issues and for those who only encounter them occasionally.

On a practical note, the Committee also provides multiple public presentation opportunities to its members, with opportunities to publicly speak, publish and make electronic presentations. In the past year, the Committee has sponsored or participated in many CLE presentations at national ABA meetings, has published its Annual Survey of Cyberspace Law in *The Business Lawyer*, and has published articles on such topics as the Sony Digital Rights Management controversy, law-office data security and privacy, and best practices for averting liability in cross-border transactions. Members of the Committee often publish in electronic newsletters such as CIPerati, a quarterly publication.
focusing on intellectual property laws within cyberspace; MIRLN, a monthly e-mail newsletter summarizing major news items related to cyberspace and the law; and last, but certainly not least, in our famous blog describing Committee activities as well as interesting points of law in our practice areas.

More...

Committee on State Regulation of Securities

Ellen Lieberman

Meetings. The Committee met at the ABA Section of Business Law Spring Meeting in Tampa in April, and was attended, among others, by Joseph P. Borg, Director of the Alabama Securities Commission and Chair-Elect of the North American Securities Administrators Association (NASAA), and by Richard A. White, Florida's Director of Securities and Finance Regulation. At the Tampa meeting, we also co-sponsored a very successful panel on Managing Parallel Proceedings in Securities Investigations, panelists included Joe Borg, Zachary W. Carter (former U.S. Attorney for the Eastern District of New York), David Nelson (Regional Director of the SEC in Miami), and Katherine A. Malfa (Vice President Enforcement at the NASD).

The Committee will meet again on Sunday, August 6, 2006, 10.00-11.00 a.m., in Milo II, 2nd floor, of the Waikiki Beach Resort & Spa, Honolulu, Hawaii, in conjunction with the ABA Annual Meeting, and then, at our biggest meeting of the year, on Sunday, September 17, 2006, in conjunction with NASAA's Annual Meeting in San Diego.

On April 19, the Committee arranged with NASAA's Corporate Finance Section to open up a portion of their meeting for an interactive conference call. About 30 Committee members attended by phone and discussed with Denise Voigt Crawford, Texas Securities Commissioner and Chair of the NASAA Section, and her colleagues, a number of issues of mutual concern, including treatment of 701 exempt benefit plan securities and issues relating to securities listed on the various tiers of NASDAQ, as it changes to a national securities exchange, and as it seeks “covered security” status for additional tiers.

On July 6, the Committee will hold the first of what we hope will be a continuing series of luncheon meetings held in person and by interactive conference call. At this inaugural event, Patricia D. Struck, President of NASAA and Wisconsin Securities Administrator, will be our guest speaker.

Other Committee Activities. To stimulate participation and increase the flow of information, the Committee has appointed a number of co-chairs for our various subcommittees, liaisons to each of the states, and liaisons to various ABA and NASAA groups.

The Committee submitted its first “official” comment letter this Spring to the Securities and Exchange Commission in support of a rulemaking petition of the NASDAQ Stock Market to have its listed securities designated as “covered securities” under Section 18 of the Securities Act of 1933.

The Committee is on track to publish three issues this year of our newsletter, The Blue Sky Bugle. Articles are welcome. We have made the newsletter available to other ABA Committees, and articles from the Bugle have been featured in the Section of Business Law's e-Source, on line publication.
Our listserv has also been active—circulating information, among other things, on amendments to the Illinois Pension Code relating to terrorism in Sudan that could affect investment advisers; rulemaking in Texas intended to create a limited type of broker-dealer registration for certain “finders”; information about the final report to the SEC from the Advisory Committee on Smaller Public Companies.

We welcome as Committee members (and even more—as active Committee members) those whose practice touches upon state regulation of securities.
EMERGING SECTION LEADERS: PATRICK T. CLENDEHEN

by

Timothy M. Lupinacci
Baker, Donelson, Bearman, Caldwell & Berkowitz, P.C.

One of the goals of the Young Lawyer Forum (“YLF”) is to provide opportunities for young business lawyers to grow into leadership positions in the Section of Business Law (the “Section”). In an effort to promote the Section’s pathways to leadership, the YLF highlights young leaders who have risen to leadership positions within the Section. This article highlights Patrick T. Clendenen who is with the Boston, Massachusetts office of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.

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In 2000, Patrick was named one of the Section’s Fellow. Judge Alvin Thompson was Patrick’s mentor in the Fellows program. As a Fellow, Patrick was assigned to the Business and Corporate Litigation Committee (the “BCL Committee”). At the time, Judge Elizabeth Stong chaired the BCL Committee. Judge Stong asked Patrick to chair the BCL Committee’s new Subcommittee on Pro Bono and Public Service. From that point forward Patrick “was hooked on the Section.”

Patrick graduated from being a Section Fellow to Co-Chair the Business Law Fellows Committee. He served in that capacity for three years, helping to oversee the Section’s Fellows program and ensuring that subsequent Fellows get plugged into the Section’s substantive activities and are given leadership opportunities in the Section’s work. Patrick currently serves the Section as Co-Chair of the Section’s Meetings Committee. Patrick remains active in the BCL Committee, serving as Co-Chair of the Class and Derivative Actions Subcommittee. He also serves on the Section’s Task Force on Leadership Development and Retention.

Being active in the Section, Patrick has found great value in its people and its leadership. The Section is “devoted not only to the goals and concerns of business lawyers but also to the goals and concerns of the greater ABA.” Patrick considers the Section’s programs and materials “first rate” and that they are “designed for both experienced and younger lawyers.” In the Section, he has found many opportunities to speak, write, network, and learn about developments in the law. Patrick notes that “the leadership cares about its members, actively encourages pro bono and community service, and has designed funded programs to cultivate new and diverse members and its future leadership.”
The Section has been on the leading edge in cultivating new and diverse members. Patrick also states that “the Section’s Fellows, Ambassadors, Diplomat, and Young Lawyer Forum programs were pioneering efforts within the ABA.” He notes that many YLD lawyers have found a home in the Section. The Section’s commitment to these efforts is displayed in the significant “leadership opportunities for young lawyers throughout the Section, including within the Young Lawyers Forum.”

Patrick recommends that young lawyers attend at least two Section meetings to see if the Section fits in with your practice. He encourages young lawyers to “attend Section and Committee lunches and dinners, participate in the Young Lawyers Forum, and apply to be a Fellow, Ambassador, or Diplomat.” Most importantly, Patrick recommends that young lawyers join one of the Section’s Committees and “volunteer to get involved in the substantive work of the Subcommittee that best fits your practice.”

To grow in your Section involvement and leadership, Patrick also encourages young lawyers “to do what you say you’ll do.” He says that as young lawyers do more than is expected of them, Section, Committee and Subcommittee leadership will take note. This will open opportunities to personal and professional growth. Patrick encourages young lawyers to cultivate a learning perspective. In other words, “do not learn the tricks of the trade; learn the trade.” As a final word of advice, Patrick says “do what you believe in, and do it better than most.”
I hate to perpetuate stereotypes, but in the median span of my career, I have noticed that lawyers love navy wool suits and white button-downs. White. My husband – a lawyer – covets Brooks Brothers ties. Blue and gold stripes, red and blue stripes, tan and navy stripes, but stripes all the same. And the only shirts he owns that are not white, I bought for him and hid in the closet hoping one dark morning he’d pull one out and put some color on without noticing. Simply: sometimes lawyers lack a little creativity.

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So here are a few tips you can use to get my attention, next time I’m looking for a good lawyer. Strangely enough, some seem PAINFULLY OBVIOUS, but unfortunately not enough lawyers actually execute against many of them:

- Be creative in how you pitch your services. Think of ways to entice us to use you (and your colleagues). And think big. Client having an offsite lawyer’s meeting? Offer to do free or reduced-rate CLE in those hard-to-get areas like substance abuse and diversity.
- Give us incentives to use lawyers in your firm with expertise other than yours (but make sure you refer us to the right person for the job).
- Think of ways in which you can serve as a value-add. Example? I might be working a deal on my own and not using an outside lawyer to draft deal documents, but I might need someone on which to bounce ideas. Make yourself available as a sounding board. If I call and you help me out, it’s fairly likely I’ll use you next time, when I need a full set of hands.
- Answer the phone when I call or call me back ASAP. I hate to be kept waiting.
- Know your stuff. Part of being a good lawyer is knowing how deep to research and knowing when you have enough to give me the right answer. Keep up on your practice areas, pay attention at the next CLE. You might
hear something interesting, something modern and cutting edge, that you can pass along to your clients. Free of charge, of course.

- This leads me to my next point. Once you know your stuff, educate me. Not necessarily with a two hundred seventy-five page single-spaced document on SOX (although that is sometimes helpful), but with bits of information that can help me in my job. A lot of firms are now turning to firm newsletters based on practice area. These can definitely be helpful. But sometimes the best help for me is an e-mail or a quick phone call on this new case that was just decided, or a link to a great article on something highly pertinent to my business. I know you don’t always have time for such personalized service, but I can tell you that the outside counsel who pays attention to the kinds of information that I find most helpful is the outside counsel I turn to when I need help on a deal.

- Be courteous to me. Equally important, be courteous to my assistant.

- ANSWER THE QUESTION. Sometimes I want a thoroughly researched well-written treatise on a technical area of the law. But most of the time I just want an e-mail confirming the contents of our conversation, which probably should not exceed five lines. Seriously, most in-house lawyers work in a fast-paced environment, and they do not have time for you to do a lot of research and writing. We want the right answer, but we want it in a short and concise e-mail or telephone message that makes us look good when we regurgitate what you just wrote or said to the CEO (which is why we need the answer SHORT).

- Yes, it does come back to billing. Be creative in your billing. That doesn’t mean charge me, and Mari, and Michael all for the same memo. It does mean that you should give me an incentive to utilize your services, where we both can profit. That might mean volume discounts, flat fee billing, retainers, or some combination of those and something else. But be flexible and creative when you think about how to provide good value at a price that’s right for you and for me.

- Get to know me. And my business. You can better provide legal services to me if you understand my world. Ask to take a tour of the facility, spend a few hours or days at my office. But think twice before you charge me for it, and consider it a good investment in our (hopefully) long-term relationship.

So that’s it. Ten easy tips to get, keep, and expand your business with in-house counsel. All it takes is a little elbow grease, some common sense, and a bit of creativity. Certainly there are a lot of things you can do to drum up business. But these tools might inspire you to think of new ways to increase your business, and one of these days your nickname just might be Mozart. Or Picasso. Or U2. Creative genius at work.
How to Keep Your In-House Client Happy
by
Mari I. Valenzuela
Corporate Counsel
Microchip Technology, Inc.

Successful outside counsel know how to create, nurture and retain relationships with their clients. Perfecting this skill takes time. This article provides a checklist that will help law students and young lawyers win over and continue to please an important client: in-house counsel.

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- How is the in-house legal department staffed?
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- What is the pulse of the relationship between the in-house legal department and the various business groups? Is the in-house legal department perceived as an obstacle to running a fast-paced business?
- What are the most common business issues faced by the in-house legal department on a day-to-day basis?

Depending on the response to these questions, you can promote services that your firm offers that are best suited to support in-house counsel. Remember, over time, your client’s needs may change. Keep asking these questions. You never know when a new opportunity may present itself.

2. Use a Positive Communication Style & Be Professional, Always

Believe it or not, your in-house clients are human. If they like you, they are more likely to retain you. If you follow the tips below, your in-house clients will keep coming back for more:

- Always strive to be professional and respectful. This applies to your in-house clients and their entire team, including administrative staff. If you ever slip up, then acknowledge it and apologize.
• Have a “can do” attitude and surround yourself with support staff with the same attitude.
• If your client proposes a business plan that you do not believe is advisable, then suggest alternatives. “No, you can’t do that . . .” is not an appropriate response! Advise your client of other solutions that involve less risk.
• In transactional settings, recognize the difference between negotiating business terms (which is the job of the business people) and drafting language to accurately memorialize the business terms (which is the job of counsel).
• Make a good impression while “working the room” at a social event by following a few simple steps:
  • When introducing yourself to a group of new people, be professional and introduce yourself to each person. Do not ignore junior level inside or outside counsel, or support staff.
  • Offer your business card if you strike up a conversation about a mutual interest or practice area.
  • Follow-up, follow-up, follow-up. If you promised to send materials or an article to a client or potential client, then do not forget to send it within a week or two.

3. Offer Business Solutions to Legal Problems

Generally, your in-house clients simply want to know how to get from point “A” to point “B.” Your job is to help them do that by effectively navigating applicable laws. To that end, time-consuming, exhaustive legal research and lengthy memorandums may not be well received by in-house counsel or their business clients. This is especially true when in-house counsel is seeking practical “how to” advice.

The following table briefly describes a legal issue, a possible “legal” answer, and a practical “business” solution.

<table>
<thead>
<tr>
<th>Legal Issue:</th>
<th>A technology company wants to partner with a manufacturer and a consultant to develop a product. Does a two-party non-disclosure agreement (NDA) signed by the technology company and manufacturer apply to information shared with the consultant?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal Answer:</td>
<td>It depends on what the NDA says. For example, if the consultant is not an affiliate or agent of either party, then the NDA is unlikely to protect or apply to the confidential information exchanged between: (1) the technology company and the consultant; and (2) the manufacturer and the consultant. In fact, the technology company and the manufacturer may breach the NDA if/when they disclose the other party’s confidential information to the consultant.</td>
</tr>
</tbody>
</table>
**Business Solution:**

Offer your client a three-party NDA for signature by the technology company, manufacture and the consultant.

More often than not, your clients will be most interested in the business solution, rather than a lengthy legal answer. Get to the point. It is not uncommon for in-house counsel to hear business executives say: “Recommend a course of action and then advise me how to do it. . . the rest are just details.”

### 4. Know Your Client’s Expectations

Do you want to have a great relationship with your in-house clients? Then put yourself in their shoes. Take the time to understand your client’s plans, goals, and expectations. Remember – an ongoing dialogue will shape reasonable expectations and strengthen relationships. Do not assume that you know what your client needs and wants. Plans, goals and priorities are always changing.

Here are a few questions that you should ask your client before you start billing:

- Ask your client how much time he or she would like you to spend on research.
  - Does your client want you to perform exhaustive research on all potential legal issues?
- What is the deliverable?
  - Does your client want to have a brief conference call?
  - Does your client want a brief e-mail summarizing your position?
  - Does your client want a well-researched memorandum drafted by a junior attorney under the supervision of a senior attorney or partner?
- Discuss anticipated legal fees.
  - Always update your client when it looks like legal fees may exceed your original estimate.
- Consider both the legal skills and interpersonal skills of your legal team when servicing your clients. Incompatible personalities can jeopardize even a well-establish attorney-client relationship.
- Tell your legal team about your client’s plans, goals, and expectations.

### 5. Help In-House Counsel Meet Their Budget and Be Proactive

In-house counsel often gives preventative advice and training to non-lawyers. In light of that, look for opportunities to train your in-house clients on how to avoid disputes before they occur and, when they occur, before they turn into litigation. Here are a few ways to market your firm and help in-house counsel:

- Distribute practical guidelines, checklists, and “best practice’ tips on “how to” avoid litigation and manage risk – free of charge, of course!
• Offer to conduct training at your client’s place of business at a discounted rate or, better yet, free of charge!
• Send newsletters, offer webcasts, or breakfast/lunch-time forums to educate clients about evolving legal issues and their practical, business application.

6. **Stay on Top of Developments in Your Practice Area**

Outside counsel are regarded as experts in a particular practice area. Do not underestimate the value of continuing legal education. Here are a few related tips:

• Stay on top of the most recent developments in your practice area.
• Pay attention during CLE programs and focus on identifying potential business solutions and “best practices” that your clients can implement.
  • Summarize what you have learned in a practical checklist that you will share with clients, post on your firm’s website, etc.
• Keep in mind that seminars and conferences play a dual function. You may learn a cutting edge approach to “hot topics” and generate business after networking with other participants.
• Expand your areas of training. Do not limit yourself to programs that fit squarely within your practice area. Branch out.
  • For example: Encourage junior and senior attorneys alike to attend industry-related conferences, minority conferences, conferences to improve management and communication skills, etc.
• Offer in-house training to your junior associates on topics such as “The Anatomy of a Case” and “Commercial Litigation 101.” Do not assume law school or summer clerkships provided adequate preparation.
  • For example: Train summer associates and junior attorneys on how to manage a hypothetical case from start to finish (e.g., conflict management, pre-settlement negotiations, as well as important deadlines triggered by the filing of a complaint).

If you follow these six steps, you will be on the road to retaining in-house clients and keep them coming back for more!
A personal marketing plan is an important tool in identifying, securing and expanding business opportunities. A key component of any such planning is the gathering of a base of information and knowledge about existing and prospective clients, including in-house counsel. The informed consideration of the client’s, or prospective client’s, legal needs, strategies and objectives is a foundation to success. Once you have gathered the necessary information, you can effectively tailor your business development efforts accordingly. This article compiles some of the important questions you should be asking and the areas of information you should be gathering to assist development of your personal marketing strategy.

As a first step, look for opportunities to interact with corporate counsel or client representatives who manage or direct legal business. Set up a meeting or invite them to lunch and ask them to talk about what their go-to lawyers do well. Find out what things they wish their lawyers would do differently.

Set forth below is a list of questions grouped by broad topic areas. Securing answers to these questions should provide you with a wealth of information in developing your personal marketing goals and objectives.

I. Landing Corporate Business - How To Get Your Foot In The Door
   A. Young Lawyer
      1. Developing an Expertise
         a. What are some of the best ways to develop expertise and reputation in a particular area of the law that in-house counsel or corporate clients want to see?
         b. How can young lawyers build credibility?
         c. How important is publishing articles?
         d. How important is speaking at programs?
         e. How important are bar activities?
      2. Nuts and Bolts
         a. How can young lawyers build a reputation of success in their specialty?
         b. What are the best ways to develop expertise or experience in areas that are meaningful to you?
         c. How can young lawyers build a reputation of being aggressive in protecting client's rights?
      3. Relationship Building
         a. What are tips or tactics for young lawyers to start building relationships with client representative and in-house counsel early in their career?
b. What meaningful points of contact exist to interact with corporate counsel or corporate decision makers?

**B. Seasoned Lawyer**

1. What are in-house counsel looking for in hiring a lawyer or law firm?
   a. Expertise in a particular field?
   b. Broader experience in business or corporate law?
   c. Highly specialized?

2. Marketing Your Expertise
   a. What are some of the best ways to be noticed as having expertise in a particular area of the law?
   b. How can lawyers best communicate this information to in-house counsel and prospective client?
   c. What are in-house counsel and prospective clients looking for in hiring a lawyer?
   d. How can a lawyer raise his or her visibility in a particular area of the law to in-house counsel and prospective clients?
   e. How can I get a seat at the table to make a pitch for your business?

3. Networking
   a. What are effective ways for lawyers to network with in-house counsel and prospective client?
   b. What are things that turn you off on the networking front?

4. Building Relationships
   a. How can a seasoned lawyer best build meaningful relationships with in-house counsel and prospective clients?
   b. Trade Associations?
   c. Bar Activities?
   d. Community Involvement?
   e. Charitable Organizations?

**C. Diversity**

1. How important is diversity in your hiring/retention decisions?
2. What can lawyers/law firms do better in promoting diversity?
3. Do you look for written firm diversity plans?
4. Do you look for firms with diversity committees?
5. How do you determine whether a firm is truly committed to implementing a diverse workforce?
6. How do you measure success?
D. Beauty Contests

1. What are you looking for in a presentation for work?
2. What are the important elements in pitching you?
3. What are things you want to see in a presentation?
4. What are some things that do not work in a pitch?

II. Keeping The Business

A. Traits of Successful Lawyering

1. What are some of the most important traits of successful counsel?
2. How important is responsiveness and accessibility?
3. What are some the best ways you have seen counsel maintain a high level of responsiveness?
4. How important is 24/7 access to the lawyer?
5. What are some of the best ways you have seen counsel maintain full accessibility?
6. What are effective communication styles that work for you?
   a. email
   b. IM
   c. telephone
   d. meeting
7. How important is it for your lawyer to be innovative and proactive?
8. How important is it for your lawyer to be solution-oriented or results-oriented?
9. What are some ways that innovation and/or solution-oriented lawyers work to achieve the results you need?
10. How important is it for the lawyer to understand your business and your business goals?
    a. How can the lawyer best understand your needs?
    b. How can the lawyer help make you look good to your boss?
    c. How can I gather information about your organization and business issues you are facing?
11. What are effective ways that lawyers can gain this knowledge of your company?
12. How can a lawyer get plugged in with the companies bigger picture?
13. How important is cost efficiency?
14. What are some creative ways that your lawyers have achieved cost efficiency?
15. What alternate billing arrangements have you implemented?
16. What important extra value do the best lawyers you work with provide to you and your company?
17. How can outside counsel gain an appropriate understanding of your goals in developing reasonable expectations for a new matter?
18. What is the best way to manage expectations, plans and goals on an engagement?
19. How can I best understand the deliverables that you are seeking?
20. How can I work with you to develop an effective legal budget for the matter?
21. How do you like to update and keep a budget on target?

B. Team Approach
1. How do the best lawyers get you comfortable with a team approach?
2. How can the lead lawyer best address the fact that they may not be available on a given day?
3. What visibility/involvement do you want to see from the lead lawyer when you are working with his or her team of professionals?
4. How important are interpersonal skills and personality traits in developing the team?

C. Conflicts of Interest
1. How do you address conflict issues?
2. What are some ways that firms have worked around potential conflict issues?
3. How do you feel when approached for a conflict waiver?
4. What is the best way to handle conflict waivers?

D. Mistakes/Problems
1. What is the best way for attorneys to deal with mistakes?
2. Do you want the lawyer to try to solve the problem or correct the mistake before approaching you?

E. Discounts
1. Do you require firm discounts for volume of work?
2. Are discounts now so routine that they are mandatory? expected?
3. Rather than discounts, do you ever focus the discussion on ensuring fair value for work provided?

F. Relationship Building
1. How important is it to be wined and dined?
2. What are effective relationship building approaches that lawyers can take?
3. Are in-house or video-conference seminars effective?
4. Do you want copies of articles or cases of interest?
5. Are social outings, sporting events, cultural activities appropriate things to do with in-house counsel?
6. Attend CLE seminars together?

III. Expanding The Business

A. Expanding Business on National/Global Scope
   1. Once a lawyer has established relationship in particular specialty/geographic area, what are the best ways to expand the scope of representation in the specialty?
   2. How can the lawyer best approach representation in more national or global role?
   3. Is there benefit to having a lawyer gain expertise with your company and using the lawyer in other jurisdictions (with local counsel)?
   4. How do you use lawyers in this capacity as manager of litigation or transactions across jurisdictions? Is there a benefit for this approach?
   5. What creative ways have you seen lawyers use to provide value added in this concept of expanded representation within the specialty?

B. Effective Cross-Selling in Different Specialties
   1. Once a lawyer has established a relationship with your company, how open are you to hearing about other areas of expertise at his or her firm?
   2. What is the most effective way for a lawyer to approach expanding business in other sectors?
   3. Are in-person meetings with the lawyer's colleagues the most effective way to sell expertise?
   4. How can the lead relationship lawyer ensure your comfort with his or her colleagues in other areas of the law?
   5. What level of involvement do you want the lead relationship lawyer to maintain in different specialties to ensure timely, effective representation?
ANNUAL MEETING HAWAII

Swimming with Sharks
Open Ocean Swimming Adventures on Oahu
by
Scott J. Depta and Sylvia L. Depta

You probably swim with professional sharks all year round. Why not join real predators this summer in balmy Hawaiian waters? Swimmers are lured to the relatively peaceful summer coastal waters off the coast of Oahu by water temperatures in the upper 70s. Perhaps you successfully exercise your imagination through practicing law, but now is the time to exercise your other parts at some of our favorite spots.

Try the Ala Moana Beach Park on the South Shore close to downtown, described as “one of the island’s most popular playgrounds.”ii This beach is made for open-ocean lap swimming, and great for your initiation to the Hawaiian waters. Many locals, or “kama’aina,” routinely swim here for two reasons. First, the swimming area is protected from the surf by a surrounding reef. Second, the swimming area has marked 500-meter and 1,000-meter swimming courses parallel to the beach. This beach offers a convenient way to incorporate a safe and exhilarating open water swim into your day.

Not far from downtown is the lovely Kailua Beach Park on the East Shore. Kailua beach is less crowded than Ala Moana Beach Park, and is inviting to open ocean swimmers with a protective off-shore reef. We love this beach because it affords an easy 400-meter swim to tiny Popo‘ia Island (or “Flat Island”). Once on Flat Island, you can enjoy a scenic and restful walk around the perimeter of your temporary domain. Be careful not to walk in the middle section of the island which serves as a nesting seabird sanctuary.

More serious swimmers should take note that the North Shore Challenge, the last event of the Surf and Sea North Shore Swim Series 2006, is Saturday, August 5th at 9:00 am. Kama‘aina love to participate in the North Shore Swim Series because the normally treacherous North Shore waters are calm in the summer, and incredibly clear. The North Shore Challenge is a 2.4-mile swim from one famous surf spot to another. The race begins at Ehukai Beach Park, the location of the famous Banzai Pipeline, and ends at Waimea Bay, the site of the Eddie Aikau Big Wave Invitational. You are likely to see divers as you pass over Shark’s Cove, a well-known dive spot.

Locals like to call Shark’s Cove “Three Tables” to minimize shark concerns, but some say professional courtesy makes us immune. Race Director Chris Gardner noted that lawyers were inexplicably drawn to last year’s race, making up 10% of the 400 participants. Although a 2.4-mile open-ocean swim may sound daunting, face masks & snorkels are permitted. You can witness the ocean’s splendor in an unparalleled way. Gardner describes the North Shore Challenge as “like swimming in an aquarium. The race is downstream, the trade winds blow with you, and the waves are flat in August.” Registration information is found at www.hawaiiswim.com and www.active.com. If you register prior to July 28th, the fee is $30, otherwise it is $40. The race starts across the street from Sunset Beach Elementary School.
If the idea of an open-ocean swim is chilling, not thrilling, you may still gain a pleasant workout with the United States Masters Team at the inspiring 50-meter, 8-lane, University of Hawaii swimming pool, located at the Duke Kahanomoku Aquatic Complex, UH-Manoa Campus, 1337 Lower Campus Road, in Honolulu. Aaron Mahaney, a UH Masters coach, personally invites ABA members to join the team. He says, “Anyone visiting is welcome to swim. However, it is not an open swim. There are structured workouts, varying from beginning to advanced.” The practice schedule is Monday through Friday from 5:45 to 7:00 am and 6:00 to 7:15 pm. There is a $5 drop-in fee, and parking is available for $3 at a parking structure on Lower Campus Road. Contact Coach Mahaney directly at 1.808.956.7510, or check the website: [www.uhmastersswimming.com](http://www.uhmastersswimming.com).

Women, reward yourselves with a stop at a favorite swimwear store, North Shore Swimwear at the North Shore Marketplace, 66-250 Kamehameha Hwy, Suite C-101, in Haleiwa. (Sorry guys, in paradise there is discrimination -- only women’s suits are made here.) Each swimsuit is custom-made with adjustments tailored at the shop. North Shore Swimwear has at least 46 styles and 30 fabrics from which to choose. Satoe Yanada, the General Manager, is confident “you will find something that flatters you, that is for sure.” The typical turn-around time is five business days, and the store can mail you your finished suit. The store also carries a variety of selections for those who want a same-day swimsuit. North Shore Swimwear is open every day from 10:00 am to 6:00 pm. The phone number is 1.808.637.7000, and the website is [www.northshoreswimwear.com](http://www.northshoreswimwear.com).

If you prefer to stay dry while still enjoying the marine life, then you may be a “Bubblehead.” Consider a submarine tour off the coast of Waikiki with Atlantis Submarines, “the underwater venture for the unadventurous.” From the Atlantis Submarine you can view ship wrecks, turtle breeding grounds, coral reefs, and abundant other marine life. If you are fortunate, you may spot Hawaii’s state fish, the humuhumunukunukuapuaa, and be forced to say it backwards ten times. Tours cost from $69 to $115. Atlantis Submarine can be reached at 1.808.973.9811.

Waikiki Aquarium is another popular alternative to taking the plunge. The aquarium is located next to a living reef on the Waikiki shoreline north of Waikiki. We have never visited the aquarium because we were always out swimming, but it is popular and features more than 420 species of aquatic animals. The address is 2777 Kalakaua Avenue, in Honolulu, and the telephone number is 808.923.9741.

If we have enticed you to jump in, when you return to the Mainland you will be living proof that that a shark’s reputation is worse than its bite. Note that neither of the authors nor the ABA is responsible for injury due to shark attack, wave bites, aggressive coral, or your colleagues. We hope that you enjoy yourselves in paradise!

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2 Fodor’s Hawai’i 2006 23 (Amanda Theunissen & Mary Beth Bohman eds., 2006) (reprinted with permission).
Committee on Cyberspace Law

What do a bunch of cyberlawyers like to do when they get together? Eat, drink, talk “tech law” and—if they are members of the ABA’s Committee on Cyberspace Law—real time blog!

At the recent Business Section Spring Meeting held in Tampa in April, 2006, cyberspace lawyers from around the world came together to rub shoulders and talk about such current issues as open source and free software, malware, consumer privacy, information security, corporate aspects of information technology and “hot topics” in cyberspace law. All of this excitement was captured by our Vice-Chair, Michael Fleming, and other members of the Committee in real time on our own cyberspace blog. A lively account of this activity, complete with photos, is available at http://aba-cyberspace.blogspot.com.

All of these lawyers are members of the Cyberspace Law Committee, which provides a forum for the analysis of corporate, transactional and regulatory issues related to the Internet and digital technologies. Our Committee encompasses a wide range of legal disciplines, from electronic commerce, communications, contracts, consumer protection, intellectual property, cybersecurity & privacy, jurisdiction, internet governance to electronic assets and online financial activities. Through myriad Subcommittees, Working Groups and Task Forces, the Committee constantly identifies cutting-edge legal, business and consumer issues caused by emerging technologies and provides practical tools and guidance for both practitioners who regularly deal with cyberlaw issues and for those who only encounter them occasionally.

On a practical note, the Committee also provides multiple public presentation opportunities to its members, with opportunities to publicly speak, publish and make electronic presentations. In the past year, the Committee has sponsored or participated in many CLE presentations at national ABA meetings, has published its Annual Survey of Cyberspace Law in The Business Lawyer, and has published articles on such topics as the Sony Digital Rights Management controversy, law-office data security and privacy, and best practices for averting liability in cross-border transactions. Members of the Committee often publish in electronic newsletters such as CIPerati, a quarterly publication focusing on intellectual property laws within cyberspace; MIRLN, a monthly e-mail newsletter summarizing major news items related to cyberspace and the law; and last, but certainly not least, in our famous blog describing Committee activities as well as interesting points of law in our practice areas.

From a personal perspective, I can also tell you that the Cyberspace lawyers are amongst the friendliest and most welcoming lawyers I have had the privilege of meeting. My name is Lisa R. Lifshitz and I am a Partner at Gowling Lafleur Henderson LLP in Toronto, Canada where I specialize in technology law. I am also the incoming Chair on Membership and Public Relations of the Committee. While I have been and continue to be involved in many other technology-related organizations in both Canada and the United States, in my (humble) opinion, the Cyberspace Committee has proven to be pretty exceptional. By way of illustration, my own “elevation” in the Committee can only be described as “meteoric.” As a long-time passive ABA member, I initially...
became actively involved only in January when I attended the Committee’s Winter Working Meeting. In Wilmington, I discovered an absolutely astounding (and at times, bewildering!) array of Sub Committees, Working Groups and Task Forces that covered all aspects of technology law. Luckily, various cyberspace lawyers (including our wonderful Chair, Candace M. Jones) took this newbie under their wings and pointed me in the right direction. After wandering into the Working Group on Electronic Contracting Practices and making a few offhand remarks, I was immediately tapped into providing “foreign law” commentary on the draft ABA Model Web Site. It was a gratifying process and I haven’t looked back since. It is truly safe to say that opportunities for making meaningful contributions on substantial law issues abound in this Committee and the practical insights that I have gained have already helped me in my practice, not to mention the fact that I am getting to know some truly amazing people who actually understand my chosen practice area for a change.

If you are interested in becoming a member of the Committee, please feel free to check out our website at http://www.abanet.org/dch/committee.cfm?com=CL320000 or better yet, contact me, Lisa R. Lifshitz at (416) 369-4632 (toll free from the U.S. at 1-866-862-5787, extension 84632) or at lisa.lifshitz@gowlings.com. I promise to find a home for you in our Committee.