

## RAISING THE BAR

VOMEN'S BAR ASSOCIATION OF THE DISTRICT OF COLUMBIA

2007, ISSUE 6



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#### THE 90TH ANNUAL WBA/WBAF AWARDS DINNER "RAISING THE BAR FOR NINETY YEARS"

The WBA and the WBAF will host their Annual Awards Dinner on Wednesday, May 16, beginning at 6:00 p.m. at the historic and elegant National Building Museum. This year's reception and dinner marks the 90th anniversary of the

founding of the WBA. The theme for this year's dinner—"Raising the Bar for Ninety Years"—recognizes this important milestone.

At the Annual Dinner, the WBA is honored to present its prestigious Janet Reno Torchbearer Award to Judith C. Areen, the Paul Regis Dean Professor of Law at Georgetown University Law Center. The Torchbearer Award recognizes attorneys who have blazed trails to open the path of opportunity to, and forever changed the world for, women. Since the inception of this award in 1996, the WBA has awarded it to just four previous recipients: Attorney General Janet Reno (1996), the Honorable Sandra Day O'Connor (1997), the Honorable Eleanor Holmes Norton (1999) and the Honorable Wilma A. Lewis, former U.S. Attorney for the District of Columbia (2001). Professor Areen's many achievements in the legal profession demonstrate why she belongs in this illustrious company. Between 1989 and 2004, Professor Areen served as Executive Vice President for Law Affairs of the University and Dean of the Law Center. She is also President of the Association of American Law Schools, a member of the American Law Institute, and a director of the Pro-Bono Institute and Equal Justice Works. She has served as a member of the Council of the Section of Legal Education of the American Bar Association, on the Board of Trustees of Cornell University, as a governor of the District of Columbia Bar, as a consultant to the National Institutes of Health and the National Academy of Sciences, and on the Advisory Committee to the



Judith Areen, Recipient of the Torchbearer Award



Kim M. Keenan, Women Lawyer of the Year

Secretary of Defense on Women in the Services. In 1991, and again in 1994, Professor Areen was selected by the National Law Journal as one of the 100 leading lawyers in the United States.

Since 1964, the WBA has presented its Women Lawyer of the Year Award at its Annual Dinner. The Women Lawyer of the Year Award recognizes a woman for her exceptional achievements in the legal profession and/or for her extraordinary contributions to the advancement of women in the profession. This year, the WBA is honored to bestow this award to **Kim M. Keenan**, a Senior Trial Attorney with the law firm of Jack H. Olender & Associates where she handles medical malpractice and



A Publication of

#### THE WOMEN'S BAR ASSOCIATION OF THE DISTRICT OF COLUMBIA

XXXXXXXXXXX

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Nancy Long Executive Director

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It is hard for me to believe that this is the last issue of Raising the Bar that will be published during my term as president of the WBA. What a year it has been! My goal for my term was to strengthen the association to ensure that it will continue as a relevant and viable organization for another 90 years. I could not be more proud of all that we have accomplished this year.

My top priority was YOU—our members. I wanted your experience with the WBA to be positive, motivational and fulfilling. That started with consistent and reliable communication. From publishing six issues of Raising the Bar to our new weekly email blasts, my hope is that you felt more connected to the WBA and are more aware of the many significant and timely programs and services the WBA has to offer.

Top-quality programming is a hallmark of the WBA and this year was no exception. In fact, our program offerings continued to grow this year with several new features including the Women Law Firm Leader Monthly Breakfast. Other events that had not happened for some time, such as the Judicial Reception and the Doctor Lawyer event were revived.

We also saw the formation of two new committees, one to address the needs of attorneys who practice in the growing and dynamic area of employment law, the other is our Amicus committee, which enabled the WBA to participate in two Supreme Court amicus briefs in cases that addressed important issues for women.

Other standing committees, such as our Diversity committee, were revitalized and regenerated under new dynamic committee leadership. The results were more opportunities for women attorneys to learn from and support each other.

What I am most proud of, however, is our continuing accomplishments with respect to the initiative we began last year focusing on the advancement and retention of women in the legal profession. Building on the findings from last year's efforts, the focal point this year was on preparing law students for the practice of law and for the challenges of the law firm environment. The fruits of this labor will take time to materialize, but it is critical that we continue to drive and expand this important initiative in the years to come.

It has been both an honor and a privilege to be the bearer of the standard for this 90 year old institution for the past year. To get to this point, I have walked in the footsteps of many remarkable women and I am humbled to have stood in their shoes, if but for a brief time. While the role of women in the legal profession and indeed, in the world, has changed in so many ways since our founding in 1917, the need for the WBA and for women to come together to make a difference is stronger than ever.

I encourage each of you to remain committed to the cause, to get active in the WBA if you are not already or have not been so for some time, and to get others involved with you. Thank you for giving me the opportunity to serve you this year. I sincerely look forward to seeing many of you at the WBA 90th Anniversary Celebration during the Annual Awards Dinner on May 16 so we can raise our glasses and toast to another 90 years of raising the bar!

Tracy-Gene G. Durkin
WBA President



# THE WBA/WBAF WOULD LIKE TO THANK THE FOLLOWING SPONSORS FOR THEIR SUPPORT OF THE 2007 ANNUAL AWARDS DINNER

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Continued from page 1

personal injury cases. Among her many notable accomplishments, Ms. Keenan is a Past President of the National Bar Association, the oldest and largest bar association of lawyers of color, and a Past President of the Washington Bar Association, an affiliate of the National Bar Association. She has also served as Treasurer of the Bar Association of the District of Columbia - the first African-American women to serve in that position. Ms. Keenan has also served on the Board of Governors of the DC Bar and of the Trial Lawyers Association of DC. In recognition of her outstanding achievements, Ms. Keenan was recently listed among the top 50 women in the 2007 edition of Washington, DC Super Lawyers. Ms. Keegan will be introduced by Ohio Congresswoman **Stephanie Tubbs Jones**.

The Annual Dinner attracts nearly 1,000 prominent lawyers, judges and others who support the mission of the WBA and the WBAF.WBA President **Tracy-Gene G. Durkin** and WBAF President **Ellen M. Jakovic** invite you to attend what promises to be a memorable Annual Dinner program.

Please contact the WBA office at (202) 639-8880 or visit the WBA's website at www.wbadc.com if you would like to sponsor the event or to purchase tickets to attend the program. All purchases include a tax-deductible donation to the WBAF, a 501(c)(3) foundation that distributes grants to organizations serving the interests of women and children in the Washington, DC metropolitan area.

The National Building Museum is located at 401 F Street, NW and is conveniently situated across from the Judiciary Square metro station.



Raising The Bar has an Editorial Board to assist in the timely dissemination of important WBA and WBAF news. Please contact any of the following Editors if you would like to contribute an article, program advertisement or photograph to an upcoming issue. We encourage submissions regarding matters of interest to our members, upcoming events, past events, flyers, squibs, blurbs and everything and anything that you would like publicized. However, please note that some copy editing might be necessary, and that space limitations may prevent every item that you submit from being published in the issue or format that you request.

Please contact an Editor if you have any questions. Thank you in advance for contributing to Raising The Bar.

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# INNOVATIVE NEW PROGRAM OFFERS AREA LAW STUDENTS CRITICAL INSIGHTS INTO CREATING OWN PATHWAYS TO SUCCESS

"How can I tell whether a part-time policy is as good as it seems on paper?" "How can I get good assignments from the beginning?" "Is it possible to be a good lawyer and a good parent?" "What steps can young lawyers take to lay the foundation for future business development success?" These are among the questions raised by the more than 70 DC-area women law students at the WBA Initiative on Advancement and Retention of Women's recent event, "Claiming Your Success: Preparing Women Law Students for the Law Firm Recruiting Process."

"The event confirmed what we in the WBA Initiative already knew - women law students are highly ambitious and want to succeed," explains **Linda Chanow**, Co-chair of the 2006-07 WBA Initiative and head of the Women Lawyer's Career Development consulting practice as Shannon & Manch LLP.

David Mills, Partner, DowLohnes PLLC, agrees, "The women law students who attended this program are showing great initiative in charting their career paths. These are precisely the types of lawyers that DowLohnes seeks to recruit."

Designed to continue the exchange started last spring that culminated in the WBA Initiative's ground-breaking report, Creating Pathways to Success, the event brought law students from the eight area law schools into the exchange with experts on women lawyers, law firm recruiting partners, and law school professionals. The event took an in-depth look at how women law students can navigate the recruiting process to maximize their long-term success and impact as lawyers. In addition to recruiting tips, the event highlighted for students the critical areas for success identified in Creating Pathways: mentoring relationships, skill-building assignments, business development skills, and workplace flexibility.

Joan C. Williams, Distinguished Professor of Law and Director of the Project for Attorney Retention, Hastings College of the Law, together with **Deborah Epstein Henry**, President and Founder, Flex-Time Lawyers, LLC, kicked off the discussion by examining factors at play for women seeking success in law practice. The panelists advised students on current retention and promotion statistics, their potential impact on law firm careers, and strategies to approach the recruiting process armed and empowered to identify the best workplace for each student. Also discussed were various indicia of work environments that will foster the success of women attorneys, common pitfalls, and successful techniques to interview potential employers as they interview you. Students received specific feedback regarding the importance of researching a potential employer's commitment to women's retention and advancement, as well as assessing their own risk tolerance before asking potentially sensitive questions in an interview setting.



# WBA WELCOMES NEW LABOR, EMPLOYMENT & BENEFITS COMMITTEE

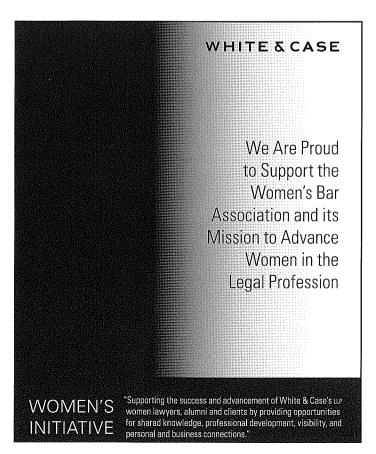
The new Labor, Employment and Employee Benefits Committee invites all those interested in joining the Committee to a brown-bag

Th to learn more about the commitee and participate in a brainstorming session about future programs. The lunch will take place on Wednesday. May 2, from Noon-1:30p.m. at the offices of Constantine Cannon LLP, 1627 I Street, NW, Suite 1000. We have some great ideas and would like to hear yours! For more information about this new Committee or to RSVP for the lunch. contact Committee Chair Laura Fentonmiller at Ifentonmiller@constantinecannon.com or at (202) 204-4538.

Next, a panel of partners from prominent law firms discussed hiring processes, core selection criteria for new hires, and ways women law students can stand out during the recruiting process and summer associate program. Law firm panelists included **Justin Antonipillai**, Arnold & Porter LLP; **Audrey J. Anderson**, Hogan & Hartson LLP; **Stephanie C. Evans**, WilmerHale; and **David E. Mills**, DowLohnes PLLC. The panelists addressed students' questions on topics such as practical skill-building, transitioning to law as a second career, work-life balance, opportunities for client interaction and development, and summer associate program tips.

Finally, law school career services professionals outlined the frequently-asked questions and provided advice for navigating the law school recruiting process. Panelists were **Sheila Driscoll**, The George Washington University Law School; **Traci Mundy Jenkins**, American University Washington College of Law; **Dana Morris**, University of Maryland School of Law and **Marilyn Tucker**, Georgetown University Law Center. Students, practitioners, and WBA members continued the discussion of these issues at an evening reception at Howrey LLP.

The WBA thanks all panelists and program committee members. It also thanks the law schools of American University, George Mason University, Catholic University, George Washington University, and Georgetown University for their financial support, as well as the in-kind sponsors Howrey LLP, Shannon & Manch LLP, Willke Farr & Gallagher, and The Reliable Companies.





#### CALENDAR OF EVENTS

Tuesday, April 24, 2007
12:30-1:30 pm
Diversity Forum Brown Bag Lunch
"Five Tips to Achieve Law
Firm Success"
Weil, Gotshal & Manges LLP
1300 | St., NW Suite 900
WBA Members: \$5; All others: \$10

Tuesday, May 1, 2007
Noon - 2:00 pm
Career Development Committee
"Negotiating for Work-Life Balance"
White & Case
701 13th St., NW
\$20 WBA Members; \$30 Non-members; \$15 Students (lunch provided)

Wednesday, May 2, 2007 Noon - 1:30 pm Labor, Employment & Employee Benefits Committee Brainstorming Session Constantine Cannon LLP 1627 | St., NW Suite 1000 No cost

Thursday, May 3, 2007
9:00 am - 2 pm
Lawyers at Home Forum
"Are You Ready to On-Ramp?"
WilmerHale
1875 Pennsylvania Ave., NW
\$25 (breakfast and lunch provided)

Friday, May 4, 2007 8:00 am-4:30 pm WBA/WMACCA Golf Clinic OakMarr Golf Course Oakton,VA \$35 (includes breakfast and lunch)

#### WORKING PARENTS FORUM HOSTS LUNCHEON ON "MANAGING YOUR LIFE BALANCE"

On Wednesday, March 28, the Working Parents Forum hosted a talk with organizational consultant, **Rachel Rosenthal**, who offered her perspective on how to manage the work-life balance. The topic of Ms. Rosenthal's presentation was "Managing Your Life Balance: How Organization Improves Your Physical and Emotional Well Being" and she offered the following suggestion to the working moms in attendance.

- We all need an organizational system in place for our physical space both at home and in the office. And most of us can't make it through the day without delegating some of our tasks. Even those of us who don't have a secretary or an assistant need to and in fact do, find ways to delegate.
- Set a specific and regular time for organizing work.
   Think of it as a doctor's appointment. Making this commitment to yourself will be one of the smartest things you ever did.
- Try and think of organizing time exactly like organizing space. Just as a closet is a limited amount of space into

which you must fit a certain number of objects, a schedule is a limited space into which you must fit a certain number of tasks. The trick is to treat time, not as an abstraction, but as something solid that you can hold on to and move around.

In response to the question of why doesn't organizing always seem to work, Ms. Rosenthal had a simple answer, "The answer is procrastination and perfectionism, which often work together. For example, you may have a really high standard for what you want to accomplish and because you feel you may not be able to meet that standard, the result is that you procrastinate and never get around to even beginning the task." She added: "The basic remedy to procrastination is to break up the large tasks into small pieces or parcels. In addition, always examine how important it is for the task to be perfect. Is it realistic given the time you have?"

For more information about the Working Parents Forum, please contact **Tina Hsu** at tina.hsu@post.harvard.edu, **Christina Ayiotis** at cayiotis@cox.net, or **Kristin King-Brown** at kristin.brown@weil.com. For more information about Rachel Rosenthal's company, Rosey's Urban Style, visit her website at www.roseysurbanstyle.com or email her at rachel@roseysurbanstyle.com.



Rachel Rosenthal of Rosey's Urban Style (L) and Working Parent's Forum Co-Chair, Tina Ayiotis (R)



#### Committee and Forum Highlights

#### CALENDAR OF EVENTS

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Wednesday, May 9, 2007 Noon - 2 pm Government Attorneys Forum "Planting the Seeds of Success -A Conversation with Linda Singer" Miller & Chevalier 655 15th St., NW Suite 900 \$5 (lunch provided)

Wednesday, May 9, 2007 12:00 pm Solo and Small Firm Forum Monthly Luncheon Mark & Orlandos 2020 P Street, NW

Wednesday, May 16, 2007 6:00 to 9:00 pm

en's Bar Association 90th al Awards Dinner National Building Museum 401 F Street, NW

Tuesday, May 22, 2007
12:30-1:30 pm
Diversity Forum Brown Bag Lunch
"Business Development & the
Minority Lawyer"
Weil, Gotshal & Manges LLP
1300 | St., NW Suite 900
WBA Members: \$5;All others: \$10

Tuesday, May 22, 2007
6:30 pm, game at 7:30 pm
Community Projects Committee
Lady Lawyers Night with the Mystics
Fundraiser for WEAVE
Verizon Center
601 F Street, NW
WBA Members and Non-members:
\$35; Law Students: \$25

#### LADY LAWYERS NIGHT WITH THE MYSTICS

Community Projects Forum Presents a Networking Event with the Get in the Game Lady Lawyers Basketball League and Fundraiser for Women Empowered Against Violence (WEAVE)

Are you looking for a fun and exciting way to expand your network of colleagues and friends? Please join the Community Projects Committee and the Get in the Game Lady Lawyers League at the Verizon Center for a networking reception for all Washington DC-area women in the law. Law students and lawyers are invited to attend as we help raise money for WEAVE, enjoy an action-packed WNBA game with the Washington Mystics, and support professional women's athletics.

WHEN: Tuesday, May 22, 6:30 p.m. Game starts at 7:30 p.m.

WHERE: Verizon Center (Dewar's Club)-601 F Street

COST: Tickets: \$35 (includes game admission, appetizers, and one beverage)

STUDENTS: \$25 (includes game admission, appetizers, and one beverage )

REGISTER: Online at www.wbadc.org

WEAVE, Women Empowered Against Violence, works closely with adult and teen survivors of relationship violence and abuse, providing counseling, economic and educational services that lead survivors to utilize their inner community resources, achieve safety for themselves and their children and live empowered lives.

The Get in the Game Lady Lawyers Basketball League is a national organization of women attorneys, law students, and friends, offering weekly basketball leagues, and tournaments, to promote the benefits of physical activity, networking and camaraderie for women in the legal community.

This networking event is made possible in part through generous donations from SunTrust, Finnegan, Henderson, Farabow, Garrett & Dunner, LLPand the Get in the Game Lady Lawyers League.

If your firm or business would be interested in sponsorship opportunities, or for more information regarding this event, please contact either **Christina Wojcik** (wojcicl@kellylawregistry.com) or **Helen Hong-George** (helen\_y\_hong@hotmail.com). For more information about the GITG Lady Lawyers League, visit www.getinthegamehoops.org, and to learn more above WEAVE, visit www.weaveincorp.org.



#### CALENDAR OF EVENTS

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Thursday, May 30, 2007
12:00 to 2:00 pm
Non-Profit Organizations
Practice Forum
"Executive Compensation:
Avoiding Tax Sanctions"
American Arbitration Association
1776 Eye Street, NW
WBA Members, Law Students,
Government Employees: \$15;
Non-members: \$25

Tuesday, June 26, 2007
12:30 to 1:30 pm
Diversity Forum Brown Bag Lunch
"Diversity Backlash - What It Is and
Why It Is Happening"
Weil, Gotshal & Manges LLP
1300 | Street, NW, Suite 900
WBA Members: \$5; All others: \$10

Tuesday, July 24, 2007
7:30 to 9:30 pm
Community Projects Committee
Night at The Improv
Fundraiser for the DC Rape
Crisis Center
1140 Connecticut Avenue, NW
Tickets: \$25

To Register for any event, visit www.wbadc.org and click on Calendar of Events.

#### GOVERNMENT ATTORNEYS FORUM HOSTS LUNCHEON WITH DISTRICT OF COLUMBIA ATTORNEY GENERAL LINDA SINGER

It's spring and it's a good time to plant the seeds of friendship and to meet new folks. In keeping with this theme, the WBA's Government Attorney's Forum is proud to sponsor the following lunchtime event:

EVENT: Planting the Seeds of Success - From Appleseed to the District of Columbia Attorney General: A Conversation with Linda Singer

PLACE: Miller & Chevalier Chartered, 655 Fifteenth St, NW, Suite 900, Washington, DC

DATE & TIME: May 9, Noon - 12:00 p.m.

RSVP: Linda Willis at lwillis@milchev.com or (202) 626-5800 or the WBA website, www.wbadc.org

COST: \$5

If you have any questions about this event, please feel free to contact co-chairs **Jenny Kim** at jkim@milchev.com or **Beth Riesch** at beth.riesch@navy.mil. We look forward to meeting you at the event!

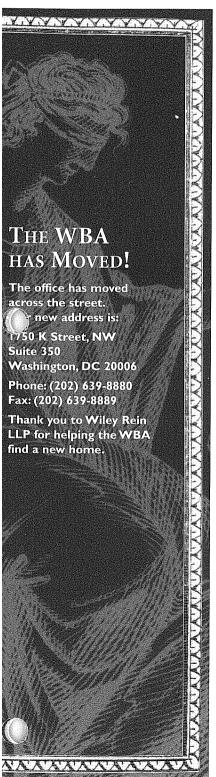
#### WBA/WMACCA GOLF CLINIC: MAY 4

Attention, calling all Tiger Woods "wannabees!" Please join us on Friday, May 4, for a fabulous one day golf clinic. This is a beginner golf clinic, so you don't need any experience with golf whatsoever. The goal of this fun event is to learn the game of golf, golf etiquette, and to network with fellow WBA members and meet general counsel and corporate counsel members of the Washington Metro Area Corporate Counsel Association (WMACCA).

The all day golf clinic will begin with coffee and breakfast at 8:00 a.m. at the OakMarr Golf course, in Oakton, Virginia, just minutes from the beltway and Tysons Corner. We will spend the morning learning to putt, chip and drive, and then network and relax over a delicious lunch catered by "Red Hot and Blue." We will finish up in the afternoon with golf games and more golf fun on the par three course. Our head golf pro for the day is Benny Navarro, a PGA professional. Benny teaches female executives through a program with the Fairfax Chamber of Commerce. Benny is very entertaining, and he has been golfing since he was five years old.

The cost for the full day of golf lessons, breakfast, lunch, and golf equipment is an incredible \$35 thanks to our sponsor Robert Half International. Just bring yourself, and your willingness to learn the game of golf. We are limited to 30 students, so be sure to sign up as soon as possible. First come, first served. Please send an e-mail confirmation to **Kathleen Barlow** at kathleen.t.barlow@marsh.com or contact the WBA at (202) 639-8880. An added benefit: learn to golf so you can join your fellow WBA members in our October WBA golf outing! If you would like to volunteer to assist the Golf Committee with the October golf outing, please contact Kathleen Barlow at (202) 263-6736.





#### THE DIVERSITY FORUM AND INITIATIVE LUNCHES

The Diversity Forum and the Initiative are pleased to be co-sponsoring a series of brown bag lunches where women attorneys from diverse backgrounds and with diverse experiences tackle topics that affect advancement and retention for minority women in today's law firms. This is a venue where we can come together to address particularized topics (mentorship, business development, cultural standards that may serve as barriers, etc.) with the help of a partner from one of our co-sponsoring organizations facilitating the discussion.

All who attended the first of the Diversity Forum's "Fourth Tuesday" lunches on March 27, had a fabulous time. **Kimberly Tan Majure**, Partner at Miller & Chevalier, led a discussion on mentorship to delve into the questions and anecdotes that each participant offered, employing a type of case study approach to help us work through mentoring issues. Kim also offered great insight from her personal experience, her own mentees, and her firm's current formal mentoring program. We covered the types of mentors Kim recommends that each of us have (personal, professional and political), addressed how to deal with the acquisition of a new mentor in the event that another one leaves the firm, how to scout mentors, how to network, overall tips for finding a mentor (making the personal connection, communication tips, scheduling, etc.), and maintaining contact with peer mentors/mentees. Everyone walked away with several concrete strategies and next steps. The discussion was rich in constructive ideas and diverse experiences.

Please note the remaining Fourth Tuesday topics and register now to reserve your spot (www.wbadc.org) because each luncheon is limited to 30 participants. All programs are held from 12:30 to 1:30 p.m. at Weil, Gotshal & Manges LLP, 1300 I St., NW Suite 900.

For questions or more information, please contact Diversity Forum Co-chairs, Ferdose al-Taie at (202) 682-7206, Carla Cartwright at (202) 327-8619 or Shaniek Maynard at (202) 508-8143.

#### Fourth Tuesday Roundtable Brown Bag Lunches:

APRIL 24th - "Five Tips to Achieving Law Firm Success"
Facilitated by: Christina G. Sarchio - Partner, Howrey LLP

MAY 22nd - "Business Development & the Minority Lawyer"

Facilitated by: Grace E. Speights - Partner, Morgan, Lewis & Bockius LLP

JUNE 26th - "Diversity Backlash - Why It Is Happening and How to Counter It" Facilitated by: **Holly E. Loiseau** - Partner, Weil, Gotshal & Manges LLP and **Paulette Brown** - Member, Edwards Angell Palmer & Dodge LLP and Co-chair, Women of Color Research Initiative Project, ABA Commission on Women



#### WBA Sponsors Naturalization Ceremony

Every month at the Federal Courthouse, a ceremony is held to honor and officially naturalize new citizens of the United States of America. This month individuals from 36 different countries took the oath to become US citizens. The Honorable Judge James Robertson had the privilege of officiating the ceremony and naturalizing the 76 new citizens. For over 40 years the Immigration and Naturalization Forum of the Women's Bar Association has been responsible for finding a sponsor organization for the reception following the ceremony. This March the WBA sponsored the reception and members were able to attend the ceremony. Tracy Durkin, WBA President, gave remarks and was the first person to congratulate the new US citizens. In addition to the WBA, the DC Chapter of the Daughters of the American Revolution were in attendance, and Dr. Catherine Ball, Chairman of their Americanism for Citizenship Committee, spoke to the new citizens about the importance of voting. The WBA is proud of its members continuing involvement with this important civic event for over four decades and we look forward to many more years of service.

## TAX AND BUSINESS FORUM AND LITIGATION FORUM CO-HOST LUNCHEON ON PUBLIC SPEAKING AND PRESENTATION

The Tax and Business Forum and the Litigation Forum had a luncheon on March 8, entitled "Speak Up:A Lecture on Public Speaking and Presentation" featuring **Sarah Saunders** and **Lillian Brown**. **Sarah Saunders**, Principal of Saunders Insights, helps her clients shape compelling, memorable stories that sell. She gave us advice on how to become a persuasive speaker. She believes that there are five principles in order to master the art of persuasion:

**Being clear.** Clarity is the foundation of communication. Your challenge is to make it simple for your client. You need to select the appropriate words for your audience. You should be careful of acronyms.

**Being Connected.** You need to be connected to your audience. You have to figure out what will grab your audience's attention. Ms. Saunders believes that the most persuasive word is "you."

Being compelling. Being compelling means focusing on the needs of your specific audience. You should ask yourself the following questions: What do I want them to feel? What do I want them to think? What do I want them to do? You should concentrate on the business benefits rather than on your product. Speak about what value you are going to add to their business.

**Being credible.** In order to be credible you need to know your subject. Ms. Saunders spoke of the importance of having the courage of saying the truth and saying when you don't know. She also suggested that you promise to provide the answer later.

**Being courageous.** If you have the courage to lead, you will find plenty to follow. It's as simple as fighting for what you believe and what you think is right.

Lillian Brown is an adjunct professor at Georgetown University, Yale University, and Women's Campaign School. She is also the radio host and producer of "The Georgetown University Forum" broadcast on National Public Radio and Armed Forces Satellite Transmitted Radio Service. She has served as a media consultant to politicians including members of the U.S. Senate and Congress. She is the author of Your Public Best, The Polished Politician, and Speaking to Be Understood.

Ms. Brown spoke about how to package yourself: When you are on the platform and all the eyes are on you, what do you do?

First, your appearance is important. You need to invest in nice clothes. They don't need to be black but you need to look nice in them. More important, you need to feel good about what you are wearing because within few seconds your audience will have made up its mind. Then, your body language needs to say that you are confident. You should allow yourself moderate movement. Your hands should be standing in





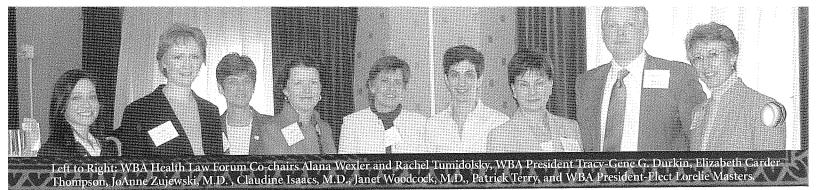
## WELCOME NEW WBA MEMBERS

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your upper body. Your gestures are important as an extension of your speech. Ms. Brown doesn't like podiums because she feels they are a barrier to the audience. You need to be careful with mono microphones because your head shouldn't move around. If you move your head from left to right, the mono microphones will lose the reception of your voice so try to ask for a digital microphone. While you are giving your presentation, you should look your audience in the eyes. Everyone in the audience needs to feel that you have looked at them. Finally, prepare, prepare, and prepare.

Ms. Brown is also a voice coach. She spoke about our "vocal instrument." Breathing is crucial. Surprisingly, your breathing starts from the back of your legs, which sends oxygen to the rest of your body. Therefore, Ms. Brown suggests avoiding high heels. Before starting your speech, you should push your heels in the ground, take a deep breath, and practice saying "good morning." With this practice, you should have lowered your voice of five degrees. A deeper voice projects better. This is what you are aiming for. It is important to speak slowly. You should be comfortable taking space and time to speak. If you have a tendency to speak fast, in order to slow you down, you should concentrate on pronouncing every syllable. Ms. Brown recommends that you record yourself and listen to your vocal capacity. You should be aware that cell phones, answering machines, and telephones rob the end of your words. Numbers should be broken down into two syllables when left on a voicemail.

To practice your public speaking you may want to join a group. There are several in the Washington DC metropolitan area. For additional information, please contact Tax and Business Forum Co-chair **Yahne Miorini** at YahneMiorini@farrlawfirm.com.





Dora Hughes, M.D., M.P.H. enlightens the crowd.



Julie Tierney, Elizabeth Carder-Thompson, Claudine Isaacs, M.D., and Alana Wexler enjoying the breakfast.

#### DESIGNER GENES SEEM TO ALWAYS BE IN STYLE

On March 21, the WBA Health Law, Intellectual Property and Government Lawyers Forums hosted a breakfast networking event and panel "Designer Genes Medicine Personalized for All of Us" at the Hotel Monaco.

Personalized medicine, also known as "pharmacogenomics" is the application of genomic data to better target a particular treatment or medical intervention based on a person's unique genomic data. Personalized medicine offers the possibility of improved health outcomes and cost-effective healthcare.

All five of the distinguished panelists shared important information and their enthusiasm with members of the audience. Patrick Terry, co-founder of the Personalized Medicine Coalition and of Genomic Health, kicked off the fascinating discussion by talking about challenges in regulation, reimbursement, legislation surrounding privacy and discrimination, and legal issues such as failure to test and treat people in the most effective and relevant way for each patient.

**Dr. Joanne Zujewski**, Director of Breast Cancer Research at the National Cancer Institute, talked about variations in how people metabolize certain drugs depending on their genetic make-up. Due to personalized medicine, doctors are often able to treat a person with the right dosage of a particular drug, avoiding overtreatment (toxicities) and undertreatment.

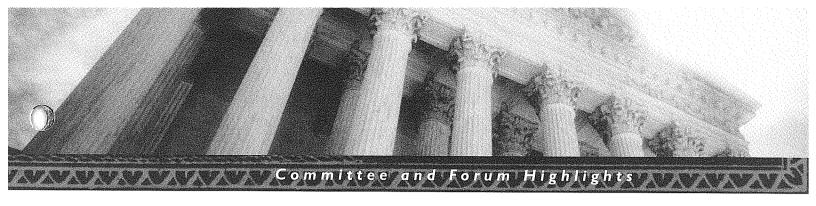
**Dr. Claudine Isaacs**, Professor of Medicine and Oncology at Georgetown University's Lombardi Cancer Institute, treats women with breast cancer. Due to genetic testing available today, she is able to employ targeted disease management strategies and significantly decrease the risks associated with surgeries and multiple drug treatments. The specter of a potential disease such as breast cancer that has loomed over families, according to Dr. Isaacs, is removed with genetic testing. Families' worry can be eliminated, and instead, patients and their families can receive facts. Nevertheless, fear of discrimination in life insurance and against a patient's daughter keep many women from receiving genetic tests thus hampering their doctors in providing the best, most relevant treatment.

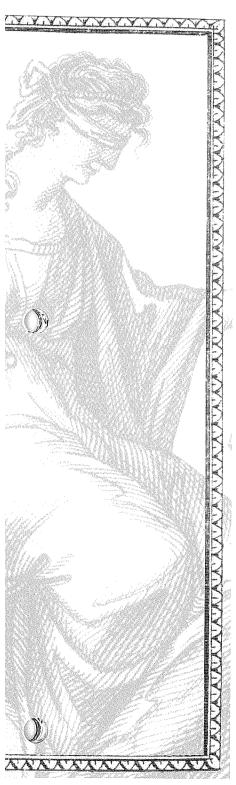
**Dr. Janet Woodcock**, Deputy Commissioner of Operations and COO of the FDA, declared that we are on the "verge of a revolution." The revolution may be "patient driven because patients know that one size medicine cannot fit all patients," she said. With personalized medicine, doctors will be able to screen people who are predisposed for side effects, and by doing so, will make the delivery of drugs so much safer.

Finally, **Dr. Dora Hughes**, Legislative Assistant to Sen. Barack Obama, talked about S.3822, the Genomics and Personalized Medicine Act. The Act seeks to improve the coordination of public and private efforts in facilitating the development of safer and more effective drugs, creation a biobanking initiative, expansion of the genomics workforce, improving the quality of clinical genetic testing, increased funding for research on genomics, and reaffirming the need to protect genetic privacy.

Health Law Forum Co-chairs **Alana Wexler** and **Rachel Tumidolsky** extend their hearty thanks to the panel's moderator, **Elizabeth Carder Thompson**, of ReedSmith, who helped make the program interesting and fun.







### COMMUNITY PROJECTS FORUM PRESENTS: "A NIGHT AT THE IMPROV"

Please join the Community Projects Committee at the Improv to raise money for the DC Rape Crisis Center. The Center is a private, non-profit agency that maintains a 24-hour hotline and offers individual counseling, support groups and companion services for survivors of sexual assault and their families. This year is the Center's 35th anniversary in Washington, DC Donations are tax-deductible.

"A Night at the Improv" will feature hypnotist Flip Orley, who has garnered national attention from his appearances on the Today Show, Entertainment Tonight, Comic Strip Live, and many others. His appeal is undeniable, and he has sold out show-after-show in major cities.

WHEN: July 17, 7:30PM

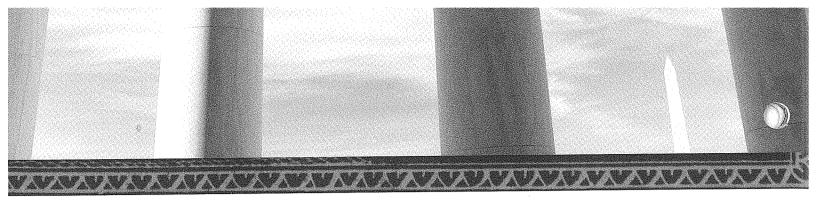
WHERE: DC Improv-I140 Connecticut Ave, NW, DC 20036

COST: \$25/Person (Drinks and Food Not Included)

Register on-line at www.wbadc.org (and select events). Donation amounts are tax-deductible. For more information regarding this event, contact either Christina Wojcik (wojcicl@kellylawregistry.com) or Helen Hong-George (helen\_y\_hong@hotmail.com).

### NON-PROFIT EXECUTIVE COMPENSATION: AVOIDING TAX SANCTIONS!

The new Non-Profit Organizations Practice Forum will be hosting a luncheon discussion entitled: "Non-Profit Executive Compensation: Avoiding Tax Sanctions!" on Thursday, May 30 at the American Arbitration Association, 1776 I St., NW, Suite 850. The program will focus on the IRS' findings through its Executive Compensation Compliance Initiative and explore avoiding and correcting tax problems arising from excess compensation. The panel features **Thomas K. Hyatt**, Chairman of the Non-profits Group at Ober/Kaler, **David R. Fish**, Manager, IRS Exempt Organization Technical Guidance & Quality Assurance, and **Elizabeth G. Goff**, IRS Exempt Organizations, Executive Compensation Compliance Initiative Team. Lunch will be provided. Please register on the WBA's website. The program cost is \$15 for WBA members, government employees and law students, and \$25 for all others. For more information, contact Non-Profit Organizations Practice Forum Co-chair, Jean Baker at (202) 223-7091 or Bakerj@adr.org.





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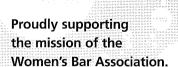
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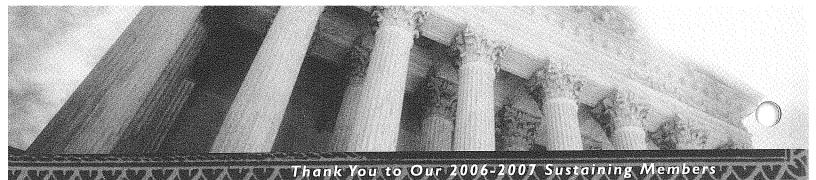
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