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Raising the Bar Editorial Board

Cynthia Hemphill
Trow & Rahal, P.C.
chemphill@trowlaw.com

Sonali Khadilkar
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sonali@khadilkarlaw.com

Anna E.Kwidzinski
Financial Industry Regulatory
Authority (FINRA)
aekwidzinski@yahoo.com

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Features

Successful Salary Negotiation Techniques and Mindsets

By Alison Elissa Cardy, Alison Elissa Coaching, LLC

Career Coach Alison Elissa Cardy provided a presentation entitled “Successful Salary Negotiation Techniques and Mindsets” to the WBA on October 2, 2014. The event was hosted by Arent Fox, LLP. Here, Ms. Cardy provides a summary of the highlights of her presentation to the WBA.

Think back to your last salary negotiation. What were your feelings around this conversation?

When I poll my audiences, some of the common emotions I hear are discomfort, anxiety, and stress, along with a general lack of confidence. For most of us, salary negotiations are rare occurrences, so it's easy to get rusty on the skillset that's needed to handle them. In addition, these conversations touch on two topics that can be highly charged: our money and our self-worth. It's no wonder we feel uneasy when it comes time to face our annual review or negotiate our salary at a new job!

Increase your confidence in your ability to handle your next salary negotiation by reviewing the following concepts and strategies.



Alison Elissa Cardy

GET CLEAR ON WHAT YOU WANT.

We all generally want more money, but there are circumstances where our top priority is actually something different. It might be more work/ life balance, more responsibility, or a better office. Take a moment to pause and consider what you want most before going into your negotiation. Your negotiation strategy will depend on your end goal, so it's important to get clear on what you want ahead of time.

RESEARCH AND PREPARE.

Take the time to research and prepare an argument for why you should get what you want. This could involve benchmarking common practices at comparable firms, preparing a list of goals you've helped your employer achieve over the past year, or noting reasons why you've become a more valuable asset, like further education or community involvement. Get clear on how your presence benefits your employer, and be ready to articulate your case.

DON'T ASK FOR WHAT YOU WANT. ASK FOR MORE.

The first number mentioned in a negotiation anchors the remainder of the conversation. If you are upfront about

what you actually want, you will reduce your ability to get more and increase the likelihood that you'll get less. Therefore, ask for more than what you really want, which will give you room to negotiate. This strategy could also help you to achieve a better deal than you anticipated.

PUT MORE ON THE TABLE.

An employer may not be in a position to give you the raise that you're looking for, but if you also ask for a better health insurance plan, support with continuing education, or more vacation time, you will be more likely to achieve at least one of those goals. Putting more on the table also gives you room to make concessions. You can drop one of your requests as a means to boost the likelihood of getting what you really want.

LOOK AT YOUR MINDSET.

A quick trick to improve your mindset is to write down all your thoughts around an upcoming negotiation. Pull out one of the ideas that causes you the most stress. Look at its impact. How are you likely to feel and act while thinking that thought? Next, consider a new perspective. This should be something that you believe, and that also feels better. For example, you might switch your mindset from “my boss will be annoyed by my request” to “my boss will respect my initiative.” You can take this one step further by finding examples of how your new perspective could be true, which will help to anchor the attitude in your mind.

PRACTICE AHEAD OF TIME.

One of the best things you can do for yourself is to practice your negotiation ahead of time. Grab a friend or family member, explain the scenario you're facing, and do a couple practice runs of the upcoming conversation. You'll be able to test out and revise the language that you want to use. You'll also think through different paths the conversation could take before you're actually sitting in the more pressured environment of the real conversation. You'll feel much more prepared by taking the time to practice in a low risk environment.

Salary negotiations often produce discomfort because we're caught off-guard. You can feel calmer and more confident in your next negotiation by taking the time to research, strategize, prepare your mindset, and practice ahead of time. Best of luck with your next negotiation!

Alison Elissa Cardy is a professional career direction coach who specializes in helping people get unstuck and onto satisfying career paths. Over the past five years, she has worked with hundreds of people to improve their careers through speaking engagements, workshops, and one-on-one coaching. Alison's work has been featured on Monster, Forbes, The Huffington Post, and The Chicago Tribune. Her website is www.alisonelissa.com.

President's National Nanotechnology Initiative Issues its Fifth Assessment

Commercialization & Responsible Development are Key Concerns as Technology Evolves

By Cathy Pagano, Senior Government Relations Representative, U.S. Postal Service; Co-Chair, Energy and Environmental Law Forum & Government Attorneys Forum

The word “nanotechnology” conjures up images of a micro-world straight out of Star Trek or Dr. Who. Even the experts at nano.gov describe it with a sense of awe: “Imagine something so small that it’s a million times smaller than the length of an ant. Then consider the ability to manipulate something that small to solve problems and create new products. Welcome to the world of nanotechnology...”

Nanotechnology has taken off since the year 2000, when President Clinton created the National Nanotechnology Initiative (NNI), a cross-cutting national vision for nanotechnology development in the U.S., and there have been a myriad of developments in a host of fields. Already, over 800 everyday commercial products rely on nanoscale materials and processes. Uses range from nanoscale additives in polymer composite materials to make helmets and bumpers more lightweight, durable, and resilient, to nano-engineered materials in automotive products like high-power, rechargeable battery systems: www.nano.gov/you/nanotechnology-benefits.

One exciting project at U.C. Santa Barbara involves researchers trying to stop the free flow of blood at an injury site by creating nanoparticles that mimic the biology of real blood platelets, which operate to speed natural healing processes.

U.S. nanotechnology efforts through the NNI are helping to fuel such innovations. In the dozen years since enactment of the Nanotechnology Research and Development Act of 2003, approximately \$20 billion in federal funding has been invested in these sci-fi-like **research endeavors**. And according to one estimate, U.S. companies invested \$4.1 billion in nanotechnology research and development in 2012 alone, far more than investments made by companies in other countries ([see page 4, May 20, 2014 testimony of Dr. Lloyd Whitman](#)).

In October 2014, the NNI got a report card when the **“Report to the President and Congress on the Fifth Assessment of the National Nanotechnology Initiative”** was released. This report announced that the “nanotech field is at a critical transition point and has entered its second era, which we call NNI 2.0” (Page 2, October 2014 Report). The authors foresee that the next technological generation will see the evolution from nanoscale components to interdisciplinary nanosystems. In a key

transition, NNI will move from a foundational research initiative toward including a focus to ensure rapid commercialization of nanotechnology.

But crucial challenges remain. The Fifth Assessment points out the pressing need for a more formal system of metrics to assess federal research and commercialization funding. Also needed is an ongoing separate standing committee of cross-sector experts to advise U.S. government activities, and a process to make certain cross-agency funding priorities.

In a key strategy change, the Fifth Assessment’s authors recommend moving toward a concept of nanotechnology “Grand Challenges.” This is a different tack from NNI’s current focus on Nanotechnology **“Signature Initiatives”** (NSIs), which are significant cross-agency efforts. Three such signature initiatives began in 2010, focused on the key efforts of: solar energy, sustainable manufacturing, and next generation electronics. Two additional signature initiatives on informatics and sensors were introduced in 2012 ([see page 4, NNI 2014 Strategic Plan](#)).

But the authors of the Fifth Assessment advocate moving to Grand Challenges, which would outline specific technical goals and active management to accomplish them.

Some examples of possible future Grand Challenges include: nano-enabled desalination of water to solve the emerging water crisis; reducing global greenhouse gases with nano-enabled solid-state refrigeration; creating a forefront of manufacturing through nano-3D printing; and developing a nanoscale therapeutic for at least one major cancer ([see page 3 of October 2014 Report](#)).

Dr. Lloyd Whitman, Interim Director of the National Nanotechnology Coordination Office, **testified** before the House Subcommittee on Research and Technology in May 2014, stating that while improvements can always be made, the National Nanotechnology Initiative is strong: the NNI sustains a broad research and development investment portfolio across 11 federal departments, agencies, and independent commissions. NNI agencies are using programs such as Small Business Innovation Research (SBIR), Small Business Technology Transfer (STTR), and the National Science Foundation (NSF) Innovation Corps to fund and support small business activities and commercialization. The NNI is continuing its longstanding investments in research centers and user facilities and in nanotechnology education. The NNI also released a

comprehensive environmental, health, and safety (EHS) research strategy in 2011. Additionally, NNI funding has tripled for EHS since 2006 and now is at 7% of the annual NNI research and development investment (see page 3, May 2014 testimony).

While EHS funding has tripled since 2006, a key question is what progress is being made on the goal of responsible development. The NNI's 2011 health and safety research strategy identified certain core research areas: 1) nanomaterial measurement infrastructure coupled with 2) predictive modeling and informatics that provide accurate and reproducible data on 3) human exposure, 4) human health, 5) and the environment essential for science-based, 6) risk assessment and management of engineered nanomaterials (see page 4, [2011 Environmental Health and Safety Research Strategy](#)).

Authors of the October 2014 NNI Assessment acknowledge that challenges in health and safety remain, and that responsible development of nanotechnology has not been fully achieved. They point out the lack of clear regulations and the many unknowns regarding EHS effects emerging at the nanoscale. While some progress has been made, the sheer range of chemical compositions, sizes and shapes encompassed in the category "nanomaterials" ensures a considerable task in accurately characterizing each material and ultimately developing EHS policies. The authors conclude that much work remains to be done in this area (see page 21, [October 2014 Report](#)).

Policymakers from Congress are also studying improvements to the NNI and other related efforts. In July 2014, Senator Jay Rockefeller (D-WVA), Chairman of the Senate Commerce Committee, introduced S.

2757, the ["America COMPETES Reauthorization Act of 2014."](#) Title VI, Subtitle B (sec. 621) of this bill, entitled "National Nanotechnology Initiative," would provide for enhanced management of the NNI, a quadrennial external review, technology transfer and roadmaps, and sharing of best practices. It also includes a sense that the National Science and Technology Council should coordinate agency development of performance measures, targets, timeframes, cost estimates, and available resources for nanotechnology EHS research, and include that information in publicly available reports.

Rep. Mike Honda (D-CA) introduced H.R.394, the ["Nanotechnology Advancement and New Opportunities Act"](#) in January 2013. Built on the findings of the Blue Ribbon Task Force on Nanotechnology, the bill includes such provisions as the creation of a public-private investment partnership to address the commercialization gap, investment tax credits, a grant program to support incubators, and grant programs to support challenges in the areas of energy, environment, homeland security, and health.

Health concerns with certain types of nano-products are addressed in H.R. 1385, the ["Safe Cosmetics and Personal Care Products Act of 2013,"](#) introduced by Rep. Jan Schakowsky (D-IL) in March 2013. Among other provisions, the bill calls for monitoring of developments in scientific understanding from any adverse health effects related to use of nanotechnology in the formulation of cosmetics.

As developments in this exciting field evolve, so too will the focus on managing challenges in the areas of commercialization, health, safety, environmental impact, international competition, and continued research.

Links for further reading:

[Report to the President and Congress on the Fifth Assessment of the National Nanotechnology Initiative, October 2014.](#)

[National Nanotechnology Initiative Strategic Plan, February 2014.](#)

[Progress Review on the Coordinated Implementation of the National Nanotechnology Initiative 2011 Environmental, Health and Safety Research Strategy, June 2014.](#)

[National Nanotechnology Initiative Environmental, Health and Safety Strategy, October 2011.](#)

[Testimony of Dr. Lloyd Whitman, Interim Director, National Nanotechnology Coordination Office, before the House Subcommittee on Research and Technology, May 20, 2014.](#)

[Nano.gov.](#)

[Benefits and Applications.](#)

[Publications and Resources.](#)

[Federal Legislation and Congressional Information.](#)

Is This Supreme Court Harmful To Women's Health? *Young v. UPS* Will Tell

By Emily J. Martin, Vice President and General Counsel, National Women's Law Center

"Come back when you're not pregnant." That's what Peggy Young testifies her supervisor told her after her medical provider advised that she avoid lifting more than 20 pounds for the remainder of her pregnancy. Young, a UPS driver from Landover, Maryland, was forced out onto unpaid leave without company health benefits. On December 3, the Supreme Court heard arguments in her pregnancy discrimination case, *Young v. UPS*. The case marks the first time the Court heard a case critical to both women's health and economic security since the *Burwell v. Hobby Lobby* decision in June, when five Justices held that Hobby Lobby and other companies could ignore the legal requirement that they include coverage of birth control in their health insurance plans if they had religious objections to contraception. The *Young* case is an important test of whether a majority of the Supreme Court continues to have a "blind spot" where women's issues are concerned. The stakes are high for women and their families.

Peggy Young was a UPS driver, delivering mostly light air mail packages. When she became pregnant and was given a lifting restriction, she told UPS she was willing to continue to do her regular job, as it was rare that she had to lift anything heavy, or take a light duty assignment—the sort of reassignment that UPS routinely provided to employees who had disabilities as defined in the Americans with Disabilities Act and those with on-the-job injuries and those who had lost their commercial drivers' licenses, whether because of health problems or issues such as DUI convictions. But UPS said that because of her lifting restriction, it would not permit her to continue to do her regular job. And it also refused to reassign her, despite the accommodations it provided to other workers with medical restrictions and despite the command of the federal Pregnancy Discrimination Act that employers treat pregnant workers as well as they treat those who are "similar in ability or inability to work." Her family's financial security was threatened at the moment they needed it the most.

Unfortunately, Young's story is not unique. Many women, especially those like Young working in jobs traditionally held by men and those working in low-wage, physically demanding positions like retail jobs or nursing assistants, have similar stories. They lose their jobs when they need to sit on a stool instead of standing at a cash register all day, stay off high ladders in their third trimesters, or be allowed to take short breaks to drink water to ward off premature contractions even as their employers make accommodations for workers with non-pregnancy-related medical needs. These women are faced with a choice no

one should have to make between their jobs and the health of their pregnancies. UPS itself has since recognized that it makes no sense to place pregnant workers in this position, and recently announced that beginning in 2015 it will provide accommodations to pregnant workers who need them—but it nevertheless continues to fight Young's claims before the Supreme Court.

In *Young v. UPS*, the Supreme Court will decide whether the language of the Pregnancy Discrimination Act means what it says when it requires employers to look solely at a pregnant worker's "ability or inability to work" and treat her the same as it treats non-pregnant workers with similar ability. The court's ruling will decide whether despite this clear statutory command, employers will be empowered to continue to treat pregnant workers as second-class citizens.

Unfortunately, when it last addressed issues central to women's health and economic security, a majority of the Court gave scant attention to the impact of its decision on women. In *Hobby Lobby*, the Court empowered employers to carve out birth control from the insurance coverage otherwise provided to employees for basic preventive health care—despite the fact that for women, controlling when and whether they become pregnant is a basic requirement for health and financial success.

The specific legal questions raised in *Hobby Lobby* and *Young* are quite different, but the fundamental question of whether women's reproductive health needs should be afforded equal treatment with other health needs is the common thread that runs through both. Over the years, this Court has shown a discomfiting willingness to permit legal obstacles to be placed in the path of women seeking abortion. Last term, it permitted employers to place obstacles in front of women seeking birth control. This term, it will decide whether employers may also place obstacles in the path of women seeking to maintain healthy pregnancies. Let *Young v. UPS* mark the end of the Court's blind spot on the centrality of women's reproductive health to women's equal opportunity to achieve and succeed.

Reprinted with permission. Originally appeared on December 1, 2014 as a [blog post on the American Constitution Society website](#).

Links for further reading:

[Young v. UPS](#)

[Burwell v. Hobby Lobby](#)

Playing to Your Strengths: Tools for Leadership

Program 1: Know Thyself: Leverage Your Strengths

By the Leadership Task Force: Anne E. Collier, MPP, JD, PCC, Principal, Arudia; Rebecca Gray, GrayLegal, PLLC; and Susan Kovarovics, Bryan Cave LLP

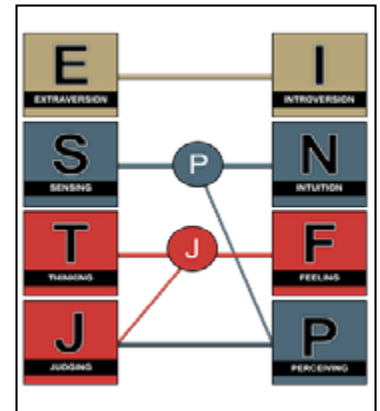


The WBA's **Leadership Task Force (LTF)** provides talented, established attorneys with a forum in which to hone the practical skills, presence, and business acumen necessary to advance to the highest levels of leadership within and beyond the legal profession. On December 3, the LTF hosted "Know Thyself: Leverage Your Strengths," the first program of its multi-program series "Playing to Your Strengths: Tools for Leadership."

Participants learned about their Personality Type, a premier tool for leadership development around the world, via an online animated tool called "TypeCoach," a fun and interactive alternative to taking the Myers-Briggs Type Indicator®. Lead by **Anne Collier**, executive coach and Myers-Briggs Type Master Practitioner, participants learned more about their core strengths and blind spots, as seen through the clarifying lens of Type. They turned insight into action and learned key techniques for leveraging strengths into greater personal effectiveness. As WBA staff noted, "From talking to people, they were extremely excited about the program because they deepened their understanding of their Type, but importantly, they put it into context of what that means for working with others."

Participants learned that one's Type is like looking at life through a filter. In other words, their hard-wired Type colors the way they see the world, like wearing different colored sunglasses.

So what is Type? "Type" is Carl Jung's model of psychological type, which has Perception functions (Sensing and iNtuition) and Judging functions (Thinking and Feeling) at its foundation. Add the Energy Flow attitude (Extraversion and Introversion) and the Outer-World Orientation attitude (Judging and Perceiving), and you've got the entire Type Model.



Everyone has a preference for one of each pair and may rely on such preferences even when use of nonpreferences would be more effective. One of the great benefits to learning one's own Type is that the increased awareness regarding the use of both preferences and nonpreferences gives a person the ability to be more effective in the most challenging situations.

The key is to think about all four of your functions (Sensing, iNtuition, Thinking, and Feeling) like tools on a tool belt. Your preferences are on the front of your tool belt – easy to get to and easy to use skillfully. The functions on the back of your tool belt – your nonpreferences – are more difficult to use because they're harder to reach, less conscious. Often we are unaware of when it would be more effective to use our nonpreferences and consequently struggle. Thus, learning about your Type can help you be more effective because of the increased personal awareness.



In addition to personal effectiveness and managing stress, the participants explored using Type as a tool for working better with others.

The program was fun, well attended, and **free for sustaining members**. Yes, that was **FREE!** As a consequence of this program, several of the participants are considering upgrading their membership to sustaining. Just to give you a preview of additional LTF programming, which are **free for sustaining members** (are you getting that idea that sustaining membership is worth it?!!), please join us for:

Empower You: Define Your Personal Brand

January 27, 2015, 4:00 to 6:00pm, Bryan Cave LLP

Join us for the second program in the series “Playing to Your Strengths: Tools for Leadership” to define your personal brand. What do your clients and colleagues think about you? Which kinds of opportunities do you attract? Do you have executive presence?

Doors will open if you have a reputation or brand that defines you as an executive—a woman who gets even the toughest jobs done with aplomb. Your executive presence will embody your strengths, abilities, and unique perspective while empowering you to inspire and connect effectively with clients and colleagues alike. Learn to identify your personal brand and to use it to your greatest advantage.

Negotiating for Professional and Personal Development

March 18, 2015, 6:00 to 9:00pm, National Press Club

It is often easier to be a zealous advocate for your clients than it is to advocate for your own professional and personal advancement. Join us for dinner and a stimulating panel discussion highlighting key tools for effective negotiation on your own—and your clients’—behalf.

Featuring **Maureen Del Duca**, Vice President & Deputy General Counsel, Litigation and Investigations, Northrop Grumman Corporation; **Lorelie Masters**, Partner, Perkins Coie LLP; and **Dr. Catherine Tinsley**, Professor of Management, The McDonough School of Business, Executive Director, Georgetown University Women’s Leadership Initiative

Empower Your Team: Skills for Effective Leadership

April 14, 2015 (tentative), Location TBD

Learn C-suite techniques to build and strengthen the team you lead, including five key steps to create a highly effective, efficient team. This program will teach you how to elicit the best from those you lead through coaching skills and the *Win-Win Conversation*. Use these same techniques with clients and colleagues for greater success and ease in your practice.

This is an exciting year for the WBA! We invite you to participate, learn, enjoy, and make friends!

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President's Column

By Suzanne Reifman, WBA President

The holiday season always passes by in a blur. The presents, the parties, the holiday cards... the festivities are fun, but they can be a lot to manage, especially in conjunction with end-of-year obligations. While I can't pretend I always get the balance right, I try my best to focus on what is important and to be thankful for what I have.

These principles hold true for the WBA. Over the years, we have placed more emphasis on our core mission, which is to stand together and support women lawyers. While we host many successful events, these events are only a means to an end. Our priority continues to be advocating for the interests of women lawyers and we do that in a variety of ways.

We have traditionally provided endorsements for judicial appointments and this year has been no different. We were pleased to endorse Darlene Soltys to fill a vacancy on the DC Superior Court. We also provide letters of support, such as our recommendation of Nancy Duff Campbell for the Margaret Brent Women Lawyers of Achievement Award.



Suzanne Reifman



DC Attorney General Candidate Forum

This year, we co-sponsored a DC Attorney General Candidate Forum with Military Spouse JD Network, in which all of the candidates running for the office participated. In addition, we have been lending our voice to discussions that resonate with our members. For example, this fall we helped raise awareness about the *Hobby Lobby* decision and recently participated in a #StandWithPeggy rally on the day the Supreme Court heard arguments in the *Young v. UPS* case. We are currently working to update our endorsement/advocacy policy, which will enable us to

participate more frequently and strategically in these types of conversations. Finally, in an attempt to combine fun with a good cause, the WBA is once again assembling teams for run/walk races to raise awareness of important issues and charities. Stay tuned for even more initiatives that are designed to advocate for women lawyers!



Finally, as 2014 draws to a close, I want to express my sincere thanks to all of the WBA board members and co-chairs and to our office staff for their time, creativity and persistence in making the WBA such a strong and significant resource in the Washington metropolitan area. And, of course, we all want to thank you, our members, and particularly our sustaining members. Our work in empowering and advancing women lawyers is made possible by your participation and support.

I hope that all of you have a wonderful holiday season!

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WBA Foundation



WBA Foundation President's Letter

By Nancy A. Long, WBAF President

Thousands of women in the DC community turn to the legal system each year for protection from domestic violence for themselves and their children, to secure safe and habitable housing, or to enforce other important legal rights. The WBA Foundation's funding enables our grantees to provide lawyers who make sure the legal system works as it should for women and children in need.

The WBA Foundation is the only organization with the specific mission of supporting nonprofits focused on the legal and related needs of women and girls in the DC metropolitan area. For more than 30 years, we have leveraged the generosity of friends like you to provide essential financial support to nonprofits serving vulnerable women and girls in our community.

Every year, our volunteer grants committee invests substantial resources, time, and experience to find and evaluate potential grantees to provide funding for the most effective organizations and innovative approaches -- specific projects where our dollars can have the maximum impact.

Yet every year, the WBA Foundation receives many more grant requests than the total number of grants we are able to award. The need is very great, and growing. For the 2015 grant-making cycle, we received 29 applications.

As we enter the holiday season of gift-giving and celebrations with family and friends, please consider a gift to the WBA Foundation as we remember those vulnerable women and girls in our community who are struggling to make ends meet, dealing with substandard housing conditions, trying to avoid homelessness, or fighting to keep themselves and their families safe from domestic violence.

Make a real difference to the vulnerable women and girls in our community who need the legal system to work for them. You can make your gift online today. Just go to www.wbadcfoundation.org. **Your gift matters!**



Nancy A. Long

Make a donation to support the Foundation's work. The WBA Foundation does not receive membership dues; it instead relies on the support of donors, like you, who wish to support organizations like our 2014 grantees that promote greater understanding, awareness, legal service representation, and advocacy for women and girls in our community.

WBA Foundation 2014-2015 Donors

Many thanks to our supporters! The following donors made a gift to the WBA Foundation between October 1, 2014 and November 30, 2014. These gifts will be used to support nonprofits that serve the legal and related needs of women and girls in the DC metropolitan community. For a list of all fiscal year donors and recognition of giving levels, visit www.wbadcfoundation.org.

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Wine Tasting Raises Funds in Support of Founders Fellowship

On October 29, the WBA Foundation hosted its 12th annual Wine Tasting and Silent Auction, “Wines for the Holiday Season.” The evening’s 160 attendees sampled wine and pairings and learned about wines that are great for entertaining and perfect partners with holiday food.

In addition to sampling a fantastic selection of wines, guests had the opportunity to do some holiday shopping or simply indulge by participating in the silent auction. There was a flurry of bidding on sports tickets, beach house stays, and an array of gift baskets, which were assembled by Foundation Board members.

A highlight of the evening were remarks by Maria J. Maldonado, a Howard University School of Law student who was the recipient of the 2014 WBA Foundation Founders Fellowship. The Founders Fellowship provides a summer stipend to an area law student to work with a local legal services provider on projects to benefit women and girls in the DC metropolitan community. Ms. Maldonado worked at the Neighborhood Legal Services Program this past summer. ([Click here](#) to read Ms. Maldonado’s essay about the experience).



Kathy Gunning, Cele Cannizzaro & Jack Kenney



Krishna Vallabhaneni & Alexandra Minkovich

Many thanks to our host for the evening, **Sterne, Kessler, Goldstein & Fox P.L.L.C.** and the wine connoisseurs from **The Curious Grape**, who gave a brief presentation about the wines sampled for the evening. Kudos to event co-chairs **Kathy Gunning** and **Gaffar Chowdhury** on organizing this successful event!



Julia Colarusso & Maisa Jean Frank

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Marion Hecht	Monica Parham	Professional Women in Advocacy Conference
Debbie Hines	Ilene Price	Tower Legal Solutions,
Alan Ifrah	Jeff Somers	Michael Farmer
Kirra L. Jarratt	Shipman & Goodman LLP	Vornado

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Committee & Forum Highlights

Insurance and Business Implications of Climate Change

On October 22, the WBA Insurance Law Forum and Energy & Environmental Law Forum presented a program entitled the “Insurance and Business Implications of Climate Change.” **Manisha Patel**, Deputy General Counsel, White House Council on Environmental Quality moderated our panel, comprised of: **Laura Foggan**, Partner, Wiley Rein LLP; **Samantha Medlock**, Deputy Associate Director for Climate Preparedness, White House Council on Environmental Quality; **Beth Osborne**, Senior Policy Advisor, Transportation for America; and **Margaret Peloso**, Associate, Vinson & Elkins LLP.

Panelists discussed policy and issues surrounding appropriate responses and adaptation to extreme weather events. Speakers also discussed how climate change may affect law, business, and in particular, the insurance industry.

According to some predictions, by 2050 between \$66 and \$106 billion in coastal property likely will be submerged as sea levels rise. Panelists discussed EPA regulation of new and existing power plants and how that may affect types of plants in the future. Speakers also discussed President Obama’s Climate Action Plan, and the importance of collaborating with all levels of government to address local impacts, and with the insurance industry, which can assist policy by creating incentives. Developing and using better data is also critical: some trade groups have found millennial policies based on 1980s data. One example was a lack of response to consumers’ desire for more walkable communities that would rely less on expensive auto transport.



l-r: Manisha Patel, Samantha Medlock, Margaret Peloso, and Beth Osborne

Speakers also discussed responding to consumers’ desire for more livable communities that utilize walking and other forms of transportation, more than just automobiles. Another topic involved increasing litigation over insurance coverage and changing assessments of risk for extreme weather. Speakers also discussed what efforts can be made to mitigate risks.



Laura Foggan discusses climate issues.

Over 27 attendees enjoyed this stimulating discussion by these prominent experts. Watch for more great programs by the Insurance Law Forum and the Energy and Environmental Law Forum!

Keeping it Reel: *Miss Representation* Communications Law Forum’s Movie Night

By Lynne Milne, Co-Chair, Communications Law Forum

Women are 50 percent of the population but just four percent of Fortune 500 CEOs, six percent of mainstream film directors, 11 percent of film protagonists, and 20 percent of Congress. With these figures in mind, about 36 women and men gathered in a conference room at **DLA Piper LLP** on Thursday, October 30, to watch a fantastic documentary film entitled *Miss Representation*. This thought-provoking film explores women’s under-representation in positions of power and influence in the U.S. and challenges the limited portrayal of women in mainstream media. In addition to showing a wide array of examples of positive and negative images of women presented in mainstream media, the film consists of experts providing an array of information about women’s roles and portrayal in the media, politics, economy, and culture at



large, bolstered by animated statistics that float on screen to describe just how backwards the U.S. is when it comes to gender equality.

Following the film screening, **Laura Possessky**, a WBA past president and entertainment lawyer of Gura & Possessky, PLLC, led a panel discussion by experts. **Erika Falk**, Executive Director of Executive Education in the McCourt School of Public Policy at Georgetown University, is the author of *Women for President: Media Bias in Nine Campaigns*. She was one of the numerous experts who were interviewed in *Miss Representation* and during the panel discussion added explanations based on political campaigns. **Brigid Maher** is an Associate Professor and an Associate Director in the Film and Media Arts Division of the School of Communications at American University. She also is a filmmaker. Her recent documentary, *Veiled Voices*, examines the private lives and public work of three Muslim women who are speaking out and changing the way their male-dominated societies view the role and concerns of women. With this filmmaking background, she provided information about how media images shape the way that women view themselves.

The theme of *Miss Representation* was: You can't be what you can't see. The producers of *Miss Representation* have launched a campaign to change the way that women are portrayed in mainstream media, including classes for students in elementary school through college on how to evaluate what the media conveys about women. There also are steps that the average consumer can take to persuade mainstream media to convey women as strong and powerful figures for young women who need and want positive role models. Additional information about resources and education tools created for the average consumer to advance the film's message are provided at www.missrepresentation.org.

The Communications Law Forum appreciates the financial support provided by DLA Piper LLP, the sole sponsor for this movie night.

Start Your New Year With A Renewed Focus On Enhancing Your Career!

The New Year is fast approaching and with it renewed resolutions about enhancing our careers. Join us at two Government Attorneys Forum programs focused on heightening your career success!

Acing Applications, February 3, 2015

Want to rise to the top of the applicant pool of your federal government job search? Learn the ins and outs of finding and securing choice positions by honing your search for employment on USAJOBS and agency websites.

Our expert panel will explore how to best tailor your application package to clear administrative filters and stand out to the professionals reviewing your materials. Learn valuable tips from the experts in federal hiring!

Don't delay in [registering](#); this highly popular program sold out last year!

Our panel will feature: **Jeffery Anoka**, Outreach Coordinator, Office of Minority and Women Inclusion, U.S. Securities and Exchange Commission; **Stephanie A. Fleming**, Attorney, Antitrust Division, U.S. Department of Justice; **Joanna Pearl**, Chief of Staff, Office of Enforcement, Consumer Financial Protection Bureau; and moderator **Svetlana Gans**, Staff Attorney, Federal Trade Commission, Division of Marketing Practices, and Co-Chair, WBA Government Attorneys Forum.

Pathways to Success in Federal Government, March 4, 2015

Ever wonder how women rise to the top in government agencies? How can we break through the glass ceiling?

Our Pathways Program will feature female agency general counsels and commissioners who have made giant strides in the legal profession. Our speakers serve in high level management and Senior Executive Service positions.

They will share stories detailing their career path, professional experiences, and offer advice on how women of all career levels can achieve success within the legal profession and federal employment.

Our panel will feature **Margaret Doane**, General Counsel, U.S. Nuclear Regulatory Commission; **Ana Hinojosa**, Deputy Assistant Commissioner for International Affairs, U.S. Customs and Border Protection, and Executive Women in Government President (2014-2015); and **Susan Pascocello**, Deputy General Counsel, U.S. Agency for International Development.

Join us and learn from female agency general counsels and commissioners how to break through the glass ceiling! Register today at www.wbadc.org.

Fifth Annual Mentoring Supper

By Lynne Milne, Co-Chair, Communications Law Forum

Calling all young lawyers and law students! Join the WBA's Communications Law Forum and the Federal Communications Bar Association's Young Lawyers Committee for the **Fifth Annual Mentoring Supper** on **Tuesday, February 24, 2015** from **6:30 – 9:00 p.m.** Dinner is included in this joint program, to be held at Covington & Burling LLP in downtown DC.

Now in its fifth year, the Mentoring Supper combines distinguished members of the communications bar with young lawyers and law students. Young lawyers have the opportunity to interact with mentors in small groups throughout the evening for substantive discussions about career development. Don't miss this opportunity for contact with some of the best mentors in the District!

An outstanding roster of lawyers have agreed to serve as mentors for this program, including **Jeremy Berkowitz** of Booz Allen Hamilton; **Donna Gregg** of Catholic University's Columbus School of Law; **Melissa Newman** of CenturyLink; **Kathryn Zachem** and **Ryan Wallach** of Comcast Corporation; **Julie Kearney** of the Consumer Electronics Association; **Yaron Dori** and **Lindsey Tonsager** of Covington & Burling; **Krista Witanowski** of CTIA–The Wireless Association; **Stacy Fuller** of DIRECTV; **Laura Phillips** of Drinker Biddle & Reath; **Brett Freedson** of Eckert Seamans Cherin & Mellott; **Daniel Alvarez**, **Jessica Almond**, **Brendan Carr**, **Diane Cornell**, **Kristine Fargotstein**, **Nese Guendelsberger**, **Lynne Milne**, **Gigi Sohn** and **Alexis Zayas** of the FCC; **Svetlana Gans** and **Commissioner Maureen Ohlhausen** of the FTC; **Mary Beth Richards**, formerly of FTC and FCC; **Joseph Di Scipio** of Fox Television Stations;

Richard Whitt, **Megan Anne Stull** and **Staci Pies** of Google; **Michele Farquhar**, **Ari Fitzgerald** and **Mark Brennan** of Hogan Lovells US; **Karen Brinkmann** of Karen Brinkmann PLLC; **Angela Giancarlo** of Mayer Brown; **Laura Mow** of The Law Office of Laura C. Mow; **Jennifer Warren** of Lockheed Martin Corporation; **Rachael Bender** of Mobile Future; **Justin Faulb** of the National Association of Broadcasters; **Margaret Tobey** of NBCUniversal; **Jennifer Duane** and **Angela Simpson** of NTIA; **Sherrese Smith** of Paul Hastings; **Kimberly Reindl** of Perkins Coie; **Kathleen Ham** and **Luisa Lancetti** of T-Mobile US; **Celeste Murphy** of the SEC; **Robert Branson** of Verizon; **David Gross**, **Peter Shields**, **Anna Gomez**, **Kathleen Kirby**, **Kathryne Dickerson** and **Jessica Lyons** of Wiley Rein; **Bryan Tramont**, **Rosemary Harold**, **Natalie Roisman** and **Jennifer Oberhausen** of Wilkinson Barker Knauer; **Mia Hayes** and **Nirali Patel** of Willkie Farr & Gallagher; and **Scott Blake Harris**, **Patricia Paoletta** and **Christopher Wright** of Harris Wiltshire & Grannis.

Through February 21, 2015, the discounted registration fee is \$20 for FCBA and WBA members, as well as students, while the non-member price is \$40. After February 21, the registration fee increases by \$5 per person. Register at www.wbadc.org in the Upcoming Events section by clicking on February 24. Or call the WBA office at 202-639-8880.



*The 2014 Annual Mentoring Supper
(Photo by Mark Van Bergh)*

National Race to End Women's Cancer

The WBA Community Projects Committee organized a team to participate in the November 2 National Race to End Women's Cancer 5K Run/1 Mile Walk.

According to the Foundation for Women's Cancer, every seven minutes, a woman is diagnosed with a reproductive cancer — cervical, ovarian, uterine, vaginal and vulvar — touching more than 90,000 American women each year. Many are not diagnosed until the late stages of these diseases, and nearly a third will die.

Through the **National Race to End Women's Cancer**, the Foundation for Women's Cancer shines a bright spotlight on these less talked about, "below the belt" cancers.

WBA's team did really well. WBA member Shannon Beebe was the first place female. Community Projects Committee co-chair Kelly Fisher's husband, Joe, won second place overall.



WBA President Suzanne Reifman, with son Daniel, and WBA Treasurer Cheryl Aaron, with son Dylan



l-r: Monica Parham, Erika Thompson, Shannon Ewan, Kelly Fisher, Joe Fisher & Shannon Beebe

Member News

Jakovic Elected to Boards & Honored by BADC

Ellen M. Jakovic, a partner in the Antitrust Group at Kirkland & Ellis LLP, has been elected to the Board of Directors of the District of Columbia Bar Foundation and the Governing Board of the National Cathedral School. The District of Columbia Bar Foundation is the leading private funder of civil legal aid in the District of Columbia. The National Cathedral School is an Episcopal, independent college preparatory day school for girls in grades 4-12, located in Washington, DC. Ms. Jakovic is a WBA Sustaining Member and past president of both the WBA and WBA Foundation.

Ms. Jakovic received the BAR Association of the District of Columbia's (BADC) Annice M. Wagner Pioneer Award at the BADC Annual Banquet in early December. She was introduced at the event by WBA past president **Paulette Chapman**.



Sidley Austin Receives Law Firm Award

Washington Council of Lawyers (WCL) presented **Sidley Austin LLP** with its 2014 Law Firm Award in early December. The firm was recognized for championing the cause of uniting lawyers from different settings and practices to expand access to justice.

Kucinski Relocates Office

Melissa A. Kucinski has announced that her firm is relocating to 2001 S Street, NW, Suite 550, Washington, D.C. 20009. Her family law practice serves clients in Maryland and DC; she offers litigation, collaborative law, and mediation services in family law cases, as well as representation of children in contested custody litigation, and consultation in international and cross-jurisdictional family matters.



Welcome New Members

The following persons joined the WBA in October and November 2014.

Emily R. Shinogle	Michele Clause Farquhar	Marian Lee	Alexandrea Kristine Scott
Marianne Abely	Kiran Ghia	Dawn Leung	Nichole Seabron
Trista Renee Adams	Elizabeth Hanke	Maria Maldonado	Maria L. Soto
Devin Leanne Barrett	Alice Hsieh	Rachel Elaine Martin	Meredith Maller Strahl
Sonja Carlson	Masooma Hussain	Liz McKenzie	Ashley Nicholle Tease
Victoria Rayelle Clark	Jamile Kadre	LaSondra McNeal Davis	Mariah Trisch
Katherine Candis Clark	Faiza Kaukab	Samhitha Muralidhar	Susan Tull
Angela Codjoe	Elizabeth Kelsey	Suzan Alison Phillips	Smitha Vemuri
Kelsi Brown Corkran	Lana Khoury	Rebecca Prybell	Vanessa Vidunas
Stephanie Violet Corrao	Alicia Kimi	Joy Ragsdale	Rochelle D. Washington
Lori DiCesare	Naseem Kourosh	Marissa G. Repp	Janie Williams
Han Fang	Mary E. Kuntz	Hannah-Alise Rogers	
	Maia Larsson	Jennifer Safir	

For information regarding WBA Member Benefits and becoming involved with a Committee or Forum, see [Membership & Benefits](#) and [Committees & Forums](#).

Upcoming Events

WBA Committees & Forums

Thursday, January 8, 2015

New Year! New Career!

Presented by: Mentoring Committee

An inspiring discussion about optimal strategies to help you navigate career transitions. Panelists will discuss their successful moves from/to in-house, government, and corporate careers, as well as to/from legal to non-legal careers.

Wednesday, January 14, 2015

Winter Networking Happy Hour

Presented by: Government Attorneys Forum

& International Law Forum

Come in from the cold, and cozy up with a warm drink at Teism while networking with fellow members of the Government Attorneys and International Law Forums.

Thursday, January 15, 2015

WBA Leadership Information Session

Presented by: Nominating Committee

Have you wanted to become more involved in the WBA but didn't know how? Now is your chance to learn about the exciting leadership opportunities in this dynamic organization! Join us for an information session that will outline available leadership positions and responsibilities and answer questions about getting involved with the WBA.

Wednesday, January 21, 2015

Business Development Mastermind Group **Session 3 of 6: Asking for Business**

Presented by: Solo & Small Practice Law Forum, Mentoring Committee, and Tax & Business Law Forum

Are you ever worried that it is too soon to ask a potential client to hire you? Do you feel uncertain how to respond to a "no" or a non-committal answer? Ever feel like the prospect has become a friend, and you become uncertain how to proceed? If so, you are not alone. Asking for business can be challenging, and many people struggle with this critically important aspect of business development.

Tuesday, January 27, 2015

Playing to Your Strengths: Tools for Leadership; **Empower You: Define Your Personal Brand**

Presented by: Leadership Task Force

Leadership Task Force programs generally include a networking component and are ideal for women with at least five years of professional experience in private practice, in-house (business or legal roles), or in government service. What do your clients and colleagues think about you? Which kinds of opportunities do you attract? Do you have executive presence? Doors will open if you have a reputation or brand that defines you as an executive—a woman who gets even the toughest jobs done with aplomb. Your executive presence will embody your strengths, abilities, and unique perspective while empowering you to inspire and connect effectively with clients and colleagues alike. Learn to identify your personal brand and to use it to your greatest advantage.

Thursday, January 29, 2015

Special Delivery: Pregnancy **Discrimination and Young v. UPS**

Presented by: Employment Law Forum

A discussion on *Young v. UPS* and the Equal Employment Opportunity Commission's Enforcement Guidance on pregnancy discrimination. Panelists will lead the discussion on Peggy Young's road to the Supreme Court, advising corporate clients on compliance with employment discrimination laws, and the future of pregnancy and caregiver discrimination.

Thursday, January 29, 2015

WBA Leadership Information Session

Presented by: Nominating Committee

Have you wanted to become more involved in the WBA but didn't know how? Now is your chance to learn about the exciting leadership opportunities in this dynamic organization! Join us for an information session that will outline available leadership positions and responsibilities and answer questions about getting involved with the WBA.

Tuesday, February 3, 2015

Acing Applications - How to Drill Down **for Success in Federal Government**

Employment Applications and Interviews

Presented by: Government Attorneys Forum

Want to rise to the top of the applicant pool of your federal government job search? Learn the ins and outs of finding and securing choice positions by honing your search for employment on USAJOBS and agency websites. Panelists will explore how to best tailor your application package to clear administrative filters and stand out to the professionals reviewing your materials.

Wednesday, February 18, 2015

Business Development Mastermind Group **Session 4 of 6: Organizations and Networking**

Presented by: Solo & Small Practice Law Forum, Mentoring Committee, and Tax & Business Law Forum

Ever wonder if networking is a good use of your time? Are you actively participating in organizations but not getting the results you were looking for? We will examine participants' current strategies in the area of networking and each person will create a new plan for moving forward.

Thursday, February 19, 2015

Perfect Pitch - Branding Your Elevator Speech

Presented by: Mentoring Committee

When you step on the elevator with that partner or colleague you've been hoping to meet, how do you use the next 30 seconds to introduce yourself? What do you say? What is your brand? Join us and learn a simple five-step process for developing your personal brand, packaged into a few sentences, so that you can deliver a punchy pitch that will make you unforgettable.

Tuesday, February 24, 2015

Fifth Annual Mentoring Supper

Presented by: Communications Law Forum

This event combines distinguished members of the communications bar with young lawyers and law students. Young lawyers have the opportunity to interact with mentors in small groups throughout the evening for substantive discussions about professional development.

Wednesday, March 4, 2015

Pathways to Success in the Federal Government

Presented by: Government Attorneys Forum

Ever wonder how women rise to the top in government agencies? How can we break through the glass ceiling? The program will feature female agency general counsels and commissioners who have made giant strides in the legal profession. Speakers will share stories detailing their career path, professional experiences, and offer advice on how women of all career levels can achieve success within the legal profession and federal employment.

Wednesday, March 18, 2015

Negotiating for Professional and Personal Development

How effectively do we negotiate for our clients? How effectively do we negotiate for ourselves? For many of us, it is easier to be a zealous advocate for our clients than it is to advocate for our position at our law firms and in our personal lives. Join us for an evening of stimulating discussion as we address the topic of negotiation and identify tools you can use to be a more effective negotiator for your clients and yourself.

Wednesday, March 18, 2015

Business Development Mastermind Group Session 5 of 6: Referral Partners

Presented by: Solo & Small Practice Law Forum, Mentoring Committee, and Tax & Business Law Forum

Are you looking for the ease, fun and financial rewards that come with a network of great referral partners? Have you tried creating such relationships but they are just not producing results? In this session, participants will learn the top eight mistakes people make when trying to create referral relationships, identify the most important qualities to look for in a potential referral partner, and develop a strategy for approaching ideal partners.

Tuesday, March 31, 2015

A Conversation with Marcia Greenberger

Presented by: Communications Law Forum

Join us during Women's History Month in honoring Marcia Greenberger, who was the first full-time women's rights legal advocate in the District when she founded and became Co-President of the National Women's Law Center in 1981. Described as "guiding the battles of the women's rights movement" by the New York Times, Ms. Greenberger is a recognized expert on women and the law.

Thursday, April 16, 2015

WBA Foundation's Sixth Annual Grant Awards Reception

The WBA Foundation will unite our new grantees, supporters, and friends in our mission to leverage the generosity of lawyers and friends to support nonprofits that serve the legal and related needs of women and girls in the DC Metropolitan community. There is no charge to attend this great networking event.

Thursday, April 23, 2015

Business Development Mastermind Group Session 6 of 6: Celebration, Completion, and Support Structures

Presented by: Solo & Small Practice Law Forum, Mentoring Committee, and Tax & Business Law Forum

Ever achieve spectacular results, but not take the time to celebrate? Do you sometimes hit your target but it feels like luck and you don't know how to replicate your success? On the other hand, have you had projects go awry, and continued working, but without really clarifying how best to move forward? Mastery of business development, like any other subject, is achieved through a combination of hard work and regular assessment of one's progress. Participants will do a systematic evaluation of their business development to date.

Tuesday, June 2, 2015

A Lawyer's View from Capitol Hill

Presented by: Communications Law Forum

A number of current leaders among communications attorneys served early in their careers as staff for committees on Capitol Hill, either in the U.S. House of Representatives or the U.S. Senate. Are you curious about whether this would be a valuable option for you in planning your career path? How does one get a job working for a committee? How can you tell if a committee staff position would be a good fit for you? What type of professional positions are available after one has worked for a Congressional committee? Is the work different for committee staff as opposed to the personal staff of a U.S. Senator or Member of the House of Representatives? Hear an overview of what type of work is performed by committee staff.