



Inside this issue:

- **Message from the Executive Director**
Page 3

- **NAMWOLF Staff Directory**
Pages 4-6

- **Spotlight: Visa**
Page 7

Articles:

- **Strategic Partnerships: The NAMWOLF Connection**
Page 8
- **Comcast/NBC Merger**
Page 10
- **Inclusion Initiative Update**
Page 11
- **Marketing Tips**
Page 12
- **Government Committee Update**
Page 13

Reminders:

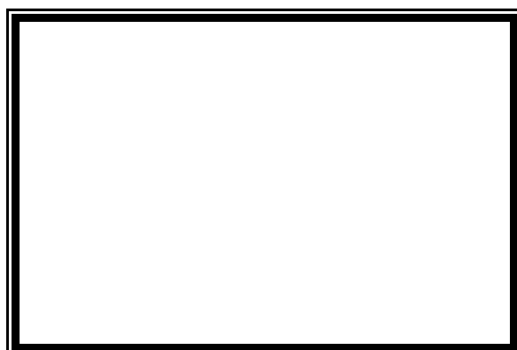
- **Newsletter/Email blast deadlines**
Page 3

BUSINESS MEETING 2011

NAMWOLF member firms, corporate partners and sponsors gathered in Miami, Florida's South Beach February 21 - 23 for the annual business meeting. Participants, enjoyed two and a half days of valuable planning, communication, and networking sessions.

The opening session featured a State of the Organization presentation by NAMWOLF's Executive Director and General Counsel, Jason L. Brown, who began NAMWOLF's 10th year by declaring that the fast growing organization now has over 1,150 attorneys, 96 law firms and 150 corporations and public entities and despite slow economic times, the members continue to grow exponentially. Jason's vision for the organization is that it will be, "the leading organization dedicated to building diversity partnership between law firms and corporations." Three major announcements were made during the presentation:

1. The 2010 Annual Meeting was the largest and most successful meeting we have held to date. Additionally, the 2011 Business Meeting was the largest and most successful in our 10 year history;
2. The eleven companies in the Inclusion Initiative exceeded their goal of spending \$30MM on minority and women owned law firms in 2010 with a \$42MM spend. There are now seventeen companies in the Inclusion Initiative who have set a goal of spending \$70MM on minority and women owned law firms in 2011; and
3. NAMWOLF officially announced the date/location for the 2011 Annual Meeting/10th Anniversary Celebration as September 18 - 21, 2011 at The Bellagio - Las Vegas, NV.



The luncheon provided In-House and Law Firm Members with the opportunity to Network and enjoy some time in the sun. The afternoon session provided In-House and Law Firm Members with the opportunity to work together to address common issues that are faced when hiring minority and women-owned firms. Two additional afternoon sessions focused on committee work and recruiting committee

(Continued on page 2)

2011 Business Mtg. Cont'd.

(Continued from page 1)

members. Members who were not at the Business Meeting, but who would like to join a committee are encouraged to reach out via the NAMWOLF staff to join in. After a beautiful and warm cocktail reception by the pool and beach, everyone attended assigned restaurants in South Beach for food, fun and getting to know each other.

The Annual Meeting Planning Session took place on Wednesday, February 23rd. Co-Chairs, Kim Howard (Smith, Fisher, Maas & Howard) and Wendy Weingart (Prudential), led the session discussing the planning and brainstorming for the 2011 Annual Meeting to be held in Las Vegas, Nevada September 18-21, 2011 at the Bellagio Hotel and Spa. Six subcommittees for the

event (CLE, Round Table, EXPO, Luncheon, In-House, Entertainment) planned out the Annual Meeting activities. "Beyond Showing Up: Strategic Marketing for the Annual Meeting", was presented by Sarah Stachowicz (Bush Seyferth & Paige), Pam Bertieri (Gonzalez Saggio & Harlan LLP), and Janice Brown (Brown Law Group). Their presentation included tips on how to impress, communicate, and overall make the best of your trip to the Annual Meeting. If you are interested in receiving a copy of the presentation, please contact Natasha Florence at NAMWOLF.

NAMWOLF would like to thank all of this year's attendees and sponsors for a successful business meeting. We look forward to seeing everyone in Las Vegas September 18-21st at the Bellagio for the Annual Meeting and Law Firm Expo.

SAVE THE DATE

NAMWOLF ANNUAL MEETING & LAW FIRM EXPO

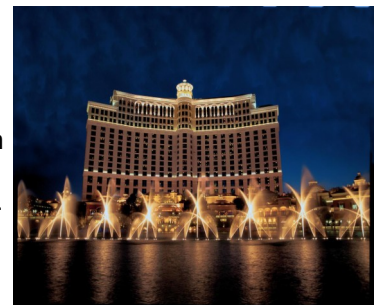


The National Association of Minority and Women Owned Law Firms' (NAMWOLF) 2011 Annual Meeting will take place at the Bellagio, Las Vegas, NV. The 2011 Annual Meeting will feature:

- Gala Awards Dinner
- Seven CLE Tracks
- Vendor Expo
- NAMWOLF Law Firm Expo
- Luncheon Panel Discussions
- Many Networking Opportunities

There is a group rate for the NAMWOLF Annual Meeting of \$179/night, with a \$10 resort fee at The Bellagio. The group rate will be offered until Thursday August 18th. To reserve your room today visit the NAMWOLF website.

Sponsorship opportunities are still available. Please Contact Yolanda Coly for more information at 414-277-1139 or ycoly@namwolf.org.



**SEPTEMBER 18-21, 2011
LAS VEGAS, NEVADA
THE BELLAGIO**



Message from the Executive Director

Greetings! It has been five months since I began my role as Executive Director and General Counsel of NAMWOLF. In this short time, I have had the pleasure to speak with many of our corporate partners and law firm members about NAMWOLF's history and its vision for the future. I remain convinced that we are on the verge of fulfilling our goal of becoming the leading organization dedicated to diversity within the legal profession. It is both thrilling and humbling to be leading NAMWOLF at this important stage in its short, but impressive history.


Recently, we concluded our annual Business Meeting in Miami. It was a great success and everyone in attendance played a huge part in developing ways to continue the growth and reach of NAMWOLF. As we all return back to our daily lives, I would like to stress the message that was delivered throughout our time together in Florida. We need to continue being energized about our organization and the great plan we are crafting towards our future. NAMWOLF has a dedicated staff ready and able to assist you in any way possible. Nonetheless, our strength as an organization is based on our membership and the leadership and passion of our volunteers. We will continue to be successful so long as we have great support and energy.

During 2011, we will be celebrating our 10th anniversary as an organization. It is indeed a great time for the organization. I plan to be traveling quite a bit during the year and hopefully will journey to a city near you. It is important for me to get a chance to speak with each of our law firm members and all of our corporate partners. The staff will let you know when NAMWOLF plans to visit your area and we welcome the opportunity to meet with you. In addition, we are always looking for an opportunity to grow our organization by adding outstanding law firms and exceptional corporations/public entities. Please let us know when you encounter an organization that would be able to add to the impressive list of members and partners that are already affiliated with NAMWOLF. When we gather to celebrate our 10th anniversary in Las Vegas at our Annual Meeting - we hope to see many new faces as we usher this organization into another decade of success.

I am looking forward to the future.

Thank You To Our 2011 10th Anniversary Commemorative Sponsors

Gold (\$25,000): 

Bronze (\$7,500):  Johnson Controls

NAMWOLF NEWSLETTER/E-MAIL BULLETIN SUBMISSIONS

Please send future **newsletter submissions** to the editor, Justi Rae Miller, at jmiller@berensmiller.com in Word, Arial, 10 font, single space. Please limit substantive articles to 500-800 words. Photo and logo submissions should accompany the article and need to be jpg equivalent at 300 DPI. Deadlines are as follows:

2nd Quarter: May 13, 2011 ▲ 3rd Quarter: September 1, 2011 ▲ 4th Quarter: November 1, 2011

NAMWOLF will feature a monthly e-mail blast featuring member law firm successes & announcements. Please send future **email bulletin announcements/successes** to jane_kalata@namwolf.org in Word, Arial, 10 font, single space and limited to approximately 350 words. Photo and logo submissions should accompany the announcement/awards and need to be jpg equivalent at 300 DPI. **As this will be a monthly publication, deadlines for submission will be the 20th of each month. ▲ NEXT DEADLINE: APRIL 20, 2011.**

NAMWOLF 2011 STAFF DIRECTORY



NAMWOLF welcomed five new staff in 2010 including Executive Director & General Counsel Jason L. Brown. With the addition of NAMWOLF's first Executive Director and new staff resources, innovative ideas emerged about services we can provide and ways we can advocate for MWBE Law Firms. We would like to introduce NAMWOLF's staff and share their job titles and areas of responsibilities as well as background and interests. Collectively, we look forward to realizing great achievements for the organization in its 10th year.

Jason L. Brown - Executive Director & General Counsel



Jason joined NAMWOLF as Executive Director in October 2010, but he has been involved with NAMWOLF since 2003. Jason's responsibilities include:

- giving direction and leadership to staff to achieve the organization's mission

- supporting operation and administration of the NAMWOLF Board of Directors
- developing strategic alliance, corporate partnership and fiscal relationships for the organization

Jason's hometown is Minneapolis, MN, and his hobbies and interests include politics, sports, stand-up comedy and movies.

Yolanda Coly—Senior Director of Advocacy & Development



Yolanda joined NAMWOLF as Associate Director in February 2004 and was named Managing Director in 2007. In her current role as Senior Director of Advocacy & Development her responsibilities include:

- representing NAMWOLF at Government, Corporate and Trade meetings

- focusing on advocacy and development
- liaison to Government Advocacy Committee and Advisory Council

Yolanda's favorite book is *You are My I Love You* by Maryann K. Cusinamo and her best method for stress relief is laughter. Yolanda loves advocacy and every-

thing that it encompasses. In 2001 she was appointed by the Kenyan Minister of Education to serve as ambassador to the YWCA. Additionally, she was the recipient of the 2008 Vatican II Award for her distinguished service to society. Yolanda's passion and experience is one of social justice.

Jane Kalata - Director of Events & Operations



Jane joined NAMWOLF in 2005 as an Associate Director through 2007 and remained actively involved in Annual Meeting Planning until she returned in 2009 as Operations & Events Manager.

Her responsibilities as Director of Events & Operations include:

- directing administration and logistics at NAMWOLF's Annual, Re-

gional and Business Meetings

- liaison to Membership Engagement & Outreach, Annual Mtg. Planning Committees, IP Alliance, Transactional and the Inclusion Initiatives
- assisting in program development to meet the quality expectations of our organization
- recruiting and hiring

staff, coordinating staff schedules and ensuring that everyone operates efficiently & happily

- website management

Jane's lives in Milwaukee with her husband and her interests include the Brewers; all music except country western; home improvement projects; softball; home beer brewing; the Food Network; and pop culture.

Natasha Florence - Membership & Events Coordinator



Natasha joined NAMWOLF in July of 2009. Her responsibilities include:

- processing new member applications and performing screening interviews to guarantee the superior quality of our firms
- conducting thorough research on and cultivating relationships with prospective firms

- manages NAMWOLF's social media campaigns to increase visibility, membership and traffic
- liaison to Admissions & Law Firm Membership Criteria, Annual Meeting Planning: Law Firm Expo and Insurance Industry Initiative Groups

Natasha grew up in Waukesha, WI and her hobbies and interests include volunteering, her sidekick pup Boris, and traveling. She has been to 8 countries and 33 out of the 50 states and hopes to visit them all in the next 5 years. If there were a television show for Hoarding Accessories then she would be the star - she has an impressive collection of purses, jewelry and shoes.

David Jackson - Outreach & Development Coordinator



David joined NAMWOLF in January 2010. His responsibilities include:

- identifying and developing prospects for special interest partners
- providing administrative support to Yolanda by handling information requests, scheduling

meetings and conference calls and preparing correspondence

- provides logistical support for NAMWOLF staff who travel
- liaison to the Corporate Outreach & Sponsorship Committee

David is originally from the

Baltimore-Washington Metropolitan area and moved to Wisconsin in 2009. David's hobbies and interests include aviation, golf, cooking and the fine craftsmanship of beer. He has completed 12.5 hours of the required 40 to complete for a rotorcraft (helicopter) private pilot's license.

Martha Cannon - Public Relations & Education Coordinator

Martha joined NAMWOLF in March 2010. Her responsibilities include:

- writing and producing content for NAMWOLF's website
- gathering, organizing and monitoring NAMWOLF's data about MWBE utilization by corporate and public entities
- Responding to public and media inquiry about the organization and issuing press releases
- liaison to Government Advocacy and Annual Meeting: CLE & Luncheon Panel Sub-committees

Martha was born in a small town in Washington & spent most of her adult life in rural Idaho where she met her husband Joe.

She and her six-year-old daughter moved to Milwaukee with Joe when he accepted a position teaching Philosophy at UWM. Her interests and hobbies include cooking vegan food for meat lovers, running home from work in nice weather and she aspires to write and publish creative non-fiction essays. She plays the banjo/guitar and sings in a folk rock band named Lady Cannon.



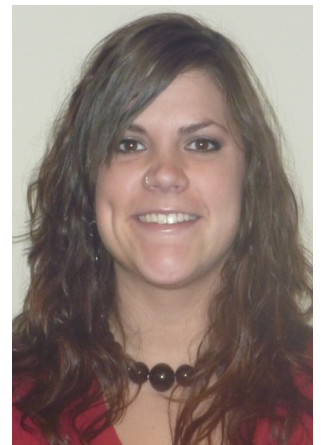
Heather Schrader - Communications & Marketing Coordinator

Heather joined NAMWOLF in May 2010. Her responsibilities include:

- serving as front-line contact for vendors
- providing information and assistance to corporations interested in partnership by setting up conference calls and meetings and preparing correspondence
- preparing presentation materials and reports for Jason's use at conferences and meetings
- liaison to Annual Meeting Planning: Vendor Expo Committee

Heather's hometown is Merton, WI. She moved to

Milwaukee after graduating from UW-Oshkosh. Her interests and hobbies include playing volleyball, watching the Green Bay Packers and the Milwaukee Brewers, attending/hosting bonfires and cook-outs, and sledding. She also plays on her neighborhood dodge ball team, "Logan's Heroes".



Anne Blust - Outreach & Communications Coordinator

Anne joined NAMWOLF in May 2010. Her responsibilities include:

- conducting research to target potentially receptive Corporate and Public Entity Partners
- preparing specialized correspondence for outreach to corporations and public entities
- maintaining & updating partner information in NAMWOLF database
- maintaining & updating areas of the NAMWOLF website to keep content current.
- liaison to Admissions & Law Firm Membership Criteria and Annual Meeting Planning:

CLE and Law Firm Expo Committees.

Born in Madison, WI, Anne studied Theatre Arts at Edgewood College. She is currently Co-Stage Manager at Boulevard Theatre in Milwaukee. Her interests and hobbies include reading, cooking, outdoor music festivals and advocating for the arts.



SPOTLIGHT ON VISA'S CARLOS VASQUEZ

By Barbara Berens, Berens & Miller, P.A.— Minneapolis, MN

We profile for this newsletter Carlos E. Vasquez, head of VISA's Head of Legal for the Americas and a fan of NAMWOLF. Carlos was gracious enough to talk with us about his background, his commitment to diversity, and his thoughts about NAMWOLF.

Carlos was born and grew up in Panama, came to California for college and obtained a business degree from Loyola Marymount. After college, Carlos joined Security Pacific National Bank, first in their trading operations and then a commercial credit analyst. At the Bank, he dealt with a number of attorneys, thought law practice looked like fun, and decided to join in.

After graduating from Boston College Law School in 1994, Carlos returned to Panama to practice. After marrying, however, Carlos and his wife moved to Miami, roughly a mid-way point between the newlyweds' families.

Carlos joined VISA in 1996. VISA's headquarters for all of its Latin American operations are located in Miami and Carlos became the first staff attorney (and second in-house attorney) for VISA.

In 2004, Carlos became General Counsel for VISA's Latin America business unit. In 2005-07, VISA went through a major reorganization, ultimately merging six separate business units into one entity with one board, one governing structure and corporate headquarters in San Francisco, California. During this reorganization, Carlos served as the representative for VISA's Latin America business unit, commuting between Miami and California. Carlos also served on a separate merger team that restructured the legal department for the consolidated VISA.

In October 2007, the reorganization was complete, and Carlos relocated to the Company's headquarters, where he remains today.



Carlos believes in promoting diversity, which includes his desire to support minority and woman attorneys, including minority and women-owned law firms. Carlos learned about NAMWOLF in 2008, and was impressed by the Association. VISA is a NAMWOLF Gold Sponsor, and Carlos has chosen to continue supporting NAMWOLF because its national scope.

Carlos intends to use more NAMWOLF law firms, and encourages his team to do so. He acknowledges the challenge of retaining new law firms when VISA's existing firms are familiar with VISA's unique business. He has found easier to rely on NAMWOLF firms in areas like employment or on smaller matters.

Carlos is excited about the upcoming West Coast regional meeting. He believes frequent regional meetings are an effective way to encourage the increased use of NAMWOLF law firms, to demonstrate NAMWOLF's value to its sponsors, and to supplement our annual meetings.

Carlos views NAMWOLF as one effective and efficient way he can facilitate his commitment to diversity, and remains committed to NAMWOLF's goals and the use of its law firms.



Barbara Podlucky Berens is the majority shareholder in Berens & Miller, P.A., a Martindale-Hubbell AV Rated law firm located in downtown Minneapolis which focuses its practice on litigating disputes and counseling clients regarding a wide variety of complex business transactions. The firm is WBENC certified and a proud member of NAMWOLF.

STRATEGIC PARTNERSHIPS: THE NAMWOLF CONNECTION

By Susan Edwards, Gaffney Lewis and Edwards, LLC - Columbia, SC

Building quality attorney/client relationships between corporate in-house counsel and NAMWOLF member firms is more than a theoretical goal for NAMWOLF members. The relationships that have taken root in NAMWOLF fertile ground have grown in number and continue to show the value of the Association's many highly regarded minority and women owned law firms. This value extends beyond the conceptual and altruistic reasons that make Namwolf relationship building "the right thing to do" for many corporations.

In the years since its inception, NAMWOLF can be credited with the fostering of pre-existing corporate/law firm relationships, as well as the formation of new dynamic strategic partnerships. Just ask Microsoft...or Nationwide Insurance... to name a few.

Nationwide Insurance has continued to build on its initial positive experience with NAMWOLF firms



Gilda Spencer

Ms. Gilda Spencer, Vice President and Chief Litigation Counsel for Nationwide Insurance, believes her company's involvement with NAMWOLF has provided her company with quality legal services at competitive rates. Nationwide has been more than satisfied with the firms engaged through NAMWOLF.

Spencer began her association with NAMWOLF approximately three years ago, while leading the employment section of her company. Spencer sent two of her in-house counsel to NAMWOLF's annual conference in Dallas, Texas with positive results.

Spencer described the first conference results: **"When I sent the first attorneys to the annual conference, they returned enthusiastic and that enthusiasm has grown as we have used more NAMWOLF firms."**

The "enthusiastic" lawyers returned from the conference and were the first at Nationwide to hire NAMWOLF member firms. Nationwide immediately saw positive results. Thereafter, Spencer sent larger numbers of her in-house counsel to subsequent NAMWOLF conferences and believes the firms her company has engaged have delivered quality representation. Nationwide has engaged many NAMWOLF firms, such as Nemeth Burwell, Brown Law Group, Lafayette & Kumagai, and Gonzalez Saggio & Harlan.

Nationwide's commitment to NAMWOLF and its message of diversity and minority representation is wide sweeping and evident by the company's external and internal efforts. Nationwide is now a NAMWOLF corporate partner and has even developed its own internal committee charged with increasing minority and women owned law firm representation.

Spencer believes there is little challenge in selling NAMWOLF: **"When I am trying to convince my in-house counsel to use a NAMWOLF firm, it is not a hard sell. Many of the NAMWOLF firms were founded by excellent corporate lawyers who left large corporate firms and now combine the large firm experience with more competitive rates."**

Cross marketing efforts and delivering excellent services do not go unnoticed among NAMWOLF corporate members. When asked for her suggestions to firms who are marketing to corporations through NAMWOLF, Spencer had this to say: "I believe that when a firm has done work for another NAMWOLF corporate partner, it goes a long way if I receive a word of endorsement from that corporate member about the potential firm."

Microsoft leading the way to inclusiveness through internal initiatives



Emery Harlan

Microsoft is and continues to be a company leading the way in inclusiveness initiatives. Microsoft employs Emery Harlan of Gonzalez, Saggio & Harlan, LLP ("GSH"), the nation's largest minority owned firm.

While Harlan's relationship with Microsoft initially began prior to the formation of NAMWOLF, Harlan believes the relationship with Microsoft has grown and developed through the NAMWOLF connection. Harlan credits NAMWOLF with building upon and strengthening his firm's ability to add value in legal services to Microsoft. This GSH/Microsoft nexus has served to confirm the commitment of both organizations to diversity and inclusiveness.



Susan Rawls Edwards is a partner at the law firm of Gaffney Lewis and Edwards, LLC ("GLE"), located in Columbia, South Carolina. The GLE Law Firm is AV rated by Martindale-Hubbell with a primary practice focus on tort litigation defense and employment litigation defense. GLE is a member of NAMWOLF and is WBENC certified.

Business Meeting Photos

NAMWOLF Announcements



NAMWOLF's New Address is:
735 N. Water St., Ste. 1205
Milwaukee, WI 53202
Please make sure to
update your files!



Find us on
Facebook

follow us on
twitter



NAMWOLF Headquarters

735 N. Water St.; Suite 1205
Milwaukee, WI 53202

Tel: 414.277.1139 | Fax: 414.831.2285

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Jane Kalata

Director of Events & Operations
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NAMWOLF AND THE COMCAST /NBC MERGER

By Justi Rae Miller, Berens & Miller, P.A.— Minneapolis, MN

NAMWOLF is not just about the annual meeting and the business meeting planning. And the staff of NAMWOLF does more than this newsletter and answering our telephone calls. Case in point, Yolanda Coly, NAMWOLF's Sr. Director of Advocacy and Development spent nearly a year working with a group of like-minded folks to bring diversity issues to the attention of the leaders involved in the NBC Universal and Comcast Corporation merger.

In March 2010 when the announcement of the Comcast/NBC merger transpired, NAMWOLF, among others, seized this as an opportunity to promote diversity given the historical underrepresentation of minorities and women owned businesses, but particularly African Americans in the media business. NAMWOLF teamed with the National Association of Black Owned Broadcasters, the National Association of Securities Professionals, and the National Bankers Association to create the Diversity and Inclusion Professional Association (DIPA). Specifically, during a meeting between Susan dePasse of DePasse Entertainment, Madison Jones, Congresswoman Maxine Waters and NAMWOLF's Yolanda Coly, the Congresswoman appointed Yolanda as leader of the DIPA. As a result, Yolanda was able to communicate directly with the FCC to ensure there was a fair opportunity among women and minorities to compete for the resulting business of the merger. DIPA also coordinated with other minority coalitions that were created for the same purpose. The organization that most reflected NAMWOLF was one called the National African American Leadership Organizations whose members included the NAACP, National Urban League and National Action Network.

After a series of meetings a number of Memorandum of Understanding (MOU) were proposed to Comcast/NBC that identified focus areas where DIPA and Comcast/NBC would make a commitment in increasing either the employment of African Americans or other minorities

within the newly formed company or within the procurement of services. DIPA's version included: Ownership, Corporate Governance, Employment/Workforce Recruitment & Retention, Procurement, Programming/Distribution, Advertising, New



Yolanda Coly

Media/Digital Diversity, and Philanthropy & Community Investments.

While Comcast/NBC only signed one MOU, which was the National African American Leadership Organizations' version, it included an agreement that the General Counsel for the Comcast/NBC corporation would meet annually with the NAMWOLF's executive director and the senior executive of the National Bar Association to review Comcast/NBC's outreach efforts to minority-owned law firms and review its efforts to expand the amount of business that it does with minority-owned firms. In further support of Comcast/NBC's efforts, it has agreed to continue with NAMWOLF's Inclusion Initiative and is one of 17 companies which have collectively set a goal of spending \$70 million with MWBE law firms in 2011.



Justi Rae Miller is a partner with Berens & Miller, P.A., a Martindale-Hubbell AV Rated law firm located in downtown Minneapolis which focuses its practice on litigating disputes and counseling clients regarding a wide variety of complex business transactions. The firm is WBENC certified and a proud member of NAMWOLF.

\$42.6 Million Spend By 11 Companies In 2010, And Growing!

By Richard Amador, Sanchez & Amador — Los Angeles, CA

Members of the Inclusion Initiative spent \$42.6 million with minority and women owned law firms last year – \$12.6 million above the \$30 million first year goal. The 2010 companies were Accenture, American Airlines, Comcast, DuPont, Exelon, General Mills, GlaxoSmith-Kline, Microsoft, Prudential, Sempra Energy, and Walmart.

Google, JPMorgan Chase, Macy's, Shell Oil Company, Verizon and Xerox have joined the effort for 2011. **Curtis Frasier**, newly appointed **General Counsel of Shell Oil Company**, *announced that the effort has expanded to 17 companies which have collectively set a goal of spending \$70 million with MWBE law firms in 2011.* "Shell is proud to join the Inclusion Initiative to demonstrate further our commitment to diversity and to utilizing the outstanding talent available among women and minority owned law firms," said Mr. Frasier.

Mr. Frasier cleared his calendar to spend a full day and evening interacting with NAMWOLF members at the Business Meeting in Miami, joining representatives from several of the Inclusion Initiative companies and other in-house counsel. Mr. Frasier observed that NAMWOLF's efforts to create such opportunities is critical to corporate diversity efforts. "There is nothing like face-to-face meetings. People go to 'stand-bys' and people that they already know when a crisis comes up or a company is in need of firms. Meetings such as NAMWOLF's allow companies to pick a firm not from a list, but because they are people you have met and know."

Although unable to attend the Business Meeting, two of the founders of the Inclusion Initiative added their support to the effort. "The Inclusion Initiative was launched in 2010 to demonstrate that leading companies in an array of industries are successfully using diverse law firms for a wide variety of complex legal matters," said **Thomas L. Sager, DuPont General Counsel**. "We're especially pleased that this success came in such a challenging economic environment."

"We are thrilled that the Inclusion Initiative has been so successful in its first year and pleased to have contributed to the launch of this innovative project to build and sustain diversity in the legal profession," said **Susan Blount, Prudential General Counsel**. "With the participation of the six new members who are joining the Inclusion Initiative this year, I am confident that we will be able to report even more impressive results for minority and women owned law firms this time next year."

"The level of commitment by the Inclusion Initiative companies is really impressive," said **Richard Amador of Sanchez & Amador**, a NAMWOLF board member who serves as administrative coordinator for the Inclusion Initiative. "The companies are boosting their internal efforts, exchanging ideas, cross-referring firms, and really making a concerted effort to meet NAMWOLF members, as well as to push more work out to the diverse firms they are already using," added Amador.

Companies participating in the 2011 Inclusion Initiative

- | | |
|---------------------|---------------------|
| • Accenture | • Macy's |
| • American Airlines | • Microsoft |
| • Comcast | • Prudential |
| • DuPont | • Sempra |
| • Exelon | • Shell Oil Company |
| • JPMorgan Chase | • Verizon |
| • General Mills | • Walmart |
| • GlaxoSmithKline | • Xerox |
| • Google | |



Shell GC Curtis Frasier announcing the
\$70 million 2011 goal.

In 2010, Shell used several NAMWOLF firms, including Wilson Turner, Kosmo, LLP; Lafayette & Kumagai, LLP; Gonzalez Saggio & Harlan, LLP; Ogden, Gibson, Brooks, Longoria & Hall, LLP; Willenken Wilson, Loh & Lieb; Fitzhugh & Mariani, LLP; Fields & Brown; Schoeman, Updike & Kaufman, LLP; and Tucker Law Group.

License to Thrill---Shakin' It Up at the 2011 Law Firm Expo

By Sarah Stachowicz, Marketing Director, Bush Seyferth & Paige PLLC

The 2011 Annual Conference and Law Firm Expo is only months away, so let's talk about some best practices to position your firm for optimal success at the Expo. Your Mission - should you choose to accept it - is to maximize visibility, materially increase the number of real opportunities, create authentic long-term relationships, and enhance returns for your law firm.

Preparation Today Ensures Diamonds Are Forever

The most successful firms at the Expo already have started the planning process. Begin by creating an Annual Meeting team, research your targets, and prepare the right materials for your booth. Avoid that last minute frenzy of throwing together brochures and pens you find laying around the office, or worse, overspending on ineffective, untargeted materials that do not reflect your firm's brand and may adversely impact Your Mission. The best marketing is simple and obvious. Be mindful, be deliberate, be strategic, and you will be successful.

Goldfinger Tips & Tricks

The following practical tips were presented at the recent Business Meeting session "Beyond Showing Up: Strategic Marketing for the Annual Meeting" by Janice Brown, Pam Bertieri, and myself.*

- Populate your booth with two or three relationship attorneys that know your firm's capabilities and clients.
- Do not leave your booth unattended for any reason.
- Divide and conquer: additional team members should walk around the Expo, meet other firms, and mingle.
- Have plenty of business cards, carry a pen, wear comfortable shoes, be on time, make eye contact, and smile! It makes a difference.

- In-house counsel love give-a-ways: have a little something for everyone to remember your firm. Uniqueness counts.

Just like 007's mum used to say, you only live once so make a positive first impression.

From NAMWOLF With Love - A Tip To Remember

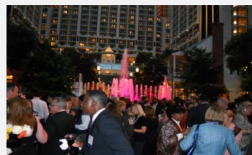
Over the past three years, NAMWOLF has experienced exceptional growth in its Annual Meeting and Law Firm Expo participation. Law firms and corporations are stepping up their game and 2011 will be no exception. NAMWOLF is working hard to ensure that in-house counsel will be abundant. Take full advantage by developing clear, concise messaging in your Expo booth and by your team.

Quantum Success

Your Mission is to embrace the opportunity the Expo has to offer by creating and enhancing relationships that will ultimately lead to increased success. You only live once, now is the time to rise to the occasion and make our Law Firm Expo the very best it's ever been. You now have your license to thrill - shake it up.

Please contact Natasha Florence, natasha.florence@namwolf.org for a copy of the "Beyond Showing Up: Strategic Marketing for the Annual Meeting" presentation.

Stay tuned for Janice Brown's post-meeting article outlining how to convert the Law Firm Expo to actual business for your firm.



Update on the Government Committee

By Justi Rae Miller, Berens & Miller, P.A.— Minneapolis, MN

In only its second full year in activity, this committee led by Erinn DePorre of Bush, Seyferth & Page PLLC (Troy, MI) has made significant strides. The committee's role is to increase federal contracting opportunities for NAMWOLF members with the different federal agencies. This year, the committee is taking a very targeted approach to creating relationships with general counsel officers at approximately 10 agencies. If Members of NAMWOLF would like to assist in this process, please contact Yolanda Coly directly.



A key Small Business Administration (SBA) rule took effect in February 4, 2011 for women-owned small businesses (WOSBs). The program's goal is to increase federal contracting opportunities for WOSBs, particularly in the 83 industries (listed by "NAICS" codes) identified by the SBA where WOSBs are under-represented or substantially under-represented. While in the past, a finding of discrimination was required for contracting officer to set-aside certain federal contracts, but now these funds can be set-aside without such a finding. As a result, on small contracts, \$3MM or less, women owned law firms have a "leg up" to be considered for that work. In short, women move to the front of the line. SBA will have training sessions soon to show firms how to sign up and how to properly bid for contracts.

To take steps to participate in the program, SBA has a website [link](#) and a number of training and outreach events to help eligible WOSBs understand the program and its requirements. The WOSB rule in the Federal Acquisition Regulation (FAR), is now going through the final review, and is expected to be issued by April. The SBA's goal is for WOSBs and EDWOSBs to be ready to compete for contracts awarded in the fourth quarter of fiscal year 2011, which is when the largest percent of small business contracts are awarded.

Welcome New NAMWOLF Members

New Law Firm Members:

- Pugh, Jones, Johnson & Quandt, P.C.
Chicago, IL
- Paul Garcia & Associates
San Antonio, TX
- Lehtola & Cannati, PLLC
Dallas, TX
- Nicolson Associates LLC
Media, PA
- Thacker Martinsek LPA
Cleveland, OH; Perrysburg, OH; Naples, FL
- DeLaney & DeLaney LLC
Indianapolis, IN
- Aaron, PLC A Professional Law Corporation
New Orleans, LA
- Greising Law, LLC
Philadelphia, PA

New Corporate and Public Entities Partner Program (CPEPP):

- Freddie Mac
- The Potomac Edison Company

Financial Contributor Renewals:

- Novartis
- Yum! Brands
- WellPoint