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WIPLA Spring Newsletter

1 message

Women's Intellectual Property Lawyers Association <wipla@wildapricot.org>

Thu, Apr 18, 2013 at 1:13 PM

Reply-To: "Wheble, Kate" <kathryn@hiaringsmith.com>

To: Jennifer Fleischer <jenniferafleischer@gmail.com>

Learn what's been up with WIPLA and what's coming up soon! Pass this email to your interested friends and colleagues.



Newsletter

Spring 2013

WIPLA's first 2013 program: Mentoring panel meets enthusiastic audience

The January program, entitled "Mentoring Up and Down: What I Wish I Knew Then, What I Need to Know Now" featured a panel of attorneys from both corporations and law firms, including Norma Formanek of Trilliant, Mary Huser of Bingham McCutcheon, Joie Le of Samsung, Katie Scott of Dickstein Shapiro, and Yuridia Caire of Kramer Levin. Lisa Kobialka of Kramer Levin moderated the panel. The event was hosted by Kramer Levin, and provided one hour of MCLE credit.

The panel spoke frankly to the audience of over thirty attorneys about key factors in career navigation. They stressed the importance of *asking*: asking for help, feedback, recognition and work. Ms. Le said that women need to develop a "thick skin" when receiving feedback without being overly sensitive to negative comments. Ms. Formanek noted that feedback can not only improve performance, but prepare attorneys for reviews.



Panel members repeatedly mentioned how helping other women is a source of satisfaction and inspiration in their careers.

Look to upcoming WIPLA events to connect you with your colleagues, inspire you, and provide MCLE and other tangible professional benefits.

The panel contemplates a question: from left to right: Lisa Kobialka, Yuridia Caire, Norma Formanek, Joie Le, Katie Scott and Mary Huser.

And coming up...

NEXT WEEK! April 24 Program: Building Your Professional Brand Through Social Media

Wednesday, April 24, 2013
5:30 PM Wine and Cheese Reception
6:30 PM Panel Discussion

Dickstein Shapiro LLP, 1841 Page Mill Road,
Suite 150, Palo Alto, CA 94304

Social media is one of the most dominant ways people connect and communicate online. With more than 80 percent of in-house counsel already networking on LinkedIn, and over a billion tweets being sent each week, social media is becoming an important business generation and professional branding tool for attorneys. In this panel session, we will present an overview of the social media options, the pros and cons of each, and, most importantly, how the strategic use of LinkedIn, Twitter, and blogs can result in the long-term benefits of developing and reinforcing your professional brand, as well as broadening your network and visibility in the legal market.

Speakers

Krista Carter, Partner, Intellectual Property Practice, Dickstein Shapiro LLP
Susan Goodhue, Senior Director, Legal, LinkedIn Corporation

May 22 Program: Three Rules to Break For Your Breakthrough to Success

Wednesday, May 22, 2013
6:30 PM Networking Reception
7:30-8:30 PM Program

Foley and Lardner, 555 California Street, San
Francisco CA 94111

It is shocking the number of high-achieving professional women who think that working hard is all it takes to become a leader. While hard work is essential, many times our unspoken rules in the work place become hurdles to our success and development.

What you need is a new perspective on what is required for you to excel in your career. Transitioning from a hard-working doer to a leader can be tricky. In this seminar, you will discover how our old, internal rules are obstacles to career advancement. You will walk away with a new set of personal rules that are fundamental to leadership.

You Will Learn:

- * Which of your old rules need to be broken and how to break them.
- * How to establish new rules that define and create success.
- * Why your career success depends on transitioning from being a “doer” to being a leader.
- * Why you have to ask for what you want.

Cynthia McCollough, Director of
Marketing Technology,
Dickstein Shapiro LLP

Register at www.wipla.net.

Speaker

Jennifer McClanahan-Flint has a background in law firm administration and human resources. She is a speaker and coach who conducts seminars and workshops to help working women create careers and lives that work for them. You can learn more about her at www.foodonyourtable.com.

Register at www.wipla.net.

Look for upcoming
programs on patent
licensing, legal issues for
video game lawyers, happy
hours and more!

MEMBERSHIP AND WEBSITE

You spoke; we listened. Based on your comments and suggestions, we have updated both the look and the functionality of our website. With the new [WIPLA.NET](http://www.wipla.net), we are excited to offer you on-line membership applications, payment and renewals, profile management, event registration, and much, much more. Do you have a recently published article you would like to promote? Do you have a job opening you would like to post? Do you simply want to connect with other WIPLA members? All of those options, and more, are now accessible through [WIPLA.NET](http://www.wipla.net).

To take full advantage of this fresh start, we are asking all WIPLA members to take a few minutes to log in and update their contact information. You will be able to log in using the email you have on file with WIPLA. Because we could not migrate the passwords from the previous site, however, please choose the "Forgot Password" option to set up a new password. If you have any problems, please send an email to admin@wipla.net or use the Contact Us tab.

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