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## 3<sup>rd</sup> Annual Corporate Counsel Symposium



Godfrey & Kahn hosted the 3rd Annual Corporate Counsel Symposium on Tuesday, November 10th at Pier Wisconsin in Milwaukee. In-house counsel attorneys and other firm contacts were invited to this informative symposium addressing some of today's most pressing issues and challenges facing in-house counsel.

Godfrey & Kahn presenters, including Adam Briggs, Dennis Connolly, Dan Flaherty, Lecia Johnson, Christine McLaughlin, Tom Shorter and Brady Williamson, spoke on three major

issues: the expanding role of government in business, an analysis of some effects of the credit meltdown, and protecting and managing human capital in a down economy. Speakers from DSC Advisors, William Blair & Co., and AON Risk Services Central, Inc. also presented on these topics. Mark Witt, shareholder and member of the Firm's Corporate Practice Group, moderated the event while also sharing his experiences with these issues.

The symposium was followed by an hour of networking and Bartolotta's hors d'oeuvres, while guests enjoyed 360 degree views of Lake Michigan at the exquisite Pilot House at Pier Wisconsin.

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## 2009 G&K Pinstripes & Pinot Event in Milwaukee

As a part of the women's initiative, Godfrey & Kahn hosted the 3rd Annual Pinstripes & Pinot event on October 21st at Bacchus in Milwaukee. The event focuses on bringing together local business women for an evening of networking, while enjoying hors d'oeuvres and refreshments.

Christine McLaughlin, shareholder and member of the Firm's Labor & Employment Practice Group, leads the women's initiative and helped to coordinate the event. Lecia Johnson, shareholder and member of the Firm's Tax Practice Group, kicked off the event by welcoming the guests and inviting them to network, build connections and enjoy an evening with other female colleagues.



Networking at the 2009 Pinstripes & Pinot Event

Over eighty professionals attended the event including female clients, prospects and over 35 Godfrey & Kahn female attorneys, managers and directors.

Next year, Pinstripes & Pinot will be extended to the Green Bay office on March 4th, 2010 and the Appleton office on May 4th, 2010.

## Bone Marrow Donation Success



Rebecca Lauber

In the summer of 2006, my high school held a bone marrow drive in hopes of finding a bone marrow match for a teacher's child who was diagnosed with leukemia. I attended the drive and was tested. Unfortunately, I wasn't a match and I quickly forgot about the experience.

Nearly three years later, in December 2008, I received a phone call from the National Bone Marrow Association. A woman named Eileen told me I was a potential match for a person in need of a bone marrow transplant. She explained that at that point the chance of being a good enough match for donation was only about one in twelve, but asked if I was willing to give a blood sample. Certain that nothing more would come of the situation, I agreed. A few weeks later Eileen called and told me they had gotten the results of my blood work. I was a perfect match.

It was the beginning of February when my husband and I went to the National Bone Marrow Association office to learn more. Eileen told me the potential recipient was a 47 year-old woman with early stages of leukemia. If she did not receive a bone marrow transplant she was certain to develop leukemia and the prognosis was not good. Naturally, I had a million questions about her, but Eileen told me that was all she could legally disclose at that time. However, if after one year the recipient and I both consented, she could release our information.

After explaining all of the risks associated with bone marrow transplants, both for the recipient and the donor, Eileen told us to go home and think about it overnight. It didn't take much discussion; we both knew this was something I had to do. I called Eileen the next morning and told her I was willing to donate.

The surgery took place on March 4th, 2009, at Lutheran General Hospital in Niles, Illinois. After the surgery was complete, a messenger flew my bone marrow to the hospital where the recipient was located. She underwent surgery the next morning.

Two months later, I received a phone call from Eileen saying the recipient had just been released from the hospital and was doing well. Eileen still calls me from time to time to give me updates on how the recipient is doing. Although the two-year mark is a crucial hurdle for bone marrow recipients, I am happy to say eight months later she is still doing well. I think about her often and hope we will be able to meet in person someday. Regardless, it was still an incredible experience that I will never forget.

## Carmen High School of Science & Technology – Student Internship Program –



Alex Medina and Denisse Tovar

Godfrey & Kahn recently welcomed two interns from Carmen High School of Science & Technology. Carmen is a small college preparatory school with a liberal arts curriculum that emphasizes science

and technology and requires students to intern at local corporations or nonprofit organizations. Carmen's mission is to ensure all students take college prep courses, become critical thinkers and self-directed learners, go to college, prepare for meaningful careers, and are involved in their communities.

Alex Medina is a sophomore and a good student, plays the violin and has an interest in law. Alex began his internship in the firm's Marketing and Trust Accounting Departments.

Denisse Tovar and her family moved to Milwaukee from Kansas this summer. She is a senior and came to Carmen with very good grades and a positive attitude. Denisse began her internship in the firm's Accounting/Billing and Central File/Library Departments.

Alex and Denisse are interning at the firm every Thursday throughout the 2009-2010 school year. This will give them a great opportunity to perform entry-level work, gain exposure to different careers, learn how to complete work both independently and as part of a team, and interact with colleagues in a professional setting.

## Attorney Marketing Training Program Launched



Laura Meronk, Deb Baesemann, Mark Witt, Mike Conmey

Business development is all about connecting, maintaining, and nurturing authentic relationships. A key theme throughout the 2009 Attorney Marketing Training Program (AMTP) was being authentic in relationships and watching out for the “uneasiness” that can surface when trying to market legal services.

Thirty mid-level associates gathered at the Delafield Hotel to learn about business development, marketing, and relationships. Rick Bliss, Managing Partner, kicked off the program by setting expectations for a lawyer’s role in business development and marketing over his or her career at the firm. The focus is on developing legal skills and practice expertise early on in one’s career. Later, however, the goal is to build a sustainable practice while meeting the firm’s needs and exceeding clients’ expectations. According to Bliss, it is not an either/or proposition. An attorney who does not consistently deliver quality in the practice of law has nothing to offer clients. One who cannot develop and nurture authentic client relationships is not going to be successful long-term.

The first panel discussion covered the foundations of an effective law practice and gave suggestions for external marketing, including tips on community involvement and networking. For those seeking to become more involved in the community, Rochelle Klaskin, Managing Partner in the Madison office, recommended finding an interesting cause. Klaskin suggested starting small and rising through the ranks of the organization over time. In networking situations or when meeting new people, James Friedman, Practice Group Leader for Litigation Services, recommended starting a conversation by asking the other person what he or she does so the discussion can relate to something relevant. The conversation will flow naturally if a connection with the other person is found.

The panelists also talked about the importance of “messaging.” Identifying and communicating an effective

“who am I” message is key to being authentic in internal and external marketing communications. Susan Costley, Director of Marketing, recommended being able to describe your work in terms “your mother could understand.”

Another panel discussion focused on nurturing new and existing client relationships, and the authenticity theme continued. It often takes years before the relationship blossoms into work for the firm. Remember the proverb: “The best time to plant a tree is 20 years ago. The second best time is now.” Panelists recalled their first experiences with clients and described how the relationships evolved over time. Ellen Drought, Shareholder on the Securities Team, recommended meeting clients face-to-face early in the engagement. Visit their offices; become one of them. Drought also recommended showing support for clients by attending their networking events as well.

A Marketing Plan template was distributed and explained during the final segment of the program, and participants gathered into small groups to discuss challenges to effective business development and marketing. Each table discussion was facilitated by a senior attorney, who was able to describe best practices, answer questions, and share personal experiences.

The Attorney Marketing Training Program is just one of the professional development opportunities offered to attorneys at Godfrey & Kahn. Many senior level associates and junior shareholders build on this program and refine their skills with the Akina Sales Training program later in their careers.

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**“No one man can, for any considerable time, wear one face to himself, and another to the multitude, without finally getting bewildered as to which is the true one.”**

— Hawthorne

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James Friedman and Dan Finerty

## Godfrey & Kahn Demonstrates Support

### Annual United Way Campaign



Each fall, Godfrey & Kahn participates in United Way's annual fundraising campaign. Typically, the firm is assigned a local business executive who donates significant time and effort to work with us on our fundraising drive. This year, we were fortunate to work with an executive from Johnson Controls. To kick off G&K's 2009 campaign, we held a meeting where Ellen Anderson of Children's Service Society of Wisconsin (CSSW), a local nonprofit organization, spoke passionately

about the services that CSSW provides to special needs children in the community. Ellen's presentation was a real eye-opener, and she stressed that CSSW would be unable to provide many of its services without United Way's help.

Given the current state of the economy and the significant needs in the community, United Way's fundraising efforts have been more important than ever. Although times are tough, Godfrey & Kahn employees have dug deep and pitched in to help this wonderful cause.

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### Breast Cancer Awareness & Events



Breast Cancer is not a stranger to Godfrey & Kahn. Over the years, several employees have been affected by breast cancer. October was Breast Cancer Awareness Month and Godfrey & Kahn's Wellness Committee headed up a month long awareness campaign to raise money for the Women's Pavilion at West Allis Memorial Hospital-Breast Services.

Each Thursday during the month of October, home-made baked goods were placed in each of the firm's kitchens. Donations were not required to try the tasty treats, but donation baskets were available for anyone wishing to contribute. Also, to raise money, Godfrey & Kahn donated a basket full of pampering items that was raffled at the end of the month. Employees were very generous and over \$1,000 was donated. Through the strength and generosity of all employees in the firm, G&K helped make a difference.

## G&K Wellness Committee

### Milwaukee Healthy Eating

One of the components to being healthy is eating well. Recently, employees in the Milwaukee office had the opportunity to take part in sharing healthy recipes with one another. A healthy snack competition was also held where participants could bring in their prepared snacks to share for a tasting. After enjoying a variety of tasty (and healthy!) snacks, employees were able to cast their vote for their favorite snack!