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### ALM Debuts a Sleeker, Mobile-optimized and Socially Connected Lawjobs.com

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## President's Message with Conference Wrap-up & Symposium Preview

by Warren Smith, LL.B.

Dear NALSC® Members,

Upon returning from our NALSC Annual Conference at the Ritz-Carlton, Charlotte, I continue to be impressed with the caliber of our membership – from the numerous speakers, roundtable leaders, and individual conversations over food and drink – it is inspiring to spend time with so many leaders in the recruitment industry. Early feedback has been equally positive, and I wanted to thank all who attended, and in particular, we greatly appreciate the efforts of Ken Young of Young Mayden who worked diligently with the Board and NALSC Headquarters to prepare a dynamic program.

Turning to upcoming events, we are excited to announce our full-day NALSC® 2014 Fall Symposium which will take place at the New York office of Proskauer Rose LLP on Friday, October 24th, 2014. The Symposium has sold out for the last few years, and has become a must-attend event for legal recruiters in the NY area (and beyond). Our theme this year is “Creating Visibility in the Emerging Recruiting Landscape”, and will include a star line-up of dynamic speakers combined with interactive sessions. In response to your feedback of requested topics, the program will focus on aligning your recruiting practice with the changing law firm models; risks and rewards of recruiting partners; marketing and branding initiatives; and much more.

We are excited to welcome Joseph Altonji, our esteemed Keynote Speaker. As Co-Founder of the LawVision Group, Joseph has spent nearly three decades consulting to law firms and their leaders in the U.S. and internationally. Prior to launching the LawVision Group, Mr. Altonji spent 22 years with Hildebrandt. He will speak about how recruiters can best adapt to the changing business models of law firms. Additional sessions will include Holland & Knight Partner Barbra Parlin addressing the risks of recruiting lateral partners out of firms in financial distress; branding, online marketing, and social media discussions; interactive roundtables; and much more. As always, we will continue to offer great networking opportunities throughout the event. Symposium details and registration material will be available shortly on [www.nalsc.org](http://www.nalsc.org).

Also, we thank our generous sponsors for their continued support of NALSC®. Our Platinum Sponsors are ALM and lawjobs.com; Gold Sponsor is Kelley Drye & Warren LLP; Silver Sponsor is Leopard Solutions; and Bronze Sponsors are Above The Law, Broadlook Technologies, Buchanan Ingersoll & Rooney PC, The Cluen Corporation, LegallyLooking.com, and TFI Resources. Also, our law firm Honorary Sponsors are Bilzin Sumberg Baena Price and Axelrod LLP; Cadwalader, Wickersham & Taft LLP; Dechert LLP; Duane Morris LLP; Gibson, Dunn &

Crutcher; Greenberg Traurig LLP; and Michelman & Robinson LLP.

Finally, please Save the Date for our NALSC 2105 Annual Conference scheduled for April 30th-May 2nd. This event will take place at the historic luxury Westin St. Francis— a landmark hotel located directly on Union Square in San Francisco, CA. Stay tuned for exciting details on this upcoming, must-attend event!

I wish you all much success for the remainder of the year!

Best regards,  
Warren Smith, LLB- President

#### ABOUT THE AUTHOR:

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## References– The Secret Weapon to Career Success

by Jodi Standke - Reprinted from *Attorney at Law Magazine® Twin Cities* - March 2014

References – please submit your references. Do you have any references? How many times have you been asked for references – proposing to a new client, bidding on an RFP, interviewing for a new job, applying for membership or a board seat. We all get the same question, but our reaction to the question makes all the difference. References can make you, break you or keep you in neutral. In this hypercompetitive, constantly evolving environment, find out how to make references your secret weapon in achieving career success.

What a Difference a Reference Can Make. There are three kinds of references: Make You, Break You and Keeping You in Neutral.

### **References that MAKE YOU**

This reference happily reports his or her experience working with you and provides detailed examples which also meet the requirements of the new position or project you are seeking. It is not enough for a positive reference to simply know who you are when someone calls on your behalf. Make You references are those that can speak to specific examples of performance, the difference you made or a success you contributed to. They are the references that can share a story demonstrating who you are in the workplace. They create the confirmation that your interview process has already established and give the extra push employers need to want to hire you.

### **References that BREAK YOU**

This reference either merely confirms your dates of employment, title and compensation, or worse, this reference remembers working with you for all of the wrong

reasons – and boy, do they remember every detail of working with you! OK, everyone thinks: “Who would give out a reference that wouldn’t say good things about you?” Guess what – it happens, especially in the Midwest where passive aggressive communication is common. To your face someone may say, “Sure, I will be a reference for you,” but then when the call comes, and pressed with “Off the record, tell me how it really was working with them,” they do tell, but with selective memory. Our perceptions are powerful and while good experiences become better, bad experiences become worse. Much worse.

### **References that Keep You in NEUTRAL**

This reference confirms you did the job. It was fine, but unremarkable. Sure, they’d work with you again, but you’re somewhat fungible. These are the standard, “everyone gets the same response, we are going through the motions and checking off our to-do list” references. They don’t forward your candidacy and they don’t necessarily hurt your candidacy. But consider whether they are a missed opportunity – could a Make You reference have been provided instead? Your job in compiling a reference list is to determine who will be your best cheerleaders. Realistically consider whether a potential reference is actually good or merely neutral, and confirm you aren’t providing any Break You references.

### **Preparing MAKE YOU References**

When employers or potential clients ask for references, they are primarily asking about two basic characteristics:

#### **I. substantive and technical**

**ability** – do you have the hard skills, knowledge or expertise for the job; and

**2. organizational “fit”** – the soft skills – are you good to work with as defined by that organization’s culture, values, etc.

When evaluating a potential reference, applicants should consider who in their professional lives can speak both to their expertise and to their interpersonal skills. This group can include current and former supervisors, peers and clients. Others sources are volunteer or community groups where you have a significant responsibility, like a seat on a charity’s board of directors. In all instances, employers want to hear stories about your performance, how you helped achieve a difficult goal, met or beat a deadline, managed challenging personalities, and yet were always pleasant to work with.

**Ask First; Plant the Seed.** Once you identify a list of Make You references, confirm a reference’s willingness to serve – yes, you have to ask them! This highlights the upcoming change and weeds out potential Break You references. That said, the best time to ask for a reference is before you need it, following the close of a successful project. When you ask later for a specific opportunity, it is easier to say yes again.

**Prime the Pump.** Lawyers are good at asking leading questions; this is the perfect time to employ that skill. It is critical to prepare your reference for the questions he or she is likely to be asked by the employer. You also want to identify the exact traits you want them to advertise about you, specifically tailored to the job you are seeking. They may have

*“References can make you, break you or keep you in neutral.”*

*“When evaluating a potential reference, applicants should consider who in their professional lives can speak both to their expertise and to their interpersonal skills.”*

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plenty of stories about you, but you want them to share the right stories for this opportunity. “Bob, remember when we worked an all-nighter to get that brief done? You told me you really valued my persistence and attention to detail.” Remind them of the stories you want them to share – it makes it easier for them to take the inevitable call and helps shape that conversation in a beneficial manner.

**Presentation Matters.** Don’t just email a list of names and numbers. Frame the contact information so it is easily digestible, perhaps as a direct response to an interview question. “I have provided Bob

Harper’s phone and email. We worked on a challenging litigation matter where my persistence and attention to detail really paid off.”

**Return the Favor.** If it makes sense, offer to serve as a reference for your reference.

#### ABOUT THE AUTHOR:

Jodi Standke is CEO of Talon Performance Group, Inc., a legal talent management firm that provides cost-effective legal recruiting for culture fit, as well as communications workshops, team-building exercises, leadership coaching, management training, CLE presentations, and firm and client building programs. As a trusted

strategic partner, Jodi helps law firms and legal departments develop a cohesive approach to selection, development and retention of talent, directly impacting the bottom line which is vital to their success. Hundreds of clients across the country rely on Jodi’s expertise. WBENC and NALSC certified. Contact Jodi Standke at: [jstandke@talonperformancegroup.com](mailto:jstandke@talonperformancegroup.com) or at (612)827-5165.



## Connecting Is Essential When Joining a New Firm

by Warren Smith - This article originally appeared in the May 9, 2014 issue of *The Lawyers Weekly*

Congratulations. After months of discussions, deliberations, and negotiations, you’ve finally made the move to your new firm. If you’re lucky, your new firm has a robust on-boarding process, with a partner to help shepherd you and set out a clear plan for integration and outreach with your clients.

But what if the plan is less than robust? What if there is no plan at all? What if the plan is well articulated, but there is little follow-through upon arrival?

Here are some of the common steps I’ve seen the very best lateral partners take to ensure they have the greatest chance of success upon arrival at their new firm:

#### Your clients

Once you’ve arrived at your new firm, typically the first order of business is to reach out to your clients. Some of my most successful partner laterals have used this as an opportunity to do three things.

First, with their best clients, they take the time to speak with the firm and identify how best to present the new firm to their clients — there is

a clear pitch they are making, which involves understanding the clients’ key needs — and in particular, any areas where the former firm was perhaps not as robust, and distinguishing the new brand from the old. This can be done through marketing materials, but is obviously best served through in-person meetings. This may require some additional travel and face time on the part of the lawyer, but it is a critical step in maximizing a lateral move by any partner.

Second, top partners recognize this is an opportunity to close the door on their less desirable clients. Using a move as an opportunity to end a relationship is perhaps one of the least appreciated opportunities a lateral move presents to lawyers, as it is often the worst 20 per cent of your practice that accounts for some of your greatest headaches and inefficiencies in your desk. Obviously, this requires a certain level of confidence on the part of the partner to let a part of their practice go, but provided they have confidence in their ability to build their practice with the new

platform, this is an ideal window to make this move.

Third, top partners utilize a lateral move as an opportunity to prospect for new clients, or target clients who may have previously been reluctant to work with them at the former firm. Recognizing which clients were perhaps conflicted or resistant to the former platform, and using the move as an opportunity to reconnect, is one of the key steps successful partners take in growing their practice when making a move.

#### Your new partners

Equally important in the lateral move is connecting with your new partners. Typically, a lateral partner only has the opportunity to meet with a select number of partners before joining the firm — the firm leadership and/or those partners within the group they are joining. Connecting with the balance of the firm upon arrival can be key to your longer term success and happiness in the firm, and making a proactive effort to reach out can pay dividends both personally and professionally in the years ahead.

*“Here are some of the common steps I’ve seen the very best lateral partners take to ensure they have the greatest chance of success upon arrival at their new firm...”*

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One partner I worked with made a point of walking through a different section of the firm (across the many floors of the firm) every day, with the goal of getting to know as many of his new partners as possible during his first year after joining. The result? He was one of the first lateral partners to become a member of the firm's executive committee within the first five years of joining, a rare feat which speaks to his level of integration at the firm.

### Your former partners

One of the more challenging aspects of a lateral move is, of course, dealing with the partners you've left behind. Resist the temptation to "tell it like it is" when leaving the firm, no matter your personal opinions on the subject. Be courteous, professional, and focus on the positive reasons why you are moving.

It may be prudent to allow for a cooling off period, though I encourage people to leave at least a few lines of communication open during the transition period, if for no

other reason than to ensure the logistics of your exit and to properly address any ongoing client matters, no matter the firm they choose to retain as counsel.

### Your family

Finally, one of the often overlooked aspects of a lateral move for a partner is the impact this may have on the family. In particular, your spouse may feel alienated, particularly if any part of their social circle was tied to other spouses at your former firm. Some of the best on-boarding experiences I have seen with our firm clients have been where they have recognized the importance of integrating the spouse into the new firm's social circle.

A practice-group dinner with spouses, or even simply getting together with one or two of your newest partners and their families can go a long way to ensuring your family feels included in the transition process, which will greatly assist you in ensuring both your personal and professional lives have the greatest chance of

success when making such a significant career decision.

In the end, the key is to recognize that a lateral move represents both significant change and opportunity for your career. Being proactive on all fronts of your life will give you the greatest chance of success, ensuring both you and your new firm are able to make the most of your lateral move in the years ahead.

### ABOUT THE AUTHOR:

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**"Being proactive on all fronts of your life will give you the greatest chance of success, ensuring both you and your new firm are able to make the most of your lateral move in the years ahead."**

## Recruiters in the Courts and the News by Kenneth E. Young, Esq.

In January, 2014 a former Korn Ferry executive was sentenced, under a California computer hacking statute, to one year in prison for infiltrating Korn Ferry's computer system to steal files after he left the firm to start his own recruiting firm. On May 20, 2014 a federal judge in San Francisco ordered the recruiter, David Nosal, to pay \$827,983 in restitution to Korn Ferry including \$595,758 in attorneys' fees spent by Korn Ferry in its legal battles against Nosal.

Such cases have traditionally involved only civil claims for monetary damages, but the California statute, which was controversial at the time it was adopted, was specifically

designed with modern computer surveillance technology in mind. The federal prosecutors who brought the case were quoted in the media as seeking to "send a message across Silicon Valley about the importance of computer hacking laws."

### ABOUT THE AUTHOR:

Kenneth E. Young, Esq. practiced labor and employment law on the management side for 30 years before founding Young Mayden LLC, a legal search and consulting firm that provides services to law firms and law departments nationwide. He also serves on the ABA Law Practice Management

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**"In January, 2014 a former Korn Ferry executive was sentenced, under a California computer hacking statute, to one year in prison for infiltrating Korn Ferry's computer system to steal files after he left the firm to start his own recruiting firm."**



## Member Spotlight: Ross Weil Walker Associates, New York, NY

by Dan Binstock, Esq.

**The early years:** Ross was born in White Plains, New York and grew up in Suffern, NY. He went to high school at the Dwight School in New York City. He later attended college at American University in Washington, DC and graduated in 2002 with a degree in accounting.

**Why accounting?:** During his first accounting class, Ross was intrigued by the logic and thought it would be a good way to guarantee a job out of college and to gain a solid foundation in business. Upon graduating Ross became a CPA and worked at both Deloitte (one year) and American Express (three years).

**Transition to recruiting:** Ross realized he did not like the crazy hours and time pressures with tax and audit season. However, he enjoyed working with people in a team environment and with interesting clients. In late 2006, Ross started his recruiting career with Walker Associates placing accountants, with a focus on partners in accounting firms. To provide the highest financial value, he focused on “revenue producers” that justified their placement fees.

**Exposure to legal recruiting:** In 2009, an accounting client sought Ross’s help in finding a tax attorney, which introduced him to legal recruiting. Ross quickly realized there were more options in the legal field and more reasons for people to move. Ross began to split his desk between accounting and legal recruiting, and in 2010, he moved full-time to legal recruiting.

**Landing his first candidate:** When he began legal recruiting, Ross dusted off a Martindale-Hubbell and started cold calling partners with a focus in bankruptcy (this was a strategic decision given the economic slowdown at the time). His first candidate was a 43 year-old bankruptcy workout attorney who was Counsel at a NY office for a DC-based law firm. Why did this candidate decide to work with Ross? Because, due to prior training in the recruiting field (seminars, courses, retreats) which taught him to ask very smart questions and to listen, Ross was able to generate a trusting relationship with this candidate who felt Ross was the right fit.

**Practice progression:** Ross’s knowledge of the industry grew and he gradually expanded his network of people in the field. He realized people weren’t being connected with the right headhunters. Ross approached building his practice by getting to know law firms in NY that were not entirely established, avoiding the top Am Law firms. They may not have been the “sexiest” brands but they had good stories and needed recruiters to help communicate the message. This is his niche that continues to this day. On the candidate side, Ross spends a lot of time getting to know his candidates. He works with them for years and strives to become their trusted advisor.

**Current Company:** At Walker Associates, Ross currently practices with three other people, including his partner and fellow NALSC member, Keith Fall. Keith runs his own desk and works in tandem with Ross. Both focus on law firm partners with an emphasis on New York City. Two other people support their efforts, including outreach and gathering market intelligence.

**Perks of being a recruiter:** The entrepreneurial lifestyle and being in a business that changes people’s lives.

**Biggest challenge:** When candidates receive an offer and then go MIA. Ross affectionately refers to himself as “a professional stalker.” When they give in to his follow-ups and he senses they are on the fence, he encourages them to go back to the reasons they considered making a move in the first place. But in the end, he doesn’t push - his goal is to have them move only if it’s in their best interest.

**Most difficult experience in legal recruiting:** Ross was working on two separate senior partner deals that were about to close and both fell apart for unanticipated and unexpected reasons.

**Dealing with the disappointment:** Take a time-out- for a whole day or a few hours. He tries to learn something from the experience... and then gets back on the phone ASAP. He adds that the other protection against disappointment is always having several things in the pipeline.

**Best advice for new recruiters:** View this as a long-term career proposition. Focusing on partners has to be a 100% commitment. There will be slumps and you need to stay focused. Overall, just stay focused on activity: meeting candidates and setting up first-round meetings.

**The personal side:** Ross and his wife, Alissa, are proud parents to their six-month old son, Ethan. For the past two years, they have lived in their brownstone in Hoboken, NJ. Ross loves fishing, as it parallels recruiting - “you need to have the rod in the water, and it’s an adrenaline rush when the catch is made.” Plus, he finds it relaxing to be outdoors. Ross also enjoys hot yoga, running, IPA beer, and talking in funny voices to his infant son. The most influential books Ross has read are *Tuesdays with Morrie* and *Who Moved My Cheese*. Both books gave him perspective at a young age on how to prepare himself for the different chapters in life. His favorite movie is “Back to the Future” and he listens to Billy Joel, Bruce Springsteen (go Jersey!), and classic rock. Ross admires people who figure out what they love to do, then make it their livelihood. “Work then becomes fun - that is very impressive and I think few people figure this out.”



**ABOUT THE AUTHOR:** Dan Binstock is co-head of the Partner and Practice Group Division of Garrison & Sisson, Inc. ([www.g-s.com](http://www.g-s.com)). Dan can be reached at (202) 559-0472 or [dbinstock@g-s.com](mailto:dbinstock@g-s.com).

## Liabilities for Lateral Movers

When a Partner Moves on to a New Firm, What Can He Tell His Clients - and When?

by William Schuman, Esq. - Reprinted from *Legal Times* - week of May 1, 2006

*Editor's Note: This article was written in 2006, however the topic remains relevant today.*

You are considering leaving your law firm. A firm with a broader platform, greater depth and breadth of practice areas, and a national or international reach will allow you to build your practice and your income.

The traditional career path—law student joins firm out of law school, becomes partner, and retires there 40 years later—has become an anachronism. So what's the downside to leaving?

The problem lies in how you leave your law firm. The dilemma is rooted in the multiple, often conflicting, fiduciary duties under which lawyers operate. A partner owes fiduciary duties to his law firm, as well as contractual duties under the partnership agreement, for as long as he remains at the firm.

However, lawyers also owe fiduciary duties to their clients. When lawyers are in harmony with their firm, these duties operate on parallel tracks. For departing attorneys, however, the tracks intersect and collisions may occur.

The two most common difficulties relate to the departing lawyer's premature solicitation of both clients and law firm personnel, including attorneys and staff. Another problem involves the property that the departing attorney may take to the new firm. Departing lawyers must act carefully to avoid harming one constituency in the service of the other.

A misstep may provoke a dispute with the former firm, complicating the departing attorney's life and that of the new firm at a time when transition issues already are complex and stressful. Further complicating the matter, jurisdictions often differ

as to precisely what behavior is acceptable.

Solicitation of clients is the big-ticket item here. The new firm will have little use for its new partner without his major clients. That's why the departing attorney is so tempted to maximize the likelihood that his major clients and matters will move to the new firm.

What can the departing lawyer do without running afoul of his obligations to the soon-to-be-former firm? The firm cannot prevent clients from moving their legal work to the departing attorney's new firm. Law firms and lawyers do not "own" their clients.

However, lawyers ordinarily are prohibited from soliciting clients to move to the new firm while the lawyer is still a partner at the old firm. Accordingly, an attorney ordinarily cannot ask his client, "Will you come with me to my new firm?" before his resignation is effective. So here is the conundrum: On the one hand, the departing attorney (as well as the new firm) wants the comfort that most of the business will move with him, but on the other hand, the departing attorney cannot prematurely solicit clients to move to the new firm.

### ROCK AND A HARD PLACE

In addition, there is still another concern here. Lawyers have a duty to avoid acting in a manner which will prejudice their clients. Lawyers regularly handle active, time-sensitive assignments (for example, a complex transaction due to close soon or a fast-approaching trial date) in which delay or disruption can hurt the client's interests. Moreover, lawyers have a responsibility to keep their clients informed of information important to their matters.

So, what is a departing lawyer to do when failure to provide advance notice of the lawyer's departure might prejudice the client's matter, but premature solicitation would breach the partner's duties of loyalty to his current

firm? The pressure between this rock and that hard place is intense, especially because the law ordinarily places the departing lawyer's personal interests last in line.

In these sorts of cases, it makes sense for a relocating lawyer to obtain advice from knowledgeable counsel about the correct and safe way to depart. Personal concerns almost inevitably cloud judgment and cause well-intentioned, careful attorneys to consider foolish actions.

It is this very concern that has prompted most major law firms, as part of their routine conflicts-clearance process, to designate disinterested in-house counsel to sort through potential conflicts of interest as their lawyers seek to benefit not only the firm, but themselves, by bringing in new clients and matters.

An answer to the dilemma exists. In most jurisdictions, a lawyer is permitted (and in certain circumstances may be required) to provide clients advance notice of the lawyer's departure in the form of a Miranda-type disclosure. Clients may be told they have three choices: move their business with the departing lawyer to the new law firm, keep their work at the current firm, or move their work to a third firm.

Importantly, this warning permits notice of departure, but not solicitation. If the departing lawyer crosses the line and encourages the client to move with him to the new firm before the resignation is effective, most jurisdictions will treat the communication as a breach of the departing partner's fiduciary duty to the current firm.

The departing attorney should make a careful record of such notice. If the lawyer's departure degenerates into controversy, the communications in which "notice" was delivered may be the subject of intense scrutiny. Clients often are not clear about the

***"The problem lies in how you leave your law firm. The dilemma is rooted in the multiple, often conflicting, fiduciary duties under which lawyers operate."***

***"What can the departing lawyer do without running afoul of his obligations to the soon-to-be-former firm?"***

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distinction between “notice” and “solicitation.” They may be careless, or simply imprecise, in their rendition of what was said to them.

#### FIRST THINGS FIRST

Even if departing attorneys provide their clients with nothing more than the disclosure of the three options, some commentators and courts have indicated that “the preferred” way to handle this issue is to provide notice to the soon-to-be-former firm before the departing lawyer provides notice to the clients, in order to make the departure fair to the firm.

Complicating the issue, some of these very authorities recognize that advance notice to the firm may not be feasible, especially where the lawyer’s announced departure is likely to result in acrimony. The attorney may be immediately escorted out the firm’s door, making it impossible to provide clients with advance notice. This contradictory view of “fair play” makes the departing lawyer’s determination of what to say and when to say it that much more difficult.

The second major area of difficulty involves what departing attorneys can say to associates and staff before their resignation is effective. Often, a partner with substantial business has several associates who are integral to the clients’ matters. Indeed, whether the departing lawyer’s “team” is also moving to the new firm may

impact some clients’ decision to move their business. Nonattorney staff (such as a longtime secretary) may also be important to the departing lawyer’s practice. What is the departing attorney to do?

On the one hand, associates and staff at most firms are at-will employees and can leave the firm at their discretion. However, while they work for the firm, they are ordinarily considered firm assets. Accordingly, it is usually a breach of duty to the firm and often a breach of the partnership agreement for departing attorneys to solicit associates and staff while they are partners of the firm. Ordinarily, only after attorneys have departed may they solicit the former firm’s associates and staff.

This restriction poses a dilemma for the attorney and the new firm. The departing lawyer often has ongoing, active matters in need of immediate attention, yet may land at the new firm with no one there to undertake the work he is bringing along. The new firm needs to be prepared to have personnel ready to work on the relocating lawyer’s matters in order to make the transition a successful one.

A third issue confronting departing lawyers concerns taking property to the new firm. Plainly, the attorney cannot take the prior firm’s property. However, who “owns” certain items is not always clear. The firm’s client files are clearly off-limits. It is the clients’ responsibility, if they choose, to direct the transfer of their files to the new firm. But what about document templates and forms that the lawyer regularly

uses and may even have developed? Are they firm or personal property? Lawyers frequently make mistakes here out of haste or carelessness.

Here is an example that shows just how careful a departing attorney must be. Suppose the departing lawyer maintains client contact information on a BlackBerry that was purchased by the firm for the lawyer’s use. The contact information is not proprietary to the firm, but the BlackBerry might be considered firm property. The departing attorney should not throw the BlackBerry into his briefcase on the way out the door. Instead he should print out the contact information on his own time, at his expense, on paper that he has purchased, and leave the BlackBerry behind.

There is a right way and a wrong way to relocate a practice, and unfortunately there is also much gray in between. Before embarking on a move, lawyers should become familiar with and diligently follow important ethical rules and fiduciary laws.

They should obtain knowledgeable, independent advice where tough choices and difficult judgments need to be made. That way, they can avoid the mistakes of expediency and honor their obligations to all parties, notwithstanding the competing interests.

**ABOUT THE AUTHOR:** William Schuman, Esq. a partner in the trial department in the Chicago office of McDermott Will & Emery, has chaired the firm’s professional responsibility committee since 1994. He can be reached at [wschuman@mwe.com](mailto:wschuman@mwe.com).

***“There is a right way and a wrong way to relocate a practice, and unfortunately there is also much gray in between. Before embarking on a move, lawyers should become familiar with and diligently follow important ethical rules and fiduciary laws.”***

## ALM Debuts a Sleeker, Mobile-optimized and Socially Connected LawJobs.com

### New Site Offers More Value For Employers and Job Seekers Alike

NEW YORK – April 3, 2014

ALM, the leading provider of news and business information to the legal and real estate industries, today announced the re-launch of LawJobs.com, the top-rated

recruiting site for legal professionals.

The revamped site features a modern, responsive design, making it easier for job seekers to browse and search for career opportunities

across the multitude of devices they use. Applying for jobs is quicker and easier too, thanks to a new LinkedIn integration feature.

For employers, the overhauled site allows them to create job listings and

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target the kinds of candidates they're seeking to attract with just a few clicks. The new site also offers employers unparalleled access to the passive job seeker, via the newly formed LawJobs.com network. The LawJobs.com network includes distribution on the top legal publication websites and in their printed editions including *The New York Law Journal*, *Corporate Counsel* and *The American Lawyer*.

"The all-new LawJobs.com is more powerful for employers and job seekers alike. It's faster, simpler, and delivers better results," said Jeff Litvack, chief digital officer at ALM.

"With native integration of employment opportunities alongside today's legal news, employers can reach even more qualified candidates."

In addition to improvements to the site's layout and functionality, ALM has overhauled its "classified ads" offerings into four simple packages

for posting open positions in their organizations. The bundled packages are sized to meet the diverse needs of the marketplace.

There are four different packages available, and with each package employers have the option of adding supplemental distribution of their job postings with ads placed in any ALM publication, eNewsletter or website home page for an upgrade charge. They can also target their listings by choosing filters that narrow their request for applicants according to geographical location, area of practice/specialty or job title/category.

LawJobs.com is the top-ranked website for legal professionals, recruiters and job seekers. The site is used by employers to search for attorneys, paralegals, legal secretaries, business affairs managers, business development professionals and other law firm staff positions. For information, please go to [www.lawjobs.com](http://www.lawjobs.com).

#### **About ALM**

*ALM is a global leader in specialized business news and information. Trusted reporting delivered through innovative technology is the hallmark of ALM's award-winning media properties, which include Law.com ([www.law.com](http://www.law.com)), "The American Lawyer," "Corporate Counsel," "The National Law Journal" and "The New York Law Journal." Headquartered in New York City with 16 offices worldwide, ALM brands have been serving their markets since 1843. For more information, visit [www.alm.com](http://www.alm.com).*

***"The all-new LawJobs.com is more powerful for employers and job seekers alike. It's faster, simpler, and delivers better results," said Jeff Litvack, chief digital officer at ALM."***



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