



# YLD NEWS

The newsletter of the Illinois State Bar Association's Young Lawyers Division

## Financial tips for young lawyers

By Erich Gerlach, Investment Consultant, Citi Personal Wealth Management

A pool of savings protects you during hard times, reduces the cost of interest payments and insurance, lays a firm foundation for building wealth, and gives you the freedom to express your deepest values. At least 20 percent of after-tax income should be committed to saving, according to most experts. Despite its well-known and universally agreed-upon virtues, saving at this level continues to pose a challenge to many Americans. You can increase your probability for success by making a plan and taking steps to keep yourself on track.

Begin by thinking of your savings as divided into three different categories—"emergency," "retirement," and "values." "Emergency" protects you and your family from an unanticipated need for additional cash, such as an unexpected medical bill or a reduction in income after losing a job. "Emergency" is fully funded when you have pooled three to six months of living expenses. Keep this money in a safe and liquid account such as a savings account, money market account, or certificate of deposit (CD).

While fully funding "emergency" should be

your highest priority, you should also immediately begin channeling part of your savings toward "retirement." For example, you might start by directing 15 percent of your income to "emergency" and 5 percent to "retirement." Adequately funding "retirement" has become increasingly important. Life expectancies have never been higher. Yet few employers offer pensions anymore, and Social Security benefits in the future are likely to be less generous than today. These trends mean you will be required to play a larger role in replacing your income once you leave the workforce. Saving now can help you maintain your standard of living once your paychecks cease.

Most large employers offer retirement savings plans, such as 401(k) or 403(b) plans, and many offer matching contributions to those plans. If your employer offers a matching contribution, begin contributing at least enough to your retirement plan to capture the full match. For instance, if your employer matches your contributions, dollar for dollar, up to 6 percent, then you should be con-

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## YLD Bean Bag Tournament to be held in March

By Debra Liss Thomas

On March 5, 2011, come join the Young Lawyer's Division ("YLD) at its Fourth Annual Bean Bag Tournament at Mahoney's Pub & Grille from noon until four for an afternoon filled with fun, food, and drinks. All proceeds of the tournament will benefit the IBF/YLD's Children Assistance Fund.

The entry fee for a team of two is \$100, which includes two wristbands. Wristbands cost \$35. Unlimited mixed well drinks, domestic draught

beer, soft drinks, and an appetizer bar are included with a wristband purchase. Prizes will be awarded to the first- and second-place teams.

Tickets may be purchased online at <<https://www.isba.org/sections/yld/beanbag>> until March 1st, or tickets may be purchased at the door on the day of the event. If you have any questions, please contact Matthew Coleman, [mcolem@ridgeassoc.com](mailto:mcolem@ridgeassoc.com) or Craig Hoffman, [craighoffman@gmail.com](mailto:craighoffman@gmail.com). ■

# 13th Annual Holiday Party a success

By Jessica Durkin

The Young Lawyer's Division of the Illinois State Bar Association's 13th Annual Holiday Party raised over \$16,000 for the IBF/YLD's Children's Assistance Fund. On December 3, 2010, lawyers, law students, family and friends gathered at the Cubby Bear Lounge for a night of food, drinks and music provided by Rod Tuffcurls and the Bench Press. Since its inception, the IBF/YLD's Children's Assistance Fund has raised over \$150,000 for grants to organizations across the state of Illinois related to children and the law.

The YLD would like to thank the following benefactors, sponsors, patrons and supporters of the 13th Annual YLD Holiday Party who helped ensure that this event was a success:

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The YLD would also like to thank the chairs and committee members whose hard work made the 13th Annual Holiday Party possible: Anna Krolikowska (Chair), Jean Kenol (Chair), Chris Niro (Chair), Michael Alvarado, Cade Cummins, Angel Dietz, Amy Kelly, Nathan Lollis, Adela Lucchesi, Marron Mahoney, Cristen Meadows, Allan Niemerg, George Schoenbeck, and Sarah Toney. ■

## YLD NEWS

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## ISBA YLD Vice Chair co-authors *The Illinois Survival Guide: Best Practices for New Lawyers*

By Anna Krolikowska

The ABA recently published *The Illinois Survival Guide: Best Practices for New Lawyers* by Heather Fritsch, the ISBA YLD Vice Chair and John H. Maville. Ms. Fritsch is a solo-practitioner based in Sycamore, Illinois, while Mr. Maville practices in a small firm in Belvidere, Illinois. They joined forces to offer advice to young attorneys beginning the practice of law in Illinois on how to be an attorney, and to those who aspire to one day open their own law firms. The book is co-sponsored by the ISBA.

For those who recently started the practice of law, *The Illinois Survival Guide: Best Practices for New Lawyers* offers advice on topics ranging from everything they forgot to teach you in law school—importance of character; reputation and social responsibility; ethics and conflicts; communicating with clients, attorneys, and judges; as well as the top 10 mis-

takes new lawyers make; and the importance of achieving balance and avoiding burnout.

For those dreaming of starting their own practice, or those who have recently taken the plunge into that exciting endeavor, *The Illinois Survival Guide: Best Practices for New Lawyers* offers advice on hiring staff, communicating in the office, the practice, clients funds and malpractice, billing and collecting fees, and finally building your business and keeping it. The book includes numerous practice forms, which are invaluable to a new attorney or a new business owner. Ms. Fritsch and Mr. Maville filled "The Illinois Survival Guide: Best Practices for New Lawyers" with practical, realistic advice combined with personal anecdotes, and make the practice of law and running a law firm come alive. Their book is interesting, humorous, fast-paced, and informative. It should find its way to every attorney's reference bookshelf, right alongside the *Illinois Court Rules and Procedures* and Jay G. Foonberg's *How to Start and Build a Law Practice*.

As for Ms. Fritsch, she is currently the Vice Chair of the ISBA Young Lawyers' Division. She graduated with honors from the University of Illinois in Urbana, then attended Chicago-Kent College of Law. In 2007 she was awarded the ISBA's Young Lawyer of the Year Award (Downstate) in recognition of significant dedication and contribution to the legal profession. Prior to opening her solo general practice in Sycamore she worked as an associate at two separate general practice firms. She decided to open her solo general practice firm to practice law in the way that felt right to her, by devoting as much time to each client as she felt was appropriate and acting in the client's best interest. In addition to her law practice she also devotes time to farming with her father, and participates in numerous volunteer and pro bono services. We are extremely fortunate that

Ms. Fritsch is an active member of the Illinois State Bar Association and a supporter of its mission of helping Illinois lawyers practice more effectively and efficiently, proposing and shaping legislation, educating the public, and supporting the courts and the rule of law. Ms. Fritsch encourages all attorneys, young, and young at heart, to become active members of the Illinois State Bar Association.

Ms. Fritsch believes that her involvement in ISBA Young Lawyers Division changed her life, personally and professionally. When she contacted ISBA staff member Janet Sosin, Ms. Fritsch "had no idea where that one simple phone call would lead me and it truly was that proverbial fork in the road. I called about how to write for the YLD newsletter (how to submit an article) and she advised me to ask to be appointed to YLD. If I had not decided to go in that direction, I have no doubt that my professional life, and probably personal life, too, would have turned out much differently. But I took the road, so to speak, that led me to the YLD and from that to the ISBA in general. This involvement helped me start my own practice and helped me to have the courage and support to do so. I can truly say some of my best friendships have been made through YLD, as well."

The Young Lawyers Division fosters networking opportunities, and often lasting friendships, for young attorneys in Illinois. The YLD offers CLEs tailored to young attorneys, publishes a YLD newsletter that reaches approximately 10,000 subscribers, and engages in numerous service and fundraising efforts. On December 3, 2010 YLD hosted its 13th Annual Holiday Party at the Cubby Bear Lounge in Chicago, Illinois. Funds raised at the 13th Annual Holiday Party will be donated to the Children's Assistance Foundation and will finance creation of children-friendly waiting rooms in courthouses throughout Illinois, and educating the public about the legal system and role of attorneys. ■

Anna P. Krolikowska is an attorney, a trained mediator, and a collaborative practitioner based in Northbrook, Illinois. She represents clients in family law matters. Anna also serves on the ISBA YLD Council, the ISBA General Practice, Solo, and Small Firm Council and the ISBA Assembly.

### Did you know?

Members of the Illinois State Bar Association can purchase any books through the ABA Web Store and receive a 15% discount by entering **PAB7EISB** when asked for a source code upon checkout.\*

*The Illinois Survival Guide: Best Practices for New Lawyers* is co-sponsored by the ISBA.

Go to <<http://www.isba.org/store/aba>> to learn more about this and other must-have titles.

\*Note: Discount does not apply to ABA-CLE iPod products.

## Financial tips for young lawyers

*Continued from page 1*

tributing at least 6 percent to your retirement plan. Those matching contributions are free money—don't leave them on the table. Even if you aren't entitled to a match or don't have a plan at work, you should still begin funding "retirement." Ask your financial institution about the qualifications for setting up an IRA account. This account protects your retirement savings from being eroded over time by taxes.

Once you have fully funded "emergency," consider increasing savings to "retirement" to 10 percent of your income. This should leave available 10 percent of your income for additional savings. Sometimes the best way to save is to retire debt at a faster pace. This is especially true if you have high-interest credit card debt. Channel this 10 percent into extra payments to be applied toward the principal balance of your loan.

If you don't have debt (other than, perhaps, a low-interest mortgage or student loan) you can begin funding "values." "Values" will be used by different savers for different purposes—making a down-payment on a house, funding education for children, or capital for starting a business. "Values" might

also include a fund to cover large one-time expenses like a vacation. Funding "values" is the most gratifying part of saving because it gives you the means to do whatever matters most to you—making a home, caring for family, creating lasting memories, or supporting a cause. Consider creating separate accounts for separate values. Keeping the purpose of your savings front of mind can help you maintain your resolve.

Now that you've begun channeling a part of your income toward savings, you'll want to make it as easy as possible to stay on track. The biggest risk to savings is the steady creep of new expenses. To mitigate this risk, keep your savings separate from the account you use for spending and paying bills. Fund your savings account automatically by direct deposit. Ask your human resources department to show you how to have part of each paycheck sent automatically to your separate savings account. While you're at it, make sure you have enough of your paycheck channeled into your 401(k). If your employer can't accommodate sending direct deposits to multiple accounts, ask your financial institution to help you establish automatic payments from your

checking account to your savings account. Automating your saving is critical. If you don't see the money in your spending account, you will be less likely to miss it.

If 20 percent of your income seems like too much to save, analyze your spending to find places to free up savings. As a rule of thumb, necessities such as housing, food, transportation, and basic clothing should account for between 50 percent and 60 percent of your after-tax income. Housing should account for no more than half of that amount. The remaining half will be split about equally among transportation, food, and other necessities. Transportation should include your car payment, if you have one, and saving for your next car, if you don't. After saving 20 percent and covering your necessities, this leaves 20 percent to 30 percent of your after-tax income to be spent at your discretion on those items and experiences that make your day-to-day life enjoyable. Saving is easier when it doesn't feel like it's coming at the expense of fun. And knowing you are steadily building the means to express your highest values brings a peace of mind that is priceless. ■

## ISBA offers multitudes of member benefits in its Member Marketplace

*By Debra Liss Thomas*

**T**he Illinois State Bar Association offers many benefits to its members, ranging from Continuing Legal Education seminars to Section Newsletters to networking events. What many members overlook, or simply may not know, is that the ISBA also provides a full offering of financial discounts and benefits at various local and national outlets.

The ISBA has joined together with companies such as Office Max, Hertz, Brooks Brothers, ISBA Mutual, FedEx and many more to provide discounts to its members. These Member Benefits are provided to all ISBA members and are discussed in detail in the Member Marketplace.

For instance, "ISBA has teamed up with FedEx to help boost your bottom line. Members are now eligible to receive valuable discounts of up to 26% on select FedEx shipping services. There are no costs and no minimum shipping requirements to take advantage of this great new member benefit." And, if you want to shop for new business or everyday clothing, Brooks Brothers and JoS. A. Bank both offer members discounts at their stores. To receive these discounts, you must first go to the ISBA Web site and register your membership with the companies. The Member Marketplace also details discounts you can receive on malpractice insurance, rental cars, computers

and even hotel stays. The Marketplace highlights these discounts in five designated categories: Your Practice, Personal Services, Financial Services, Insurance Programs and Car Rentals.

A full list of these member benefits offerings can be found in the Member Marketplace, which is located on the ISBA's Web site in the Membership - Member Benefits heading. The direct Web address is <<http://www.isba.org/membermarketplace>>. All ISBA members should take a few minutes to explore through the Member Marketplace and find the benefits that will help your law practice and shopping experience most. ■

## A young lawyer, thinking like a start-up business owner

By Patrick G. King

**A**s a young lawyer, have you ever thought of yourself as a start-up small business owner? How about as an entrepreneur?

During the early stages of a young lawyer's practice, he or she is consumed with learning how to actually practice law beyond text books, becoming familiar with the courts, and desperately trying to make solid impressions with clients, other attorneys, and judges. The transition from law school to the real world is exciting yet challenging. The law school classroom is a vastly different universe compared to the everyday occurrences of what goes on in law firms and courtrooms.

During the first-year of practice, I spent a considerable amount of time learning and digesting the fundamental concepts. Nonetheless, whenever I looked into the future, I realized that I would not have the luxury of relying on another lawyer's advice, wealth of knowledge, clients, and business connections. Instead, I will have to stand on my own two feet and be capable of getting clients and producing results. In other words, it means that I need to learn how to survive independently—the sooner the better.

Similar to a start-up business, a young lawyer must begin somewhere and start small. A successful business or law practice does not enjoy instant success over night. It takes several years of hard-work, dedication, and trial and error. A successful start-up business has a focused plan, marketing strategy, advertising campaign, short-term goals, long-term goals, and a sensible budget.

A small, but important, first step in the right direction for a young lawyer to begin developing their new start-up business of practicing law is to be seen and heard. A young lawyer has the education, knowledge, and tools to be successful. It is now a matter of capitalizing and creating opportunities. A vital aspect of being seen and heard includes having a well-planned budget. Saving and allocating a reasonable sum of money will help a young lawyer accomplish such a first step.

Here are ways for a young lawyer to be seen and heard that are cost-effective and practical.

**Join a Local Bar Association.** The easiest avenue to meet members of the bar and bench is to attend monthly or quarterly bar

association functions. Most local bar associations are relatively inexpensive to join. During these meetings, networking for a young lawyer is at its best. The environment is usually relaxed and laid back. This gives everyone a chance to make introductions and actually have a conversation. It will help a young lawyer develop name recognition, or at the very least, people should begin recognizing a young lawyer's face. You never know who in the future may refer a new client, think of you for a job opening, or will be a reliable and trusted mentor.

**Get Involved with Civic and Community Organizations.** Civic and community involvement allows a young lawyer to have a presence outside of the legal world. By joining and participating, it shows that a young lawyer is planting roots and investing in the community. It opens the door to be seen and heard on a more personal level with non-lawyers. After all, most clients are non-lawyers. This type of participation leads to future leadership roles, bridge-building with other professionals, and good will.

**Utilize Family and Friends.** Never underestimate the strength of family and friends.

They have been there in good times and bad times, and they will be there in the future. Family and friends can be a trusted source to spread the word that a young lawyer is practicing law and doing quite well. This is a network that can grow rapidly and reliably as others learn about a young lawyer from his or her most trusted sources.

**Carry Business Cards.** Business cards are not a thing of the past. Even though lawyers advertise on television, billboards, legal journals, online, and through mailings, every lawyer should still carry business cards. Business cards can be designed and printed at home or at an office supply store relatively cheaply. The benefit is that one business card can pass through the hands of many people. Even though it may be unknown at the time, that one business card can provide a young lawyer with much-needed exposure with little or no effort. When someone approaches you about a legal question, hand that person your business card, and ask for him or her to call your office or schedule an appointment. This gives you, a young lawyer, credibility and an opportunity to be viewed in a professional environment. ■

### Save The Date

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Young Lawyers Division



Friday, May 6, 2011

Enjoy an evening of  
food, open-bar, music,  
mingling and fun!!!



Tickets are \$75 per person

# The Illinois Constitution reviewed, honored and being taught in a law school classroom

By CarrieBeth Clark, a John Marshall law student

Day in and day out, we hear about politics in the nation's capital. Flip on any newscast, and you're likely to hear the word "constitutional" in some context or another. Images spring to mind of men with quill pens wearing white wigs and doublets; our concept of "Constitution" is closely tied with our mental pictures of the Framers. Many people (many lawyers) forget, though, that our lives are affected by two constitutions. The Illinois Constitution often lives in the deep shadow cast by the federal one. What do the words "Illinois Constitution" call to mind? Certainly not powdered wigs, but probably not the 116 elected Illinois citizens who came together in Springfield in 1969 either.

And yet, so much of Illinois life, and obviously Illinois law, is formed by the fourth and current constitution that was drafted at a convention some 40 years ago. This convention, which was called by the voters in 1968, was made up of delegates elected from 58 districts throughout Illinois. Over the course of nearly a year, these delegates drafted the governing document for Illinois. It took ample negotiation, compromise, and sometimes creativity, but by the fall of 1970, the Constitutional Convention had a finished product. This product was submitted to the people for referendum, and was accepted by a majority.

Many Illinois lawyers and law students have little or no knowledge of the state constitution under which they live. The situation has gotten so bad that not even the purported experts on it, those who argue before the State Supreme Court, have reliable knowledge.<sup>1</sup> This is in part due to the fact that, as of this writing, no Illinois law school offers a course devoted to the study of the Illinois Constitution. In January, the John Marshall Law School became the first Illinois law school in several decades to offer such a course. Appropriately, the course is taught by Professor Ann Lousin, who authored the recently released first and only full-length treatise on the Illinois Constitution.<sup>2</sup> Having served as a research assistant to the Convention, Lousin is part of a strong connection the law school has to the Constitutional Convention. Indeed, she organizes regular reunions of the Convention delegates. Among the delegates are former and current faculty members at

John Marshall, including Professor Ronald C. Smith. The Convention also counted among its members the Illinois Speaker of the House, Michael Madigan, former Comptroller and gubernatorial candidate Dawn Clark Netsch, and soon-to-retire Mayor Richard M. Daley.

The most recent reunion took place at JMLS, on September 11, 2010. The participating delegates were charged with discussing what 40 years of observation had convinced them they did right in drafting the constitution. The delegates also discussed what had been misinterpreted and what they would have done differently to achieve the desired result. One of the issues there seemed to be consensus on was the amendatory veto. One of the main reasons it was approved by the convention was that the General Assembly met less frequently than it does now. Longer breaks between sessions meant that if a mistake was made in a piece of legislation, or the benefit of hindsight necessitated a change, there was no way to immediately correct any errors in a bill. Therefore, it made good sense to allow the governor to amend a bill in part, to make a technical change to the legislation as he (or she) saw necessary.

The delegates in attendance agreed that Dawn Clark Netsch convinced them on these and other grounds that the amendatory veto was an essential element to a functioning state government. This was presumably due in part to Netsch's background as a drafter of legislation and gubernatorial aide.<sup>3</sup> However, over time, governors have used the amendatory veto power in ways the delegates did not intend or foresee. For instance, according to Netsch, Governor Pat Quinn has used the power twice in his gubernatorial tenure. One of those times was to add a rider to a bill, that is, an unrelated amendment which the Legislature would be forced to override separately if they wanted the original bill to become law. In 2010, Governor Quinn amended an election law bill to abolish party declaration by primary voters, which led one state senator to assert that the governor had run afoul of the framers' intent.<sup>4</sup>

Many of the intricacies of the power of constitutional offices naturally have their roots in the state constitution and its history. Points like this are just one aspect of the relevancy of the state constitution. The state

constitution affects our daily lives in a number of ways, especially in how it differs from the federal one. For instance, Article X of the Illinois Constitution describes education as a fundamental right, and it was intended to be an entitlement by the framers. This starkly contrasts the U.S. Constitution, which is typically viewed to only recognize negative claims on the government, not positive ones. That is, the Illinois Constitution allows citizens to make claims which compel the government to act, not merely restrict it from taking a given action. Further, issues surrounding the tug-of-war between state funding and local control of public schools have their roots in Article X, Section I of the Illinois Constitution (Titled "Goal - Free Schools").

Readers who don't practice or intend to practice in state constitutional law may wonder why the state constitution matters to their lives or their practice. The short answer is this: the Illinois Constitution touches every aspect of Illinois government, directly or indirectly. Unlike the federal Constitution, it was drafted merely 40 years ago. This makes it a contemporary body of work, with greater predictive power about what a complex society needs in a governing document. The Bill of Rights alone, in Article I, is explicitly comprehensive and protective in ways the federal Constitution never could be.<sup>5</sup> Whether we realize it or not, it is part of our lives. ■

1. In their 2009 annual conference, the association of state Supreme Court chief justices passed a resolution requesting that the American Bar Association poll law schools regarding their methods and extent of instruction on the respective state constitutions. The reason for this was their belief that the quality of the briefs and arguments they received was poor.

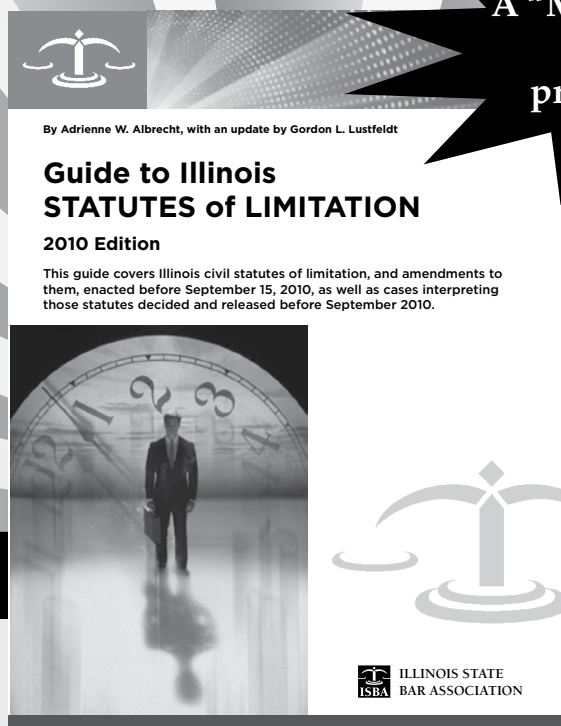
2. Ann Lousin, *The Illinois State Constitution: A Reference Guide*. Praeger Press, 2010.

3. Cynthia Grant Bowman, *Dawn Clark Netsch: A Political Life*, 100. Northwestern University Press, 2010.

4. Tom Kacich, "Quinn's amendatory veto of open-primary law likely kills the legislation" *The News Gazette*. <<http://www.news-gazette.com/news/politics-and-government/2010-07-15/quinn-amendatory-veto-open-primary-law-likely-kills-legisla>>.

5. Take, for instance, Section 8.1, Subsection 9, which guarantees a crime victim the right to have an advocate and/or support person present at every court proceeding.

*Don't Miss This Easy-To-Use Reference Guide of Deadlines and Court Interpretations of Illinois Statutes*



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## A fresh perspective on the judicial system

By E. Kenneth Wright, Jr., Presiding Judge, First Municipal District, Circuit Court of Cook County and Kalisa Gary

At the ripe old age of 13, Kalisa Gary won first place in the second annual Dr. Martin Luther King, Jr. Essay Writing Contest, sponsored by Anheuser-Busch Company, for her essay entitled, "How I Can Become a Drum Major for Justice." As an eighth grade student at Farnsworth School in Chicago, Ms. Gary exhibited a deep understanding of the term "fairness." She gracefully articulated that it includes "keeping an impartial balance of life, accepting all divisions of fairness."

What Kalisa wrote as a junior high student has incredible importance and relevance today. For her accomplishment as one of 12 first-place winners citywide, Kalisa received congratulatory comments in the January 24, 1990, edition of the Chicago *Suburban Times* Newspapers. Below is a copy of her essay.

### How I Can Become a Drum Major for Justice

By Kalisa Gary

Justice gives a man his strict due. In other words, justice is living worthily up to the best of one's abilities. Justice is the basis of honesty, fairness, appreciation, politeness, and over all, righteousness.

Starting with myself, I must treat everyone in my surroundings fairly, not excluding the thoughts of others, but for the purpose of keeping an impartial balance of life, accepting all divisions of fairness.

In order to become a leader for justice, I must lead others in that direction. I must teach them honesty; a great devotion. One example of a drum major for justice is the Reverend Martin Luther King, Jr. He fought for righteousness among blacks, and he possessed a quality of devotion that was felt throughout the world. He led people he loved by preaching to them, taking the time to teach them the meaning of a good life. Allowing them to follow him, he built a feeling of trust and respect. In his time, prejudices were widespread. Martin Luther King was a great man. He stood up for what he truly believed in, justice for all mankind. Of course, his goal was to open the door to free education, freedom of abuse, and justice to his people.

I would someday like to become a drum major for justice. To me it is the most exciting job. You must stand tall,

fighting for what is right, no matter what the routine may be. You must be your own justice of the peace, and be a rock of Gibraltar. This, to me, is a quality of man that shows truth above any fraud actions.

I will be a teacher. One who teaches fairness: a lawful expectation, living according to rules and regulations. I will teach appreciation: a sympathetic understanding of great values, appreciating what you do have, and a willingness to attain what you do not. I must teach politeness: showing good manners in a courteous and civil way.

Most of all, I must teach righteousness: a fairness that is suitable to all people, treating them with great honesty and respect. Righteousness is justifiable.

I must be confident in my actions working towards the things that are both tangible and intangible. My goal is to be a leader in justice. A leader is one who always has a band to follow and to step to his music. Not ever forgetting the hard work that makes it all work. ■

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**Tuesday, 3/15/11- Teleseminar**—FSLA Update: Overtime and Other Developments in the Workplace, Part 1. 12-1. ■

## Networking Is a Contact Sport, by Joe Sweeney

Reviewed By Katie Kelleher

Networking is a place you go to give, not to get. That is the fundamental theme of *Networking is a Contact Sport*, a new book by Joe Sweeney. Sweeney starts the book with this message, and he returns to it repeatedly in order to encourage the reader to look at networking from a different perspective. "When you truly give to others without any expectations or strings attached, you will receive much more than you ever could have expected," Sweeney writes. "When you meet people, take the time to learn their stories. Look for ways that you can offer to help long before you ask for a favor."

Throughout the book, Sweeney gives useful advice, insights, and techniques for effective networking. In the first chapter, "The Art of Networking," he elaborates on many basic networking maxims. "Act like you belong, no matter where you are," Sweeney explains, because people will be attracted to you and want to be part of your network if you go through life with self-confidence. Always look people in the eyes. Stay persistent. Never be afraid to introduce yourself first. Take time to cultivate relationships. Be a great listener and ask open-ended questions.

The author tells his secrets for "working a room" in the second chapter, "The Nuts and Bolts of Networking." He explains that you should always keep your eye out for networking opportunities, whether at work or at play, but that it is important to understand the difference between networking at business events and making connections at social events. At business events, you are expected to "glad-hand," but at social events, any overt attempts to hand out business cards will backfire and be met with disdain. "[N]etworking begins with the ability to start and carry on a good conversation," Sweeney explains, so you must "engage in an intelligent conversation punctuated with give-and-take, back-and-forth dialogue." Finally, Sweeney emphasizes the importance of remembering names, explaining that the time and energy you put into remembering people's names will win you a lot of goodwill. If you have trouble with this, Sweeney suggests listening closely when the introduction is made and immediately repeating the name to verify it. Then, repeat the first name two or three times during the conversation, ask for a business card when you make your goodbyes, and read the name several times when you get back to the office.

Sweeney devotes an entire chapter to the recent economic downturn and dwindling jobs

market, giving timely advice to those who are out of work or underemployed. Here, Sweeney emphasizes that "the difference between networking and not working is one letter." He talks about how hiring is often a relationship-based arrangement and that most people get hired because they have a relationship with the person who hired them, a friend or acquaintance at the firm recommended them, a networking contact gave them a glowing recommendation, or they heard about the job opening from a business contact. It truly is a matter of who you know, not what you know. As a result, you should not stop networking when you become unemployed. You must realize that networking is your best chance to get hired again, so don't be afraid to make phone calls, send e-mails, schedule meetings with people who do what you want to do, and volunteer. This is the time to tell everyone you know that you need a job.

The author also addresses the use of Facebook, LinkedIn, and other online social networking sites. Sweeney encourages the use of these social media for researching business contacts or business promotion, but he cautions against solely relying on them for building a professional network. While these sites can be a useful tool when used correctly, relationships in cyberspace will never trump face-to-face contact. Sweeney emphasizes that the quality of your network is more important than the quantity, and that there is no substitute for a personal touch. "A personal phone call, a written letter, or a handwritten note means a hundred times more than being on the recipient list of an impersonal e-mail blast or text message."

As a businessman, entrepreneur, former sports agent, and investment banker, Sweeney is truly qualified to give advice on professional networking. Sweeney currently serves as managing director of a middle-market investment banking firm in Milwaukee, Wisconsin. Prior to this position, he owned and operated four manufacturing companies, founded a sports marketing agency that specializes in assisting and representing coaches and athletes, and served as president of the Wisconsin Sports Authority. For 28 years, Sweeney has built a career by combining his love of business with his passion for sports. With a networking database of over 3,000 names, numbers, and addresses, Sweeney has the contacts to prove it.

Sweeney makes the often-mundane world of professional networking come alive for the reader by peppering the pages with stories from his personal life and career. He regularly

touches on the impact of growing up as one of the youngest in an Irish-Catholic family of nine boys and one girl. One of his best stories involves the first time he tried networking. At age 8, Sweeney walked into Ara Parseghian's office unannounced and asked the legendary coach to give his older brother a football scholarship at Notre Dame. His brother, a walk-on at the time, was awarded a football scholarship for the following year.

Sweeney also recounts the innovative networking measures he took to secure Bob Costas as the keynote speaker for the Wisconsin Sports Hall of Fame induction ceremony in 1995. At the time, Sweeney didn't know Costas at all. Over the course of several months, Sweeney worked his contacts, made multiple phone calls, sent many letters, and got the governor involved on his behalf. In an effort to think of a new approach, Sweeney even shipped a package of Brewers bratwursts and Secret Stadium Sauce to Costas, a self-proclaimed fanatic of the ballpark food at Milwaukee's County Stadium. Costas finally agreed to speak at the event, and it turned out to be an enormous success. "If my experience with Bob Costas proved anything, it's that networking is a contact sport. Sometimes you get pushed aside or knocked down, but if you persevere, remain focused and look for ways to engage people—ways that are fresh, clever and persistent—networking will make things happen and take you where you want to go in life."

These are just a couple of the vivid examples that Sweeney uses to bring perspective to his ideas. The stories are important because they enable the reader to envision how the strategies might work in the real world, once the book gets stacked on the shelf and you find yourself with sweaty palms in the middle of an important professional function.

Even though Sweeney's qualifications and illustrations stem from business and sports, his book illuminates the core fundamentals of networking that apply to all professions. His advice is easily transferable to the legal field, and the information is timely. Sweeney's conversational tone and positive outlook will leave the reader motivated and ready to get in the game. This book is a must-read for anyone in the legal profession who is looking for a new position, considering a career change, or just needs basic tips for developing and maintaining a professional network. For more information, visit [www.networkingcontactsport.com](http://www.networkingcontactsport.com). ■

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MARCH 5, 2011

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Assistance Program.



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**WHAT:** Appetizer bar and domestic draft beer, mixed well drinks and soft drinks

**COST:** \$35.00 per person per wristband or \$100.00 for entrance fee for Bean Bag Tournament for a team of two with two wristbands. You must be 21 years old and older to participate.

**DEADLINE:** Bean Bag Team and wristband registration open until **Tuesday, March 1** and thereafter wristbands can be purchased at the door the day of the event

**QUESTIONS?** Contact Matthew Coleman at [mcoleman@ridgeassoc.com](mailto:mcoleman@ridgeassoc.com) or Craig Hoffman at [craig.hoffman@brg-law.net](mailto:craig.hoffman@brg-law.net)

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The YLD Children's Assistance Fund is a special fund of the Illinois Bar Foundation, a 501(c)(3) charitable entity.

**REGISTRATION** Please fax this registration form to:  
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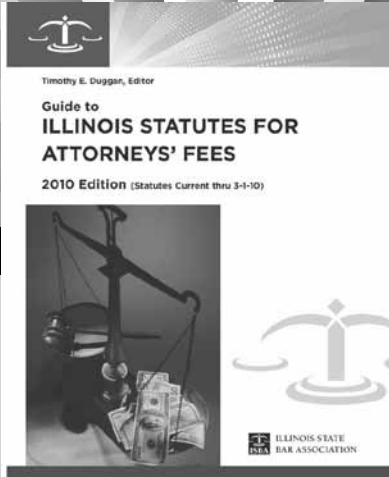
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