

# OCS Weekly Bulletin

July 27, 2007

Diversity Scholarships, Upcoming Firm Events & Career-Related Articles

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## About OCS

The Office of Career Services (OCS) serves as a bridge between students, alumni and employers. The staff helps students and alumni to shape and realize their career goals. We also provide counseling, workshops and resources on judicial clerkships, international opportunities and non-law alternatives.

OCS is open Monday through Friday from 8 a.m. to 5 p.m. The office is located on the first floor in Room 143 in the Law School's office building on Nathan Abbott Way.

## Diversity Scholarship Opportunities

- **King & Spalding Diversity Fellowship Program**
- **Latham & Watkins Diversity Scholars Program**

### King & Spalding Diversity Fellowship Program

The King & Spalding Diversity Fellowship Program awards up to four fellowships to qualified second-year law students who show promise of contributing meaningfully to the diversity of the legal community. Each recipient receives \$10,000 and a summer associate clerkship at one of King & Spalding's four U.S. offices the summer following the completion of his or her second year of law school. The program is available to any student with an ethnically or culturally diverse background.

### Latham & Watkins Diversity Scholars Program

The Latham Diversity Scholars Program, started in 2005, is designed to increase the number of diverse attorneys who want to pursue careers in global law firms such as Latham & Watkins, which has US offices in Chicago, Los Angeles, New Jersey, New York, Northern Virginia, Orange County, San Diego, San Francisco, Silicon Valley and Washington, D.C.

To become a Latham Diversity Scholar, you must be enrolled in an ABA-accredited law school and intend to practice law in a major city of the United States. You must have successfully completed your first year of a full-time JD program, with an expected graduation date of spring 2009, and you may not be the recipient of a similar scholarship award from another law firm.

*For more information about these diversity scholarships and how to apply, please refer to the "Diversity Scholarship Opportunities" resource on the OCS webpage at:*  
<http://www.law.stanford.edu/experience/careers/ocs/students/>

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## Upcoming Firm Events

- **Morgan Lewis Rising 2L Reception in Miami, FL**- August 1, 2007 at the Miami office, 5:00 pm
- **O'Melveny & Myers Fall Recruiting Reception**- August 22, 2007 at MacArthur Park, 5:00-7:00 pm

### **Morgan Lewis Rising 2L Reception in Miami, FL**

Students are invited to the Miami office's annual Rising 2L reception, where they can get to know the office and the attorneys, and discuss summer employment opportunities for 2008. Please RSVP to [mortega@morganlewis.com](mailto:mortega@morganlewis.com) or by calling (305) 415-3477. Business casual attire.

### **O'Melveny & Myers Fall Recruiting Reception**

O'Melveny is hosting a Stanford Law School Fall Recruiting Event on Wednesday, August 22nd at MacArthur Park Restaurant in Palo Alto. Please RSVP before August 15 to Luly Del Pozo at [ldelpozo@omm.com](mailto:ldelpozo@omm.com) or (310) 246-6821.

*For more information about these events, please refer to the "Summer 2007- Law Firm Events" resource on the OCS website at: <http://www.law.stanford.edu/experience/careers/ocs/students/>.*

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## Career-Related Articles

- **Summer Program Offers Law Firm Experience and Public Interest Work.....Page 3**

While many law students must decide whether they'd rather spend their summers working for a corporate law firm or devoting their time to public interest work, the summer hires at Morgan, Lewis & Bockius don't have to make that choice. The firm offers all of its summer associates the opportunity to split their summers between typical work at one of the firm's offices and public interest work.

[Note: If this sounds like a great idea to you, check out our resource, "Firms Sponsoring Split Public Interest Summers," for a complete list of firms that offer this program here: <http://www.law.stanford.edu/experience/careers/ocs/students/resources>]

- **Value and Service Give Small Firms an Edge with Big Companies.....Page 4**

Many solos and small-firm practitioners are proving that they can compete with the big law firms when it comes to representing large companies. A survey of Fortune 1000 general counsel found that smaller law firms performed nearly twice as well as large firms when it came to providing value for dollar. And small firms also took the lead in providing the best client service and being client-focused, according to the study.

- **Newcomer Firms Thrive in Los Angeles.....Pages 5-6**

It's anniversary time for many of the out-of-town firms that entered Los Angeles last year, and there's plenty to celebrate. Despite a competitive lateral market, the newcomers have made sizable gains in headcount, snagging attorneys with business to support and expanding their fledgling outposts. "These firms have cut out a swath and are making inroads," said recruiter L. William Nason. And recruiter Dan Hatch singles out Goodwin Procter, saying the Boston-based firm "has had a tremendous first year."

*See following pages for complete articles*

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# Career-Related Articles

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## Summer Program Offers Law Firm Experience and Public Interest Work

The National Law Journal

Brittney Pescatore / Staff reporter

July 23, 2007

While many law students must decide whether they'd rather spend their summers working for a corporate law firm or devoting their time to public interest work, the summer hires at Morgan, Lewis & Bockius don't have to make that choice.

Morgan Lewis offers all of its summer associates the opportunity to participate in its Public Interest and Community Service (PICS) program, which allows law students to split their summers between typical work at one of the firm's offices and public interest work at an approved organization.

Summer associates must put in a minimum of six weeks in the regular program. They then have the option to spend the rest of their summer at a public interest or community service organization while being paid a stipend from Morgan Lewis equal to the salary they would be making at the firm.

"The PICS program is the best of both worlds," said Ami Mody, a current summer associate participating in the program at Morgan Lewis' Philadelphia office. Mody, who will begin her third year this fall at Temple University James E. Beasley School of Law, will be spending the latter part of her summer at the Support Center for Child Advocates.

### A third opt-in

The PICS program, begun in 2001, was designed and implemented by Eric Kraeutler, the firmwide professional recruiting chairman. This year, more than one-third of the firm's 119 summer associates are opting in to the program, a proportion that Kraeutler says is "pretty typical."

This year, some of the organizations that Morgan Lewis is paying students to work for include Volunteer Lawyers for the Arts in New York; the AIDS Law Project in Philadelphia; National Public Radio in Washington; and the San Francisco Public Defender's Office.

The firm works to place the summer associates with public interest or community-service organizations, but is open to specific requests from the associates themselves.

"We identify a lot of opportunities and we give them a choice," says Kraeutler. "Sometimes they will say they've got a particular area of interest or a particular organization they're involved with."

Lewis Csedrick, who participated in the program in Washington during its inaugural year in 2001, chose his public interest organization, the National Trust for Historic Preservation, from a list provided by Morgan Lewis.

Csedrick, a Vermont Law School graduate, said he found both his time at the firm and at the National Trust "equally fulfilling."

Csedrick, now a fifth-year associate, also was "really impressed with the way Morgan Lewis was able to keep its summer associates engaged with the firm even while they were at their public interest group."

Mody said she expects to be just as much a part of the program's social and educational opportunities when she's working at the nonprofit as she is currently in the firm's main office.

"We try to structure it in a way that a summer associate who's part of the PICS program will still get a full introduction to the firm," said Kraeutler.

Both Csedrick and Mody believe the opportunity to get experience with both a firm and a nonprofit at a summer associate's salary to be rare; both said they did not encounter similar opportunities during their job searches.

### Other firms, other programs

Theresa Bryant, the executive director of the Yale Law School Career Development Office, has worked to prepare an informational brochure about firms that

offer similar programs.

According to Bryant, there are about 24 firms that offer such opportunities. This summer, about 89 law students from 30 schools have been given sponsored split summer positions at 17 firms across the country.

According to her research, Crowell & Moring of Washington allows up to one-third of its second-year summer associates to work six weeks at the firm and five weeks at one of 10 Washington public interest organizations.

King & Spalding of Atlanta offers a six-week/six-week split for "several summer associates." LeBoeuf, Lamb, Greene & MacRae of New York offers a similar opportunity to all its home-office and Washington summer associates.

Miller & Chevalier, based in Washington, allows all summer associates to spend up to six weeks at one of three approved Washington organizations after spending a required eight weeks with the firm.

Pillsbury Winthrop Shaw Pittman offers a split summer option to all its Washington summer associates. Weil, Gotshal & Manges of New York also offers a similar program.

While many of those firms retain a limited number of split summer slots that students must apply for directly, Morgan Lewis is one of a few firms that make the program available to all summer-associate hires.

Hiring decisions are made regardless of interest in the PICS program and the decision to opt in to the public interest work comes after the position has already been offered.

"Morgan is unique," said Bryant. "They were one of the starters. Morgan has been doing it for forever, and I think has one of the strongest programs."

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# Career-Related Articles Cont'd

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## Value and Service Give Small Firms an Edge with Big Companies

National Law Journal

Sandhya Bathija / Staff reporter

July 23, 2007

For attorney Larry Rosen, one pleasant conversation led to years worth of legal work — from Donald Trump.

In 1994, Rosen was just starting out as the only tenant in one of New York City's tallest buildings, 40 Wall Street, renting a 4,000-square-foot office for less than he paid for his one-bedroom apartment. "Trump saw the building as an interesting investment," Rosen said. "He showed up one day and said, 'What can you tell me about it?' I don't even think he knew I was a lawyer." Three months later, Rosen received a call from the current general counsel for The Trump Organization. "He said I left a favorable impression and Mr. Trump would like to give me some business," Rosen said.

Rosen, now a partner at the seven-attorney firm Rosen Weinhaus, still located in the same building, has been using the same game plan ever since. He has obtained business from other large companies over the years, including Equinox Fitness Clubs, M&J Trimming, the American Society for the Prevention of Cruelty to Animals (ASPCA) and Mad River Post Inc.

### Signs of discontent

Like Rosen, many solos and small-firm practitioners are proving that they can compete with the big law firms when it comes to representing large companies.

Sixty-eight percent of general counsels at Fortune 1000 companies reported they were unhappy with their outside counsel, according to a 2007 survey conducted by BTI Consulting Group, which conducted phone interviews with 250 companies. The firms critiqued by the companies varied in size, with 51% of the firms among the largest 200 and 49% outside that group. Major gripes of general counsel include outside lawyers who do not keep pace with changing needs, do not understand their clients' business, do not provide a timely response and charge fees that are too high, said Michael Rynowecer, president of BTI Consulting Group.

"Eighty percent are questioning the value they receive, especially when they see associate salaries going up," Rynowecer said.

Small firms outperformed large firms when it came to performing in those complained-about categories, according to the study. When it came to "providing value for the dollar," smaller law firms (those other than the largest 200 firms in the country), were reported to perform nearly twice as well as large firms, the study showed. And small firms also took the lead in providing the best client service and being client-focused, also according to the study.

Because of those concerns, corporations are open to hiring small firms for outside counsel work, but only if the firm has proven talent, said Bernard Diamond, executive vice president and general counsel for The Trump Organization.

"We find small firms more economic, more expedient and better appreciate our business," said Diamond. "Their rates are usually cheaper and they have a better control of their time."

Larry Segall, chief financial officer and executive vice president for Equinox, hired Arnie Herz, a solo practitioner in Port Washington, N.Y., to handle all of the company's trademark work because of the attention he can give.

"With larger firms, we get lost in the shuffle," said Segall. "Sometimes our work gets sent to an associate, but with Arnie, we know we are getting partner-level, high-quality work."

### Looking for friends

Talking to people, not as a lawyer looking for business, but as a friend, is a good way to gain trust — and future business. That's how Walter James, an environmental litigation solo attorney in Grapevine, Texas, received legal work from oil giant BP PLC. James befriended a lawyer who served as opposing counsel for one of his cases. The opposing counsel later went in-house for BP.

"When she moved down to Houston from Chicago, I went out to meet her and told her to contact me if she ever needed any help," he said. She did.

Getting in on the ground floor before the business takes off is another way to succeed at attracting outside work from future large corporations. The 17-attorney Tennessee firm London & Amburn in Knoxville represents a large health care company in the state. The firm began representing the doctors who formed the company more than 20 years ago.

"We have a personal relationship with them, so they are comfortable with our judgments and trust us," said Dale Amburn, a partner at the firm. "We are an asset for them in running their business just as much as we are for handling their legal work."

Having the time to be able to truly understand the company's business is what makes a solo practitioner or small law firm stand out, said James Pruden, a solo focusing on corporate transactions and litigation in Boca Raton, Fla. Pruden's clients include companies with more than \$10 million in yearly sales, including telemarketing, merchant processing, construction and manufacturing companies.

Pruden's first job after graduating from law school was to perform business consulting, not legal work, for a large telemarketing company. So when he began doing their legal work, he already had a grasp on all the services and products of the company.

"When you have an infinite portfolio of clients, you can't understand the business and products of all of your clients," Pruden said.

# Career-Related Articles Cont'd

## Newcomer Firms Thrive in Los Angeles

Kellie Schmitt  
The Recorder  
June 2007

It's anniversary time for many of the out-of-towners that entered Los Angeles last year, and there's plenty to celebrate.

Despite a competitive lateral market, the newcomers have made sizable gains in headcount, snagging attorneys with business to support and expanding their fledgling outposts.

"Even in the face of significant competition from multiple regional and national players, these firms have cut out a swath and are making inroads," said L. William Nason, a legal recruiter with San Diego-based Watanabe Nason. "All are off to good starts -- not one is sputtering."

Four new entrants who arrived about this time last year have already dramatically increased their headcounts. They say their hires were attracted to the opportunity to build, coupled with the stability an established firm offers. While none of the newcomers have reshaped the L.A. landscape, they're definitely causing ripples in the lateral market, bagging key hires.

Of the new entries, recruiter Dan Hatch said Boston-based Goodwin Procter's high-end work, financials and rates put them in a higher tier than many of the other new entrants. The firm moved into California with unprecedented ambition, putting two offices in L.A. and outposts in San Diego, Silicon Valley and San Francisco in the last year.

"Goodwin has had a tremendous first year," said Hatch, head of the L.A. partner practice for Major, Lindsey & Africa. "Goodwin in L.A. made a splash, but Goodwin in California made a big splash."

The Century City splash was built around Lewis Feldman, a real estate rainmaker who brought a small group with him from Pillsbury Winthrop Shaw Pittman.

"We started with four partners in L.A., plus one from Boston, and quickly hired two associates and two finance analysts," he said. Now the office has 23 attorneys, he said.

"We have been hitting the mark on what we've been aiming for," Feldman said.

That includes associate hires from Latham & Watkins and Pillsbury Winthrop Shaw Pittman, as well as the arrival of Rachael Simonoff Wexler, a life science partner Goodwin brought aboard from then-Alschuler Grossman Stein & Kahan -- a firm that split in two, with half later joining Bingham McCutchen.

In March, Goodwin's L.A. office scored a seven-lawyer group from Mayer, Brown, Rowe & Maw that included partner Dean Pappas, the chairman of their real estate group. At the same time, the firm added a Munger, Tolles & Olson partner -- and a downtown office to supplement the Century City outpost.

"You have people who just can't deal with the commute to the Westside," Feldman explained.

With the new groups come new clients like MacFarlane Partners, a real estate management firm that's going to be a key investor in L.A. Live, the new sports, entertainment and residential district.

Having a Los Angeles presence has bolstered existing clients' work for the firm, such as Prudential Companies and AEW Capital Management, a real estate investment company -- both clients on the East Coast that switched to Goodwin for its California work, too.

Feldman attributes the success, in part, to building in key, targeted areas such as private equity, real estate, high-tech and life sciences. And the firm's financials don't hurt either. Its 2006 profits per partner of \$1.43 million is the highest among new entrants, with Steptoe & Johnson following at \$930,000.

### STEPTOE'S SMALL STEPS

Although Washington, D.C.-based Steptoe & Johnson had a minimal presence downtown, their real L.A. effort was launched in Century City last year with four hires from then-Alschuler. Since then, the group has built piecemeal to 22 lawyers, taking advantage of upheaval in L.A.'s Westside boutiques.

"West L.A. has been a much more fertile market in the past two years,"

recruiter Nason said. "That was fortuitous for Steptoe."

The firm has cherry-picked from Alschuler; Christensen, Glaser, Fink, Jacobs, Weil & Shapiro; Greenberg Glusker and then-Brown Raysman Millstein Felder & Steiner.

"There's no question that some of the issues going on at firms like Alschuler and Brown Raysman created an opportunity," said partner Mark Neubauer, who started that office.

Building lateral by lateral has been a smart option, he said.

"That approach has a number of advantages because there's no competition between a pre-existing firm and the larger firm that it acquires, allowing people to mesh better and create loyalty to Steptoe," Neubauer said.

Firms often use mergers as a way of dealing with their internal problems and the tough personnel decisions they don't want to make, Neubauer said. "That isn't our problem -- we only pick the ones we want."

They've also been meticulous about the hiring process, weeding through the "puffery" and laterals who inflate their books. That process includes making laterals verify the history of prior billings and collections, having them identify a specific client base from which they see future work coming, and getting recommendations from clients and opposing counsel.

Like Goodwin's Feldman, Neubauer said he sees the creation of new offices as an incentive for laterals like him. "It's not often in one's career that you get opportunity to build a substantial office from scratch," he noted. "You're not tarred by old infrastructure."

That includes "anachronisms" like secretarial roles, he said. Steptoe's new outpost prefers to staff using more paralegals, and has the flexibility to implement that.

Neubauer acknowledges some obstacles for a new kid on the block: "One of the challenges we have to do is build

# Career-Related Articles Cont'd

## Newcomer Firms Thrive in Los Angeles

*(continued from page 5)*

a higher name recognition for Steptoe -- we're more known on the East Coast."

### VENABLE FITS PIECES TOGETHER

In contrast to Steptoe's lateral-by-lateral style, Washington, D.C.-based Venable created its Westside office in July by combining two local 10-lawyer boutiques. Nearly a year later, no one has left and they've grown by 13, bringing the tally to 33.

A significant part of that added baker's dozen was a five-lawyer IP group from Liner Yankelevitz Sunshine & Regenstreif.

"A lot of candidates liked the fact that we're established people who have been around, but we're a new firm here," said Los Angeles partner Douglas Emhoff.

At the time of the merger, some observers doubted whether the boutiques' clients would pay big-firm billing rates. But, Emhoff says, at most one client left at least partly over rates. Venable honored

existing billing rates for ongoing work, then moved clients to the 15 to 20 percent higher structure for new work.

For Emhoff, big-firm life beats the boutique in many ways -- such as the ability to work on business nationwide. He was able to get work from "one of the major studios" using Venable's platform. And a client brought him litigation in New York, something he previously would've lost to a bigger firm.

### L.A. LOVES A FRESH FACE

Other entrants such as Richmond, Va.-based McGuireWoods -- which took over the 42-lawyer Van Etten Suzumoto & Becket in April 2006 -- have grown modestly. McGuire now has 53 attorneys in Los Angeles -- just about the number recruiters say signify critical mass here. "They haven't chosen to aggressively grow, but they got critical mass in one fell swoop," Nason said.

Managing partner David Van Etten said starting a new office with a group of that size has its advantages, in comparison to the piecemeal approach adopted by some of his competitors: "When you're starting with a small group and trying to grow with small groups, you end up with a mishmash of what the real core and culture of the office is."

Overall, Nason attributes the early success to the nature of the firms coming in. East Coast rates and practices were a good fit for the L.A. market, he said.

"These are Eastern firms that are very stable, have very good attorneys, and they're the new kid on the block, with no taint of being around here, swinging and missing," he said. "There are still just enough attorneys interested in taking those pioneering steps."

## Past Articles

To access the Bulletin Archive, click on the following link:

<http://www.law.stanford.edu/experience/careers/ocs/students/bulletin>

### Monday, July 16

"The Latest Legal Hotspot: Germany"

"Retention: A Midsize Priority"

"The 2007 Defense Hot List"

### Tuesday, July 3

"Middle-Market Firms Thriving in the Land of Giants"

"Are Law Firms Over-Surveyed and Underwhelmed?"

"Pro Bono Starts at the Top"

### Monday, June 25

"All in Favor of Axing the Billable Hour"

"Firms Must Adapt to Shrinking Securities Fraud Litigation"

"Growth of Infrastructure Funds May Lead to M&A Business"

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