

# In Motion



ASSOCIATION  
FOR  
WOMEN LAWYERS

October 2015

## Upcoming AWL Meetings & Special Events

**Community Outreach  
Committee Meeting**  
Thursday, October 8  
Noon-1 p.m.

Legal Action, 230 W. Wells St.

## Labor & Employment Law DG

Wednesday, October 14  
Noon-1:30 p.m.

O'Neil, Cannon, Hollman, DeJong &  
Laing S.C., 111 E. Wisconsin Ave.

## Spa Night

Thursday, October 15  
5:30-7:30 p.m.

Gloss Nail Spa, 1545 N. Water St.

## Habitat for Humanity

Saturday, October 17  
8 a.m.-2 p.m.

## Estate Planning DG

*"What Every Estate Planner Should  
Know About Medicaid Benefits."*

Wednesday, November 18  
Noon to 1:30 p.m.

Godfrey & Kahn, 780 N. Water St.

Full calendar available on our [website](#).

## Spa Night

Thurs., October 15  
5:30 to 8 p.m.

### Gloss Nail Spa

1545 N. Water Street  
Milwaukee



Spend an evening pampering yourself and mingling with your friends and colleagues! \$15 lets you mingle and enjoy beverages and light hors d'oeuvres. For a small additional fee you can pamper yourself with a manicure (\$20 for AWL members; \$30 for guests); pedicure (\$30/\$40); or mani/pedi (\$40/\$50).

Bring a friend or colleague and introduce her to one of the special benefits of AWL membership! Reservations are required and must be received by October 6. Space is limited, so reserve now.



## Networking & Spa Night

Name	Spa Service	Member?
_____	_____	yes no
_____	_____	yes no
_____	_____	yes no
_____	_____	yes no

*Feel free to use additional paper if needed.*

*Please RSVP by Tuesday, October 6. Pre-registration is necessary. "No Shows" will be billed.*

### Make checks payable & mail to:

Association for Women Lawyers  
3322 N. 92nd Street  
Milwaukee, WI 53222

### Respond and pay online at

[www.associationforwomenlawyers.org](http://www.associationforwomenlawyers.org)  
Or fax to 414-255-3615



# What's Going On

## New Lawyers Discussion Group

AWL is considering starting a discussion/networking group for new lawyers. If you are a recent graduate (5 years or less) who is interested in assisting to get the group off the ground, please contact [Malinda Eskra](#). This is a great opportunity for new lawyers to become more involved in AWL and to meet other practicing attorneys.

## Community Outreach Committee Meeting

The Community Outreach Committee will be meeting on **Thursday, October 8** at noon at Legal Action, 230 W. Wells St., Room 800. The committee will select a co-chair,

discuss activities for the rest of the fiscal year, and discuss new projects for next year. All AWL members are welcome to attend and bring a bag lunch. Please contact [Jill Kastner](#) to RSVP.

## Labor & Employment Law Discussion Group

The Labor & Employment Law Discussion Group will host a CLE program on **Wednesday, October 14** at noon. Hawks Quindel lawyers Summer Murshid and Larry Johnson will present "Trends and Changes in Wage and Hour Law." The meeting will be held at O'Neil, Cannon, Hollman, DeJong & Laing S.C., 111 E. Wisconsin Ave., Ste 1400. RSVP to [Erica Reib](#). Parking will be provided.

## Habitat for Humanity

The Community Outreach Committee is sponsoring a Habitat for Humanity volunteer day on **Saturday, October 17** from 8 a.m. to 2 p.m. All are welcome, including family and friends, but participants must be at least 18 years old. If you are interested or have questions, contact [Jill Kastner](#).

## Estate Planning Discussion Group

The AWL Estate Planning Discussion Group is holding a meeting on **Wednesday, November 18**. Carol Wessels, of Wessels Law Office LLC, will discuss on "What Every Estate Planner Should Know

About Medicaid Benefits." Meetings are held at the offices of Godfrey & Kahn, 780 N. Water Street, from noon to 1:30 p.m. All AWL members are welcome to attend. Lunch is provided. For more information, or to register, contact [Kelly Dougherty](#).

## AWL Online

AWL is on LinkedIn. To join our group, use the hotlink or search "groups" for the Association for Women Lawyers and look on the last page of the search results. Connect with your fellow members and increase your networking possibilities. For more social media

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## Member Profile

**Laurina Kinell**



By Diane Slomowitz

Laurina Kinell, a Fox, O'Neill & Shannon, S.C. shareholder\*, is tenacious.

When Laurina concludes, in consultation with her client, what that client's best course of action should be, she works deliberately and steadfastly until that course is accomplished. Her determination has produced glowingly loyal clients.

Laurina's professionalism has been recognized, most recently by the *Wisconsin Law Journal*, which named her one of its 2015 Up and Coming Lawyers.

A 2009 Marquette University Law School cum laude graduate, Laurina has formed a combined practice of business and family law. This combination gives her a unique perspective from which to advise her clients.

Handling a business client's divorce, for example, allows Laurina to obtain information about her client's life, including personal and professional risk factors, which she then applies

to the business. "Working on the corporate side provides a unique insight into what really makes clients and their businesses tick," she says. "That information is invaluable in assessing what is really important to the clients – and where they might be vulnerable."

As if combining two practice areas wasn't enough, Laurina's determination and curiosity led her to initiate and supervise the creation of FOS's of trademark law and management practice. Laurina noticed that, although many clients possessed trademarks and service marks for their businesses, the firm (which is relatively small) referred all but the most basic trademark/service mark services to intellectual property firms. After consulting with FOS's shareholders and advisors, and with the firm's encouragement, Laurina moved the trademark/service mark registration,

monitoring and protection services in-house. The firm now monitors and manages nearly 150 trademarks and service marks in over 10 countries.

Laurina's accomplishments resulted in her 2004 election to FOS shareholder – before she turned 30, having practiced less than five years, and at a time when many young lawyers struggled to find legal employment, much less the professional acceptance denoted by shareholder status.

Laurina is as determined to better the community as she is to serve her clients. She has volunteered at the House of Peace's Volunteer Legal Clinic since law school. She provides pro bono services to Legal Action of Wisconsin's Volunteer Lawyer's Project (see p. 3). And she is secretary of the Milwaukee Young Lawyers Association.

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# Thoughts from the President

## Changing the Fit

In my last column, I mentioned that I was reading the book *One Size Never Fits All: Business Development Strategies Tailored for Women (And Most Men)*, authored by Dr. Arin N. Reeves who had been the lunch-time keynote speaker at this year's National Conference of Women's Bar Associations' Women's Bar Leadership Summit.

The premise of the book is that the reason women and men enter professional service firms in roughly equal percentages, but so few women advance into the highest levels of leadership and equity partnership, is because women are less successful at business development. Dr. Reeves argues that the reason for this is not because women are somehow inherently bad at or incapable of succeeding at business development; rather, it's because firms traditionally define, evaluate and reward success at business development in ways that do not fit everyone's – and in particular most women's – preferences

and behaviors. In other words, the firms say it's about business development, but in reality it's about business development in their way and on their terms.

One of the studies Dr. Reeves cites in the book found that professional service firms described "fit" as being one of the three most important criteria they used to assess candidates, not only at the hiring stage, but also when they are evaluated for advancing into partnership and firm leadership. The trouble with this is that firms also tended to define the right fit as being culturally similar to themselves in terms of leisure pursuits, experiences and self-presentation styles. Therefore, they tended to seek out individuals who fit that mold. Considering that partnerships in professional service firms average 80% male and over 90% Caucasian, someone who is not male and Caucasian likely will have trouble making herself fit.

Dr. Reeves says that, although most professional service firms are not explicitly or deliberately

forcing everyone to fit into one mold, most of these firms today are in fact using a single model of business development into which all must either fit, or else fail. This model, initially constructed when women were not present in these firms, is patterned on predominantly male communication styles, relationship-building patterns, and behavioral norms. When women stumble in and try to contort themselves in such a way so as to fit into these male styles, patterns, and norms, they are deemed incapable of competing at the highest levels. When they stop trying altogether because the bad fit is too uncomfortable to make the journey worthwhile, their decision to leave the firm, cut back on their hours, etc. is attributed to a personal choice to not, as Sheryl Sandberg would say, "lean in", and is often perceived to be unrelated to what's actually going on in the workplace.

Dr. Reeves concludes the chapter by telling the story of "Caroline" (a great name, I think!), a study participant and senior shareholder in a large global professional service firm, and one of the top 20 business developers in her firm. Caroline relates that when she was promoted to shareholder, one of her colleagues told her that he was excited to have her along on business development pitches because "there hasn't been any good eye candy on the pitches for a long time" and was told by another colleague that she wouldn't be taken seriously on pitches because of her "girlie voice."

After two years of high levels of activity and low levels of results, Caroline had an epiphany and realized that the problem was the fit. She stopped asking her colleagues to invite her to client



pitches and stopped attending events that she did not find enjoyable. Instead, she made a list of 20 people she wanted to develop as clients, had each one over to her home with his or her significant other, and cooked them dinner. She and her husband loved to cook and entertain informally in their home and so she used that opportunity to develop their interests, families, and ambitions and began to introduce them to other people in her network that they would benefit from knowing. She ended up getting a lot more business and enjoyed herself in the process. In other words, she had to do it her way to succeed at the game.

Dr. Reeves tells Caroline's story not to suggest that it's easily replicated, but to demonstrate that – if firms allow their professionals more than one fit – success at business development will become more attainable for a wider variety of professionals.

Please join me as I engage in a leisure activity I truly enjoy: drinking wine and socializing with an intelligent, engaging group of professional women, and receiving a spa service to boot! I look forward to seeing many of you at AWL's Spa Night event on October 15th. Be sure to reserve your spot soon, as space is very limited.

Caroline Spangberg

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## Volunteer Lawyers Project

The 2015 Volunteer Lawyers Project (VLP) Fall Training is just a few weeks away. The VLP offers this training to recruit and support lawyers who provide pro bono legal services to low income residents of the 39 southernmost counties in Wisconsin. This is an especially important time to get involved in pro bono legal services, while the number of people needing assistance increases and funding for legal services providers has been drastically reduced.

The annual series of seminars begins in Madison on October 28-30. The seminars will

be "Bankruptcy," (10/28), "Tax Law" and "Enforcing Consumer Rights," (10/29) and "Family Law: Trial Skills in Family Court," (10/30). The training continues in Milwaukee on November 11-13, with "Expungements" (11/11), "Unemployment Compensation" and "Elder Law" (11/12), and "Representing Tenants in Small Claims Court" (11/13).

More information about the training program and the work of the VLP is available on the [VLP website](#) or by calling 414-278-7722.

# Annual Meeting

Over 70 AWL members and guests attended the Annual Meeting on September 24th, to recognize our award winners and the AWL Foundation's scholarship recipients. The honorees were:

Founders Award • Kristin M. Bergstrom

Community Involvement Award • Hon. Joan Kessler

Mentoring Award • Hon. Nancy Joseph

Pro Bono Award • Hannah C. Dugan

Virginia A. Pomeroy Memorial Scholarship • Veronica Sustic, Cassandra van Gompel

AWL Foundation Scholarship • Alixandra Jacobson, Saiba Kapila, Erin Sherman





## Profile, cont.

Laura has been an AWL member since her law school days. Of women in the profession, she believes that “Some of my greatest role models are women who are current and former members of AWL in Milwaukee. Their willingness to provide guidance, advice or just listen has been invaluable in my career and I try to follow in their example.” Laura is convinced that AWL itself “provides a great service to the Wisconsin legal community – through pro bono and community outreach efforts, networking and learning opportunities.”

One might think that Laura is all business all the time. Not so. She has a quirky, dry sense of humor. Who else would post a picture of Gwyneth Paltrow (a close look-alike) in “The Royal Tenenbaums” on her Facebook page – even while interviewing for her FOS position? And who else would make sure that FOS’s outing, a food tour of Brady Street, would end at Wolski’s Tavern? Laura, that’s who.

Laura Kinnel is as tenacious at having fun as she is at serving her clients and the community.

*\*Disclosure: The author is also a FOS shareholder.*

## ABA Grit & Growth Survey

The American Bar Association Commission on Women in the Profession is conducting a survey designed to measure the impact of grit and growth mindset, two traits that have been shown to impact the success of women lawyers. Initial research focused on the 200 largest law firms, however they are expanding the scope to understand more about how these traits influence women lawyers currently practicing in law firms and organizations of all sizes.

AWL members are invited to complete the survey, which should take roughly 15 minutes.

As you complete the survey, remember that there are no right, preferred, or wrong answers. Your candid responses to the questions will help the ABA learn more about these important traits and how they might leverage them in the future. The survey will remain open for responses until October 22, 2015.

Note: The information you provide will be used for research only and will be kept strictly confidential. Once individual results are combined with other outcome metrics, all identifying information will be eliminated.

## What's Going On, cont.

connections, you can also find us on [Facebook](#).

And don't forget to visit our [website](#). It's a great place to search for members, register for events, learn about public sector job openings, and more.

### Help Us Find You

If you've recently moved or otherwise changed contact information, please log into your listing on the [AWL website](#). Updating your details will make it possible for us to keep you informed and for other members to provide accurate referrals. Make the most of your AWL membership by keeping your contact details current!

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### Member News

**Beth Hanan** invites all AWL members to attend her investiture as U.S. Bankruptcy Judge for the Eastern District of Wisconsin. The ceremony will be held on **Friday, October 9** at 2 p.m. at 517 E. Wisconsin Ave., in the Ceremonial Courtroom, 390 U.S. Courthouse. A reception will follow. [RSVP](#) is requested.

### Welcome New Members

- **Hillary Cothroll**
- **Joanna Gibelev**  
City Attorney's Office
- **Shelley Grogan**
- **Danielle Leigh Hensley**

- **Emily A. Kuhn**  
Borgelt, Powell, Peterson & Frauen
- **Natalie Neals**  
Foley & Lardner LLP
- **Christina Plum**  
Wisconsin Court of Appeals
- **Katherine W. Schill**  
Michael Best & Friedrich

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*If you have an item for member news, send it to [Dana Robb](#). Deadline for the next issue is October 16.*

## Dues Renewals

All AWL members have received a dues renewal notice via email. Our thanks to those who have already paid their 2015-16 dues. Those who haven't will get an electronic reminder. Dues are payable by check, or with a credit card in one of two ways: via Paypal or by phone with our administrator, Dana Robb (414-750-4404).

While you're renewing, update your profile on the [AWL website](#). We use this information to contact you, to provide referrals and for other AWL members to reach out to you. Don't lose out on these important communication opportunities!

If you have further questions, please contact [Dana](#) directly.

## Inside AWL

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## How to Reach Us

Our administrator, Dana Kader Robb, can be reached at 414-750-4404 or [dana@barefoot-marketing.com](mailto:dana@barefoot-marketing.com). Her fax number is 414-255-3615. Please send changes in your contact information directly to her.

If you've changed jobs, won an award, are hosting an event, have committee news or a topic of interest to AWL members, this is your forum. Please submit information to Dana using the above contact details. We reserve the right to edit for length and content. Deadline is the 16th of each month prior to the issue. Newsletters will be in members' hands within the first week of the month.

Visit our Web site at [www.associationforwomenlawyers.org](http://www.associationforwomenlawyers.org).