

Overheard at the 2018 WITL Seminar...

By Sandra Wunderlich

- **“Is there a Starbucks on the beach?”** Fourteen women enjoyed a very early two-mile run or walk on the boardwalk along the beach outside the Eden Roc hotel. It was a beautiful morning and a great way to kick off the 2018 WITL seminar. [#DRIForLife](#)
- **“Your brand is what people say about you when your name is mentioned and you are not in the room.”** Paula Edgar gave a dynamic presentation about the process of building your unique brand and maximizing the visibility of it. We had the chance to develop, practice, and perfect our elevator speeches. [#CoachPaula](#) [#EngageYourHustle](#)
- **“It matters who tells the story.”** Acclaimed actress and director Cady McClain gave an inspiring speech about women leading the way forward by directing films. She showed us examples of how women view the world through a different lens than men, and how women can change the narrative. [#SeeingIsBelieving](#)
- **“The numbers are not good, but they are getting better.”** A distinguished panel consisting of a federal judge, in house counsel, and outside counsel gave us the grim statistics: From 2012–2015, although 36 percent of all federal litigation was an MDL, 37 percent of MDLs had no women attorneys and only 16.55 percent had women in a lead role. But, the good news is that the number of women in lead roles in MDLs has increased significantly in the last two years in response to the realization that we can and should do better. [#MoreSeatsAtTheTable](#)
- **“Too many choices, so little time.”** For the first time at a WITL Seminar, in addition to the corporate counsel breakout session, the attendees were offered different programs based upon their experience level (1–7 years; 8–15 years; and over 15 years in practice). By all accounts, this approach was a great success. [#Choices](#)
- **“Peaches said we could.” “Who is Peaches?”** Tom Dupree presented an interesting summary of the biggest SCOTUS cases of 2017 and shared insight about the personality of the justices on the Court, their philosophies, and how this affects their decision-making. Who knew the Supreme Court could be so much fun? And if you want to know who Peaches is, you’ll have to ask one of the seminar attendees! [#SCOTUS](#)
- **“Share your pearls of wisdom.”** Amy Mass, Vice President and Counsel of Hartford Insurance, and a friend of WITL, received the Massaron Award for her role in making the world a better place for all women.



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She reminded us that we all have pearls of wisdom to share with women who look up to us, and that it’s important to pull up these women to help us all succeed. [#ShareYourPearls](#)

- **“You have approximately 2.5 seconds to get their attention.”** Renowned social media guru Erin Gargan taught attendees how to communicate a message effectively in a world where electronic communications have replaced face to face interactions. We learned that we are 34 times more persuasive in person, but when you communicate electronically, follow three simple rules: (1) make it personal; (2) make it useful; and (3) keep it brief. [#RulesForWriting](#)
- **“Networking at DRI’s WITL Seminar is my favorite part.”** On Thursday afternoon, attendees participated in small group activities of their choosing to expand their networks through shared interests. They chose from a guided walking tour, chair yoga, salsa dancing, photography with your iPhone, lessons on how to write a book, investment advice for women, the book club, and a competitive game of trivia. Thank you Denise Motta for organizing these activities for us. [#DRIWITL](#)
- **“Taco ‘bout a party!”** On Thursday evening, seminar attendees socialized at an authentic bodega in the heart of Miami with signature cocktails and delicious tacos. It was a great party that kept going long after the tacos were gone! [#DRIWITL](#)
- **“We are looking for a business partner.”** From a panel of in-house counsel, we learned what in-house counsel look for when hiring counsel, and how outside counsel can serve them better. The bottom line—they want someone they can trust and who makes their job easier. [#WomenPartners](#)
- **“Whose story is it?”** Attendees learned that character is the driving force that gives the jury context from which to evaluate the defense client’s reframed narrative. It creates the emotional connection between the jury and the client, and it gives the jury context from which to predict the behavior of the client in different circumstances. [#CharacterMatters](#)
- **“And the Nominees for the Most Entertaining Ethical Grievances Are...”** What can *Frazier*, *Seinfeld*, *LA Law*, and *The Verdict* teach us about ethics? In an interactive presentation using television and film clips, Todd Presnell engaged the audience in a thought-provoking discussion about witness preparation for depositions and trial, and where the ethical lines are drawn in that process. [#EthicsAreFun](#)