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Chairman  
Managing Director,  
AlixPartners, LLP*



**Georgiana Nertea**  
*IWIRC Communications  
Vice Chairman  
Senior Manager,  
Eisner, LLP*



**Debra Kuptz**  
*IWIRC Chair  
Managing Director,  
AlixPartners, LLP*

## **FROM THE CHAIR**

*Debra E. Kuptz, AlixPartners, IWIRC Chair*

Dear Colleagues,

Thanks to all of our members who have cast their ballots for the new, expanded IWIRC Board of Directors. Ballots are due to the IWIRC office ([info@iwirc.com](mailto:info@iwirc.com)) by midnight eastern time on Friday, September 24<sup>th</sup>. Please don't forget to vote!

The "What's the Word" campaign is well underway. Surely you have seen the emails describing our objective and asking you to tell us – in one word – what IWIRC means to you. This simple reply gives us useful information.

For example, it tells the board and committee chairs how our membership is feeling about the organization and it gives us insight into the diverse reasons that you join and participate. Knowing this information guides the decisions we make about programs, web content, communications themes and where to invest in other member services.

The campaign is also meant to build awareness about the variety of things that IWIRC does for its members. We realize that a vast amount of the action in IWIRC takes place at the Network level – as it should be. However, when our members go to different areas of the country or are looking for new ideas for local programming, or help in effective fundraising, IWIRC can be a valuable resource. Reading the responses of other IWIRC colleagues is an invitation to get more value from your membership.

Finally, given that one basic objective of virtually any organization is its continued growth, the "What's the Word" campaign is designed to generate buzz among your contacts and colleagues who have not yet joined IWIRC. We are a vibrant group of professional women who want to enjoy the benefits of a large network of contacts. The more members we attract, the more opportunities we create for ourselves in terms of new business and professional development. Be on the lookout for new members who share this interest.

Our objectives in the coming year include promoting our members. In that vein, the Member Services committee recently conducted a short survey of our members. (If you didn't have a chance to participate, another survey is planned before the end of the year. They are quick by design and your response is valued!)

In one question, we asked respondents to identify colleagues who were deserving of recognition, whether for client successes, professional accomplishments or noteworthy publications or speeches.

We are truly an accomplished group! Almost 15% of respondents named an individual who brought a complicated case to a successful outcome or who were recognized in the industry as rising stars. I applaud these women as a group as well as the women who took the time to lift them up. There is nothing quite as satisfying as being recognized by one's peers. Let's take every opportunity to promote each other's capabilities.

More facts from the survey will be shared with you in this newsletter and through our FaceBook, Twitter and LinkedIn sites. It's good stuff, and I thank Jennifer Meyerowitz and the Member Services committee for creating this new and important communication channel.

Of course, I must mention the upcoming Fall Conference. This conference is usually our biggest in terms of member attendance, and we expect a robust turnout. This year's agenda offers some things to be excited about:

- Networking reception
- Unveiling of the new IWIRC brand identity
- Two great restructuring panels
- A sneak peek at the new IWIRC website
- Introduction of the new Board of Directors
- A choice of 5 different intermezzo events that bring you up close and personal with New Orleans

We have over 150 attendees for the reception on Tuesday night so it is a great way to catch up with friends and make new contacts. Be there!

I look forward to seeing many of you in New Orleans. To those who aren't able to make it, please tune in to our social media outlets where we also will be launching the new logo on October 13<sup>th</sup>.

Best to you,  
Debra Kuptz

## **'MARKETING, RECRUITING, AND COMMUNICATING WITH MEMBERS THROUGH SOCIAL NETWORKING SITES**

*by Amanda C. Ellis, Esq.*

In the spirit of IWIRC's upcoming annual conference in New Orleans, focus on the following lyrics of one of the region's well-known songwriters, Jimmy Buffett:

*These changes in latitudes, changes in attitudes  
Nothing remains quite the same*

Changes are present in our own organization as we await a new board, website, and brand to lead us into a new IWIRC year. Part of this approaching change is learning to use new tools to market our organization and attract and retain members. The social networking sites Facebook, LinkedIn, and Twitter are three tools available to us to market our organization to a wider audience, attract new members, and communicate with current members. Consider the following methods for using the social networking sites to obtain and share information about our organization.

### **Facebook**

**1. Like the IWIRC page.** Click [here](#) to view IWIRC's Facebook page. Then, click "Like."

**2. Read updates in your Facebook news feed.** After "liking" the page, you will receive updates in your Facebook news feed. Or, you can go directly to the IWIRC page at a set time each week to review IWIRC's updates. **Note:** when the IWIRC Facebook page loads, only updates from IWIRC will be shown. Click on "International Women's Insolvency & Restructuring Confederation + Others," as shown below, to view updates by our members as well as the administrators of our page.

International Womens Insolvency & Restructuring Co... + Others

Just International Womens Insolvency & Restructuring Co... Just Others



Amanda Ellis

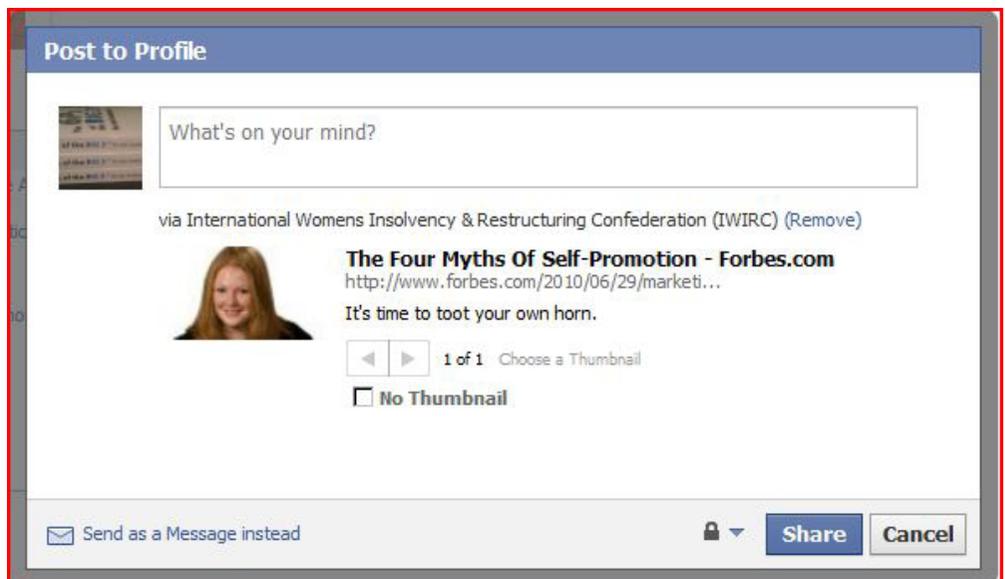
**3. Like or comment on the content posted.** If you enjoy a particular post on our page, you can click “like” under the post and a thumbs up sign will appear, as shown below. Or, you can type a comment in the space provided.



**4. Share links.** If you enjoy an article posted on the IWIRC page, you can share the article to your Facebook friends on your individual page by clicking “share,” as shown below.



Then, you can add your comments about the article and click “share” again.



The article from the IWIRC page then appears on your individual Facebook page, but IWIRC is noted as the original source.



A screenshot of a Facebook post. The user is Amanda Ellis, who is identified as being from the International Womens Insolvency & Restructuring Confederation (IWIRC). The post title is "The Four Myths Of Self-Promotion - Forbes.com" and the URL is www.forbes.com. The text of the post says "It's time to toot your own horn." The post was made 6 seconds ago and has options to Comment, Like, and Share.

**5. Share content.** Share articles or other news updates of interest to members. For example, IWIRC member Jennifer Mercer shared the following article and update on the IWIRC Facebook page.



A screenshot of a Facebook post by Jennifer Mercer. The post title is "Law.com: Slowdown in Filings Fuels Competition for Bankruptcy Cases" and the URL is www.law.com. The text of the post says "Just two years after the collapse of Lehman Brothers Holdings Inc., the number of businesses filing for Chapter 11 is dropping off. Competition is heating up among law firms eager to handle newly filed cases as some of the large bankruptcy matters filed in recent years are wrapping up." The post was made on September 8 at 10:51am and has options to Comment, Like, Share, and Flag.



A screenshot of a Facebook post by Jennifer Mercer. The post title is "Jennifer Mercer Congratulations to Tammy Gerogelas for being named as one of the Best Lawyers in America in 2010 in the specialty of Collaborative Law: Civil. Great work!" The post was made 29 minutes ago and has options to Comment, Like, and Flag.

**Caveat: Remember that any content you share on the IWIRC page is visible to anyone, not just IWIRC members.**

## LinkedIn

- 1. Join the IWIRC group.** Click here to join IWIRC's LinkedIn group.
- 2. Review the content in the IWIRC group.** The content in the IWIRC group consists of articles, member updates, and job postings.
- 3. Like or comment on the content posted.** If you enjoy a particular article or update, you can click "like" under the post and a thumbs up sign will appear. Or, you can type a comment.



A screenshot of a LinkedIn post by Jennifer. The post title is "Welcome to the Alabama Network" and the text says "I was so honored and excited to participate in the Alabama Network's inaugural event at Burr & Forman LLP in Birmingham, Alabama yesterday. The Chairs, Jennifer Kimble and Bess Cresswell, have really worked hard over the year putting the Network together and generating..." The post was made 12 days ago. A comment by Amanda Beckett says "Amanda Beckett 11 days ago • Amanda likes this." There are three profile pictures of women below the comment. A "See more »" link is visible at the bottom right.

**4. Share content.** Share articles of interest to members or congratulate a member on involvement in a particular case (see below). *The content you share is only visible to group members.*



**Twitter**

1. **Follow IWIRC on Twitter.** Click here to see IWIRC's profile, and then click "follow



2. **Retweet content shared on IWIRC's page in three easy steps.**

Find the post you want to share and copy it.



Paste the post in your "What's happening?" box and type "RT@IWIRC" at the beginning of the post.



The tweet from IWIRC's page then appears on your individual page for all of your followers to see.



The screenshot shows the Twitter profile of Amanda Ellis (@aellislegal) from Dallas, TX. Her bio identifies her as an Attorney Recruiter and author of 'The 6Ps of the BIG 3™ for Job-Seeking JDs'. The profile statistics show 3,512 tweets, 3,749 following, 3,516 followers (circled in red), and 213 listed. A tweet from @aellislegal is highlighted with a red circle, stating: 'RT @IWIRC Special logo unveiling at the IWIRC Fall Conference 10/12-10/13 - Register @ <http://tinyurl.com/iwircregister>'.

**3. Tweet from conferences or live events (or follow other members' tweets from conferences or live events if you are unable to attend).** The conference organizer (IWIRC) designates a hashtag (i.e., #iwirc10). Then, members attending the conference tweet updates and include the hashtag (#iwirc10) with each conference update. Members (or anyone) not attending live can follow the updates from Twitter by searching for #iwirc10. Click [here](#) to read my May 2010 newsletter about how members of other organizations such as the ABA, ALA, and ABI participate in conference tweets.

*Amanda C. Ellis, Esq. is an accomplished legal recruiter based in Dallas, Texas, and the author of **The 6Ps of the BIG 3™ for Job-Seeking JDs**, which outlines over 60 ways lawyers and law students can get hired using social networking. Amanda is the former co-chair of the DFW IWIRC Network. For more information on using social networking for professional development, please visit [www.6psbig3.com](http://www.6psbig3.com).*

## IWIRC SURVEY RESULTS

Thanks to everyone that responded to the IWIRC Survey that was conducted in August. Over the next few months we will be sharing the results – and are we excited about the feedback. Here are just a few of the questions that were asked – and some of your answers.

**Why is IWIRC such an impressive organization?** One reason is because IWIRC is comprised of intelligent, hard-working, dedicated, professional women who have achieved incredible professional success. Another reason is how amazing the members are at promoting, encouraging and working with other women and other members. Respondents to the August 2010 survey recognized the following fellow members for their accomplishments.

- Congratulations to Marion Quirk, Hannah McCollum, Stephenie P. Union for being named as Rising Stars in their bankruptcy community.
- Congratulations to Mette Kurth for confirming The Walking Company bankruptcy case.
- Congratulations to Tammy Gergelas for being named as one of the Best Lawyers in America in 2011 in the specialty of Collaborative Law: Civil.
- Congratulations on Wendy Reiss for her representation of Swoozie's in one of the fastest auction/sales processes in the history of the N.D. of Georgia.
- Congratulations to Kathryn Pamenter on her recent publications.

**Why is IWIRC so important to professional growth?** One reason is the networking opportunities and contacts made through IWIRC. 70% of those responding to the survey indicated that the single biggest method for getting new restructuring business was through networking, contacts and referrals.

## A VIRTUAL COFFEE WITH DANIELLE GRECO

Danielle Greco, is a Vice Chairwoman of the newly chartered Alabama Network. Danielle is a law clerk for the Honorable Thomas Bennett of the United States Bankruptcy Court for the Northern District of Alabama.

**How did you get involved in IWIRC?** I joined IWIRC in 2002. At the time, I was practicing bankruptcy law in Charlotte, North Carolina, and I was one of the first members of the Carolinas Network. Charlotte is close in proximity to South Carolina and the Carolinas Network provided a great opportunity for me to meet bankruptcy professionals in South Carolina who did not appear in cases in North Carolina.

**How did you get involved in the chartering of the Alabama network?** In 2004, I moved to Birmingham, Alabama. Since Alabama did not have an IWIRC network, I kept my membership in the Carolinas Network and I attended IWIRC conferences at the NCBJ. Jennifer Kimble approached me (at Publix while doing some shopping for Thanksgiving!) and mentioned that she was working on starting a network in Alabama and asked me if I would be interested in helping. I was thrilled to hear that Alabama would have a network and my answer was immediate-OF COURSE! Sign me up!

**What benefits have you received from IWIRC?** When I was still practicing in Charlotte, I was helping close a deal that was scheduled to be funded the day after Thanksgiving. Part of my job was acting as escrow agent for the documents until the deal was funded. On the Friday after Thanksgiving, I received an e-mail from the other side's attorney telling me they had wired money. However, I did not know how to check the firm's bank account to make sure we had received the funds and I could not reach anyone who could tell me how to do so (our offices were closed for the holiday). I knew Julie Smith, who worked in the special assets group at Bank of America, through IWIRC, so I called her to see if she could help. She quickly checked the account, which was clearly not part of her job, and let me know that the funds were there. I was able to release the documents and the deal closed on time. I have made several invaluable connections like this through IWIRC. I honestly don't know what I would have done had I not been able to call on Julie.

**What do you enjoy when you aren't working?** I enjoy the time I get to spend, as a volunteer, with my fourth graders each week as part of a literacy outreach program. I also enjoy pushing myself to new limits- I completed my first triathlon, sprint series, during the ABI Southeast Conference in Amelia Island this year and teach group fitness and yoga classes during the week. I'm currently training for my first half marathon!

## IWIRC'S FALL CONFERENCE

It's not too late to sign up for the fall conference! We'd love to see you there.



## **NETWORK HAPPENINGS**

### **Georgia Network News**

On April 23, 2010, the IWIRC-Georgia Network co-sponsored a cocktail reception at the Southeastern Bankruptcy Law Institute's 36<sup>th</sup> Annual Seminar with the Florida Network of IWIRC, as well as GlassRatner Advisory & Capital Group, LLC and BMC Group

On May 26, 2010, the Georgia Network held a panel at Alston & Bird LLP entitled "Consumer and Business Bankruptcy 101: What Every Insolvency Professional Needs to Know". It was an excellent opportunity to learn the basics about areas of bankruptcy which are not the focus of your practice.

On June 23, 2010, the Georgia Network sponsored a panel discussion entitled "Women's Views from the Bench" with Chief Judge Joyce Bihary and Judges Margaret H. Murphy and Mary Grace Diehl of the United States Bankruptcy Court for the Northern District of Georgia at McKenna, Long and Aldridge LLP. The Judges spoke about their careers and experiences as female judges and insolvency professionals.

On July 15, 2010, the Georgia Network, along with the Carolinas, Florida and Virginia Networks, sponsored "Margaritas at the Spa" at the Amelia Island Ritz Carlton in conjunction with the ABI 15<sup>th</sup> Annual Southeast Bankruptcy Workshop.

On August 3, 2010, the Georgia Network held a networking reception at the State Bar of Georgia following the 2010 Atlanta Bankruptcy Skills Training: Nuts & Bolts: Business and Consumer Bankruptcy Fundamentals for New and Young Practitioners.

On September 30, 2010, Georgia IWIRC is hosting a wine tasting at Toulouse.

Georgia IWIRC is also planning a welcome reception on October 19, 2010 for Judge Wendy L. Hagenau, who recently joined the United States Bankruptcy Court for the Northern District of Georgia.

### **Alabama Inaugural Event**

On Wednesday, September 15<sup>th</sup> the IWIRC Alabama Network held its inaugural event in Birmingham – a network kickoff breakfast and membership drive. The kickoff event, sponsored by Burr & Forman, provided an opportunity for those in attendance to network over breakfast and to learn more about the IWIRC organization and the Alabama Network. With local attorneys, accountants, members of the IWIRC Board of Directors and local bankruptcy judges in attendance, the event was a great success!

The meeting started out with a welcome to everyone in attendance by Bess Parish Creswell and Jennifer B. Kimble, the founding Co-Chairs of the Alabama Network. Bess Creswell and Alabama Network Vice-Chair Danielle K. Greco shared stories about their previous experiences as members of the Georgia and Carolinas Networks, respectively and the benefits of being an IWIRC member.

Jennifer Meyerowitz, Membership Services Director, spoke about IWIRC, opportunities for leadership at the local and international level, and the upcoming re-branding of the IWIRC organization. Leanne Gould, North American Program Vice Director, discussed programming, networking and continuing education opportunities available through membership in IWIRC.

The meeting concluded with Danielle Greco and Jennifer Kimble issuing a challenge to those in attendance to join IWIRC, attend the 17<sup>th</sup> Annual Fall IWIRC Conference in New Orleans, to spread the word about IWIRC, and bring a friend to the next IWIRC Alabama Network meeting on November 10, 2010.



*Leanne Gould Jennifer Kimble Michael Hall Bess Creswell*



*Danielle Greco and Co-Chair  
Jennifer Kimble*



*Amanda Beckett and Jamie Wilson*

### **IWIRC Canadian Network Recent Events**

IWIRC's reinvigorated Canadian Network continues to build, both in terms of membership and enthusiasm.

On September 9<sup>th</sup>, PricewaterhouseCoopers LLP hosted a networking luncheon that included a discussion of the recent restructuring of Canwest Global Communications Corp., a Canadian media conglomerate with interests in television, newspapers and Internet media. Attendees included female practitioners intimately involved in the restructuring, including counsel for senior secured lenders, counsel for Canwest and counsel for the Monitor. The event attracted a capacity crowd and allowed attendees to learn about the issues that arose in one of the most significant current restructurings in Canada. Thanks to Michelle Pickett for organizing the luncheon and to PricewaterhouseCoopers for hosting such a fun and informative event!

Next up for the Canadian Network is an event that brings a new twist to our traditional fall wine tasting. The "Wine and Chocolate" event, organized by Network committee members Melaney Wagner and Leanne Williams, will be held on October 6<sup>th</sup>. Aside from sampling a delicious array of chocolate and wine pairings, members and non-members will be able to connect and reconnect. It is sure to be a great evening!

The membership of the Canadian Network has grown by nearly 80% since last spring. Through events like the PricewaterhouseCoopers luncheon and the "Wine and Chocolate" reception, members of the Network from the North will undoubtedly continue to build and expand relationships in a relaxed and distinctive setting.

## MEMBER NEWS

**Georgiana Nertea** has been promoted to Senior Manager at EisnerAmper, LLP in New York City.

**Jamie L. Gingold** is now a partner at Gingold & Gingold LLC.

**Leanne Gould**, a managing director at GlassRatner Advisory & Capital Group LLC has been asked to serve on the Advisory Board for the American Bankruptcy Institute's Southeast Conference.

**Alison M. Elko**, an associate with McKenna Long & Aldridge LLP, has been elected as Member-at-Large to the Board of the Bankruptcy Section of the Atlanta Bar Association. She is also a Founding Board Member of the Young Professionals Turnaround Management Association Atlanta Chapter.

## UPCOMING NETWORK ACTIVITIES

**Thursday, September 30, 2010**

[Georgia Network Wine Tasting](#)

**Friday, October 1, 2010**

[Europe Network THE Oktoberfest EVENT](#)

**Monday, October 4, 2010**

[Canada Network Cocktail Reception](#)

**Wednesday, October 6, 2010**

[Canada Network Wine & Chocolate Event](#)

**Thursday, October 7, 2010**

[New England Network Dinner and Networking Event](#)

**Tuesday, October 12, 2010**

[IWIRC Annual Fall Conference](#)

**Tuesday, October 19, 2010**

[Georgia Network Reception for the Honorable Wendy L. Hagenau](#)

**Wednesday, October 20, 2010**

[Southern California 2nd Annual Girl's Night Out](#)

**Thursday, October 21, 2010**

[New York Network Event-details TBA](#)

**Thursday, December 2, 2010**

[Delaware Network Holiday Party](#)

**Thursday, December 2, 2010**

[So Cal Holiday Tea](#)

## DID YOU KNOW...

*Submitted by Shari Bedker, IWIRC Administrative Director*

In just 2 years, membership in IWIRC has grown from 822 to 1,066, an increase of 23% and we have 32 networks around the globe on 4 continents and members in 20 countries! Help spread the word to your colleagues of the fantastic networking and support that IWIRC provides by referring them to our website at [www.iwirc.com](http://www.iwirc.com).



Shari Bedker

## **IWIRC CONTACTS**

If you would like to:

- send an article for inclusion in one of our forthcoming issues;
- introduce a new member to IWIRC;
- join IWIRC; or
- volunteer to take on a leadership role within one of our committees

Please contact our administrative assistant, Marcy Gravatt, at [info@iwirc.com](mailto:info@iwirc.com).

## **IWIRC NEW MEMBERS**

*IWIRC New Members Between August 1 and August 31, 2010*

### **Rachel Arbour**

Hicks Morley Hamilton Stewart  
Storie LLP  
Toronto, ONT Canada

### **Theresa Bangert**

Sheppard Mullin Richter &  
Hampton LLP  
Los Angeles, CA USA

### **Lynn Borker**

Northwestern Mutual Financial  
Network  
Houston, TX USA

### **Elizabeth Brown**

Hicks Morley Hamilton Stewart  
Storie LLP  
Toronto, ONT Canada

### **Shannon Byrne**

Cleveland-Marshall College of  
Law  
Rocky River, OH USA

### **Bess M. Parrish Creswell**

Burr & Forman LLP  
Mobile, AL USA

### **Susan Friedman**

Davis LLP  
Toronto, ONT Canada

### **Catherine J. Furay**

Murphy Desmond SC  
Madison, WI USA

### **Linda Galessiere**

McLean & Kerr LLP  
Toronto, ONT Canada

### **Pearl Gupta**

PricewaterhouseCoopers  
Toronto, ONT Canada

### **Ann Lakeram**

Grant Thornton Limited  
Toronto, ONT Canada

### **Pu Liang**

Mayer Brown JSM  
Central, Hong Kong  
Gena Ann Lofton  
The Imperial Group  
Los Angeles, CA USA

### **Alison Manzer**

Cassels Brock & Blackwell LLP  
Toronto, ONT Canada

### **Mélanie Martel**

Davis LLP  
Montreal, QB Canada

### **Heather Meredith**

McCarthy Tétrault LLP  
Toronto, ONT Canada

### **Shirley Mohr**

Farber Financial Group  
Toronto, ONT Canada

### **Karen G. Nicolaou**

Atropos, Inc.  
Houston, TX USA

### **Alisa C. Peters**

Burr & Forman LLP  
Nashville, TN USA

### **Federica Pietrogrande**

Hogan Lovells  
Milan, Italy

### **Tiffany Redding**

US Bankruptcy Court, No. Dist.  
Of Illinois  
Chicago, IL USA

### **Sandra Sternberg**

Sitrick Brincko Group  
Los Angeles, CA USA

### **Tara Trevorror**

Bilzin Sumberg  
Miami, FL USA

### **Maryann N. Veytsman**

Sobel & Co., LLC  
Livingston, NJ USA

### **Tracey Weaver**

PricewaterhouseCoopers LLP  
Toronto, ONT Canada

### **Tally M. Wiener**

New York, NY USA

### **Jamie A. Wilson**

Benton & Centeno, LLP  
Birmingham, AL USA

### **Jennifer Wong**

PricewaterhouseCoopers LLP  
Toronto, ONT Canada

### **Adrienne K. Woodyard**

Davis LLP  
Toronto, ONT Canada

### **Anita Xavier**

Alvarez & Marsal Asia Limited  
Wanchai, Hong Kong

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