



IWIRC's New Web Launched Designed with You in Mind



Judith Elkin

IWIRC, the International Women's Insolvency and Restructuring Confederation, launched its new website today. This important milestone was announced by **Judith Elkin**, IWIRC chair and partner at Haynes and Boone, at the IWIRC Spring Conference in Washington DC. "I am so pleased to have our new site up and running," said Judith, "We now offer a more user-friendly website, with a new refreshing design, that provides better access for our members to each other, and updated network management tools that take some of the load off of our network chairs."

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The International Women's Insolvency and Restructuring Confederation E-Newsletter

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- Eventbrite – Just add ice!

IWIRC.COM: Check it Out

These are a few of the tools and links you will find on the just launched IWIRC website:

Web tools for networks

- Eventbrite invitation system
- Flickr photo uploading program
- Member database, accessible by network
- Network website, customized by network
- Sample documents for building a strong network
- Support for developing and managing the network website

Professional development tools for members

- Member profile-customized, searchable, vcard, photo, link to firm
- Archive of member-authored articles and links to other content
- Speaker's Bureau registration
- Access to members globally
- Global calendar

International Womens Insolvency & Restructuring Confederation

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connecting women worldwide

Search for an IWIRC Member [Advanced Search](#)

ABOUT IWIRC | NETWORKS | NEWS | EVENTS | MEMBERSHIP | SPEAKERS BUREAU | RESOURCES

Smart. Confident. Connected. I am IWIRC

Join IWIRC
A global networking community creating opportunities through education, mentoring and networking. A world of benefits is just a click away.
Learn more about membership benefits!

About IWIRC
Founded in 1994, IWIRC is the premier networking organization devoted to enhancing the professional status of women in insolvency and restructuring. IWIRC members comprise every discipline in the industry and are located in every major market throughout the world.
[Learn More.](#)

NEWS

Wednesday, March 23, 2011
[International Announcement](#)
IWIRC 2011 Founders Awards
IWIRC 2011 Founders Award Recipients Announced! [Read More](#)

Thursday, March 10, 2011
[Articles by Members](#)
Social Media Primer
Amanda C. Ellis, Esq
[Download PDF](#)

Saturday, January 1, 2011
[International Newsletter](#)
2011 Jan eNews
[Download PDF](#)

Monday, October 11, 2010
[International Photo Album](#)
IWIRC 17th Annual Fall Conference Photos
IWIRC 17th Annual Fall Conference
[Photos](#) [View Gallery](#)

MEMBER TESTIMONIALS

"I really feel strongly that women should make more opportunities to network and get ahead."
Gogi Overhoff, Gumbiner Savett, Inc.
Southern California Network

UPCOMING EVENTS

Tuesday, April 05, 2011
[Delaware](#)
Delaware Network Meeting and Cocktail Party

Wednesday, April 13, 2011
[New York](#)
IWIRC New York Network Spring Fling

Thursday, April 14, 2011
[Northern California](#)
Northern California Network Quarterly Luncheon

Thursday, April 21, 2011
[Alabama](#)
Managing it All? Striking a Balance Between Work, Life & Family Round Table Panel Discussion

Wednesday, April 27, 2011
[Chicago](#)
2011 Dine Around

IWIRC's 18th Annual Fall International Conference
Tampa, Florida USA
October 11-12, 2011
Save the Date!

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Debra Grassgreen

The website, designed by HaneChow of San Francisco, under a team of IWIRC members led by **Debra Grassgreen**, a partner with Pachulski Stang and co-founder of IWIRC's Northern California Network, and **Deb Kuptz**, a partner at

AlixPartners and former chair of IWIRC, was rebuilt from top to bottom with the needs of both members and networks in mind. "The process was very open and inclusive," said Debra Grassgreen. "We had a small committee of members working on the day-to-day development, and a larger advisory board representing every facet of the organization: global networks, committees, board and administration. We succeeded in building a site that reflects our culture – warm, open, savvy and interested in helping each other develop professionally." Hayslett Group in Atlanta also provided consulting advice to insure that the redesigned website met all of IWIRC's communications goals.

Shari Bedker, IWIRC's administrative director, and her team, took the laboring oar in working on issues of content and functionality. With their usual aplomb, they responded to hundreds of information requests, attended dozens of meetings and conference calls, and put their all into making sure the transition would be seamless. "This is one of the best association websites I've been involved with. IWIRC members will be amazed by the user experience and our network chairs will welcome the resources to help them grow and manage their networks," Shari said.

IWIRC's new logo and brand strategy, unveiled at the 2010 Fall Conference in New Orleans, is clearly reflected in the new site. "This website is a powerful statement about our determination to improve our members' experiences with the organization and with each other. We've achieved an interim objective with this launch and the ongoing goal is to keep members connected to each other and their target markets locally, nationally and internationally in ways that help them succeed."

IWIRC Members are Open for Business

Complete a new profile by May 1 and win a free registration to the Fall Conference¹

The member profile function on the new IWIRC website is designed to be an effective tool in a member's practice development arsenal. Members are now able to identify the specific practice areas and industries in which they practice, as well as to compose a biography that highlights and presents their specific areas of expertise, accomplishments, market niches and any other details a member deems relevant.

Prospective clients are now able to search the member profiles to find the help they need. The search function is powerful, allowing for multiple criteria to be identified. So, someone from Germany can find local counsel in Atlanta, see a little bit about the person's background and link to that member's firm right from her or his profile.

Updating your profile is incredibly simple so you can regularly add new important cases or accomplishments to it. You can also add the link to your emails and other marketing communications so the best and most up-to-date information about you is always available.

We want the new member database to be as robust as possible ASAP! To encourage you to take advantage of this great marketing tool, every member who completes their profile by 5:00 pm Eastern time on May 2 will be entered into a drawing for a complimentary registration to

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IWIRC's Fall Conference in Tampa on October 11 and 12. The registration is transferable to another IWIRC member with a completed profile.

Home Page > Member Profile > Update > Save. It's that easy!

¹ Must be an IWIRC member to participate; completed profile must include a photo and biography of 50 words or more and be uploaded onto IWIRC.com by 5:00 pm Eastern on May 2, 2011.

The screenshot shows the IWIRC website interface. At the top, it says "International Womens Insolvency & Restructuring Confederation" and "Stay Connected:" with social media icons and "Login / Register". A search bar is present with the text "Search for an IWIRC Member" and a placeholder "Name, Address, Company, etc.". Below the search bar is a navigation menu with tabs for "ABOUT IWIRC", "NETWORKS", "NEWS", "EVENTS", "MEMBERSHIP", "SPEAKERS BUREAU", and "RESOURCES". The main content area features a "Michigan" section with three images: a lake, a bridge, and a city skyline. Below this is a "Members" section with a "MEMBER PROFILE" for Debra Kuptz. Her profile includes her name, title "Partner" at "AlixPartners", address "2000 Town Center Suite 2400 Southfield MI USA, 48075", phone "T: 248-225-4867", email "dkuptz@alixpartners.com", and practice areas "Crisis Communications". A "Professional Bio:" section follows, detailing her 20-year career and role in the Michigan Network. To the right of the profile is a "Join the IWIRC Community" box with a "Join IWIRC" button and a testimonial box titled "Member Testimonials" featuring a quote from Salene Kraemer, MAZURKRAEMER Business Law Western Pennsylvania Network.

so many IWIRC members!" said **Beth Hansen** of Goodrich Corporation and Secretary of the international board. It is easy to use links to register for any event with just a click.

The centralized list is an equally important tool for networks to promote their network's events and to see if there are opportunities to co-host events with neighboring networks.

www.IWIRC.com is Network Central

Custom webpages give every network its own place to promote itself, its events, news and other local information that members can use. Networks can post calls for volunteers, post photos and invitations, publish articles written by their members and, in general, make IWIRC "live" right there in the region.



Tracy Gopal

As the Americas Networks chair, **Tracy Gopal** of E&Y knows the difference that having a tool such as this

can make in the life of a network's leadership. "It is a challenge to stay in touch with each other even within a geographic region. People are busy and can't always go to a meeting or event even if it is local. Now that each network has its own webpage they have a great platform for keeping a dialogue going among members... a place to share ideas, information on new cases, jobs, and other news," she said.



Aruni Weerasekera

"This capability will be very helpful for the Asia Pacific networks – both to keep us up-to-date with Europe and US happenings, as well as to stay in touch with each other. Technology is key to overcoming the communications challenges created by geographic distance and frequent travel," said **Aruni Weerasekera**, of Alvarez & Marsal and Asia Pacific Networks chair.



Gabriella Covino

Gabriella Covino of Gianni, Origoni, Grippo & Partners and European Networks chair, agreed. "We welcome any tool that helps our network members

be more involved. This will be a great conduit for feedback as well," she said.

The network webpages will also offer a password protected section that network boards can use to store and share documents such as their rules of operation, event calendars, meeting minutes, and other key management information. "We are hoping that once networks begin to archive the tools they've developed, new members and leaders won't have to recreate the wheel. We also believe that eventually networks will share their tools with other networks, driving best practices throughout the organization," Tracy added.

An online tutorial by HaneChow, our web architects, specifically for networks will be held to help them customize the site and transfer content into it.

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Search for an IWIRC Member

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ABOUT IWIRC NETWORKS NEWS EVENTS MEMBERSHIP SPEAKERS BUREAU RESOURCES

Alabama	Florida	Ohio – Greater Cincinnati / Northern Kentucky	Australia
Mountain / Desert – AZ, CO, NV, UT	Chicago	Ohio – Northeast	Canada
California – Northern	Indiana	Western Pennsylvania	China
California – Southern	Baltimore	Tennessee	Hong Kong
California – San Diego	New England	Texas – Dallas / Fort Worth	Europe
Carolinas	Michigan	Texas – Houston	Singapore
Connecticut	New Jersey	Virginia	
Delaware	New York	West Virginia	
Georgia	Ohio – Central	Washington DC	

Eventbrite – Just Add Ice!

Every network now has a new way to make their events more professional, more appealing and better attended. A program called Eventbrite helps event planners identify a mailing list, create an invitation, track RSVPs and collect fees. Once the event has been set up, it is automatically listed on the Network's own webpage, as well as on the overall list of Upcoming Events. For the perfect party, just add ice!

Terri Steinbrenner, of JP Morgan and the co-chair of the New York network, took on the first test of the Eventbrite system, after a short tutorial – literally about ten minutes. "I love this system!" Terri said. "Within an hour of our invitation going out, we had 12 registrations. I like all of the features, but my favorite is the ability to accept credit card payments."

Because networking events are a key benefit of IWIRC, the board had a stated goal to relieve the network leadership of some of the administrative burden of organizing events. Existing technology provided the solution. The Eventbrite system is robust and will likely be continually made better by the provider, a benefit to IWIRC.

A tutorial for network webmasters will be given on Eventbrite and many of the other administrative functions our new website offers. And, as the networks put Eventbrite to the test, we will be surveying them for feedback, concerns, and ideas for the future.

The screenshot shows an Eventbrite event page for "IWIRC New York Network Spring Fling". The event is scheduled for Wednesday, April 13, 2011, from 8:00 PM to 9:00 PM (ET) in New York, NY. The page features a ticket table with two options: "IWIRC Members" for \$75.00 and "IWIRC Non-Members" for \$95.00, both with a \$0.00 fee. There are social media sharing buttons for Email, Share, Tweet, and Like. The "When" section includes a calendar icon and a link to "Add to my calendar". The "Where" section lists the location as Midtown Executive Club, 40 West 45th Street, inside the Club Quarters Hotel. The "Hosted By" section identifies the host as IWIRC New York Network and provides links to view other events, contact the host, and subscribe to notifications. Payment options for MasterCard, American Express, Discover, and Visa are shown, along with an "Order Now" button and a link to "Show other payment options".

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
IWIRC Members	Apr 13, 2011	\$75.00	\$0.00	0
IWIRC Non-Members	Apr 13, 2011	\$95.00	\$0.00	0



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