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September 2009 Member Spotlight

Q: How did you get involved in your business?

A: I had taken a course on environmental law in New Jersey in law school and was intrigued by the way this particular area of the law incorporates cutting edge technical concepts into the practice of transactional law. Also, it was an exciting time to become an environmental lawyer, because the playing field was constantly evolving due to new legislative and regulatory initiatives.

Q: What are the positives & negatives about your business?

A: A good lawyer has to achieve the right balance – you're an officer of the court and so your actions must be guided by statute and case law, but your client may have different objectives – and so you need to find the middle ground. I'm actually energized and motivated by issues which others might see as negatives. The juggling act of dealing with all the players, the politics, the need to manage the legal costs and deliver value for every dollar spent by the client, and the whole time management thing – these are certainly challenges, but I choose to approach them with a positive point of view rather than allowing negativity to cloud my judgment and perhaps impact my work product.

Q: What do you do in your spare time?

A: I don't have any spare time! I'm a partner in a busy law firm, I'm married to an attorney with his own real estate practice, and I have two young sons who need me to wear my "mom hat" every free moment I can spare. I do find relaxation in the kitchen because I love to cook and experiment with food. Also, we have a second home in the country and I love spending time outdoors.

Q: How have you & your business benefited from ICREW NJ Membership?

A: The obvious benefits of membership include the terrific networking events and the top-notch educational programs which I've been fortunate to participate in as both presenter and attendee. Beyond that, though, I feel I have derived very tangible benefits just by sheer association with so many strong, intelligent and successful women. Being part of this organization is a boost to my confidence and my self-esteem.

3 Business Tips:

1. PAY ATTENTION TO DETAIL

Don't make assumptions and don't take shortcuts unless you're 100% certain that the final outcome will be the same.

2. BE FLEXIBLE BUT FIRM

Stay open to other people's suggestions and differing points of view – but if you really feel strongly about something, stick to your guns.

3. CONNECT THE DOTS

When drafting a document such as a business letter, you'll be less likely to leave out important facts if you structure your writing within the context of telling a story which has a clear beginning, middle and end.