

MEMBERSHIP TALKING POINTS

To: ACC National Capital Region Leaders
From: Ilene G. Reid, WMACCA Executive Director
Re: Detailed "Talking Points" for Membership Development
Date: January 2016

Overall Sales Pitch:

1. ACC and National Capital Region chapter membership is all-inclusive – no add-on fees for Chapter, Committee or Section membership.
2. The only bar association comprised solely of in-house counsel.
3. Individual membership is only \$335 per year. Packages are available for departments with nine or more attorneys and some packages include auxiliary benefits. (See chart at the end of the memo for large-law rates.)
 - Depending on how many attorneys in your department, the group rate decreases the per person cost significantly – to as little as \$133 per year per person.

Next Steps for Large-Law Prospects:

1. Representatives of ACC and chapter will visit prospect's site to meet and discuss, and provide a walk-through of the web site resources.
2. ACC will provide free access to the web site's member-protected resources for one month.
3. Our chapter will work with the prospect to develop a CLE targeted to the interests of the prospect's lawyers. With our deep bench of law-firm sponsors, we can partner with representatives of the company's current outside counsel and will include in-house presenters. We will deliver this CLE on-site at the prospect's offices.

Specific Benefits of Membership:

ACC National Capital Region:

1. **All you need to know about ACC National Capital Region is at your fingertips on our** world-class web site, providing the information and links you need to take your in-house career to the next level.
2. **ACC National Capital Region chapter programs can easily meet all your substantive CLE needs, at an extremely reasonable price.**
 - Our chapter puts on more than 80 CLEs each year - courses that are designed to meet the specific practice needs of in-house counsel. We are certified as an MCLE sponsor by the Virginia State Bar. Several other Bars either have credit-reciprocity with Virginia-approved courses, or will grant credit for our programs after you go through a brief application process for the course.
 - Past chapter CLEs have featured many of the top lawyers and policy-makers in the country, including U.S. Supreme Court Justice Antonin Scalia, former White House counsel Beth Nolan, A.B. Culvahouse, and David Leitch, former Solicitors General Seth Waxman, Ted

Olson, Paul Clement, and Maureen Mahoney; former and current high-level officials from DOJ, SEC, FTC, EEOC.

- Most of our CLEs are free-of-charge. Programs with a fee are nominally priced.
 - Access to these programs does not involve extensive travel or being out of the office for a significant period of time. Sessions are held mostly at lunch, in convenient locations. If you can't attend a program in person, most are available by distance-learning (Web seminar or teleconference call). There is no charge for Web seminars or teleconferences.
 - Web seminars are archived on our web site. Access to the archive is completely free-of-charge.
3. **You will meet your in-house colleagues and develop a more robust professional network.** Our local committees – the Forums – provide you with ready access to your colleagues in the local area who work in a particular market sector or specialize in a specific practice area. The contacts you make through your involvement with the chapter can provide valuable referrals, a “reality check” on a new or unique issue, or assistance with your career development.
- The **General Counsel Breakfast Club**, which meets monthly, provides our CLO members with an opportunity to meet informally with their peers to share information and insights into the executive, legal and management roles of today’s CLO.
4. **Career development – whether you’re moving on, moving up, or just want to keep things moving.** Whether you are managing an in-transition period, finding that next great job, or improving or broadening your skill set to keep things fresh, the chapter’s programming and networking opportunities are the keys to career success. Local job listings – excerpted from the ACC Jobline – are available with one click from our web site. We also post “word-of-mouth” listings via a chapter discussion group and our members-only LinkedIn group.
5. **Want to have a voice in the Bars that regulate your practice?** We monitor and participate in the work of the Bars in D.C., Virginia, and Maryland on issues such as attorney regulation and licensing. For example, we were involved in the development of the Virginia Bar licensing rules for in-house counsel, and in the Virginia Supreme Court’s recent revision of rules on admission to the Bar without examination and on *pro bono* for corporate counsel licensed under the corporate counsel rule.
6. **Wish the profession took better note of the role of in-house counsel?** We strive to enhance the visibility and recognition of in-house practice by working with the local media to provide input to stories about issues that affect in-house practitioners.
- The annual **Corporate Counsel Awards** provide the finalists and winners of these prestigious honors with appropriate recognition of their contributions to the profession and to their organizations.
7. **A broader view of your life as a lawyer in our area.** If you are looking for ways to give back in the community, we have a vibrant community service and pro bono program that can get you plugged in quickly (and help you broaden your professional network in the process).

ACC:

1. ACC Website: Online database with sample forms and policies, articles, checklists, references, etc.
2. InfoPaks: Information packages that include articles, sample forms and policies, and case law on hot topics.
3. ACC Docket subscription: award-winning journal featuring articles written by in-house counsel on issues you face, providing solutions you can use now.
4. ACC Newsstand: Daily newsletter can be customized to provide updates on more than 40 practice areas, in 40 jurisdictions.
5. eGroups: Post questions to our in-house peers.
6. In-House Jobline: The go-to bulletin board of in-house counsel positions.
7. Advocacy: ACC weighs in on important issues affecting your ability to practice.
8. ACC Value Challenge: Resources that help you save money and time while increasing your value to senior management, and help you manage your outside counsel partners.
9. Education: Webcasts, the Annual Meeting, and conferences around the globe.
10. ACC Alliance: ACC partners with leading vendors to provide discounted products and services.

Membership-Large Law Rates

It is the perfect way to provide your attorneys with all the practice resources necessary for them to do their jobs effectively. The large law membership package fee schedule is outlined here—along with the clear savings this option offers over individual membership.

<i>Number of Members</i>	<i>Price Per Company</i>	<i>Compared to Individual Dues*</i>
9-15	\$3,000	\$5,025
16-25	\$5,000	\$8,375
26-35	\$7,000	\$11,725
36-50	\$9,750	\$16,750
51-75	\$14,000	\$25,125
76-100	\$18,500	\$33,500
101-150	\$25,000	\$50,250
151-200	\$32,000	\$67,000
201-250	\$36,000	\$83,750
251-300	\$40,000	\$100,500

**Assuming maximum enrollment (rates displayed in US dollars).*