



2018 MWL PARTNER OPPORTUNITIES

Equality • Leadership • Community

Minnesota Women Lawyers, Inc.
Kendra Brodin, 2017-2018 President
Debra Pexa, Executive Director

MWL's Mission

To advance the success of women lawyers
and strive for a just society.

From the MWL President



November 2017

As President of Minnesota Women Lawyers (MWL), I am pleased to invite you to join MWL as a 2018 Partner.

Although MWL has witnessed great gains for women attorneys throughout its 46-year history, gender disparities within the profession remain. As a leader in the legal community, your commitment to MWL is vital to our ongoing success and to the success of women attorneys.

Since its inception, MWL has been honored to partner with attorneys and legal employers across the state to help advance its mission. It is through this collaborative work that MWL will continue to support increased success for women attorneys. As we look forward, we hope you will join us in this effort.

Throughout my active involvement with MWL, I have been inspired time and again as I've met and worked with diverse attorneys from across Minnesota who are all dedicated to advancing the success of women attorneys. I am honored to be part of an association that supports our highest aspirations, as members of the legal community and members of our own communities.

I hope you will sign on as a 2018 MWL Partner and add your support in advancing our mission. This brochure provides information about MWL's 2018 Partnership and its many benefits.

As an MWL Partner, your organization will enjoy the unique benefit of being part of the "MWL Partner Leadership Council" which brings together attorneys from across the legal community in an exchange of ideas and best practices. You can read more about this on page 7. You can also learn more about MWL's ongoing initiatives and events at www.mwlawyers.org.

Thank you for your consideration and support. I look forward to hearing from you and working with your organization as, together, we work to advance the success of women lawyers and strive for a just society.

*Sincerely,
Kendra Brodin
2017-2018 MWL President
Briggs and Morgan, P.A.
(612/977-8238; kbrodin@briggs.com)*



MINNESOTA WOMEN LAWYERS
Equality • Leadership • Community

A Legal Community Collaboration: MWL Partners Make an Impact

As a mission-driven association, MWL exists not only to celebrate the many successes of women attorneys, but to also address the challenges they still face. It is through its collaboration with the Minnesota legal community that MWL has been best able to advance the success of women attorneys.

2017 MWL Partner Leadership Council: A Successful Inaugural Year!

All 2017 MWL Partners were invited to appoint an attorney representative to the 2017 MWL Partner Leadership Council. Through their participation, representatives not only collaborated in an exchange of ideas and best practices related to advancing the success of women attorneys, but they also had the opportunity to gain essential leadership skills and expand their professional network among legal community leaders.

2017 gatherings included:

March 2017: “Building & Maintaining Strong Relationships Across the Legal Community: Essential Tools to Advance the Success of Women Attorneys”

June 2017: MWL President’s Summer Social

October 2017: “Legal Employer Efforts to Advance Women Attorneys: What Works, What’s Next?”

In 2018, MWL looks forward to continuing the Partner Leadership Council, to further build mutually-beneficial connections among its legal employer Partners, and ultimately to advance MWL’s mission and strategic goals.



Small-Group Discussions: March 2017



Discussion Facilitators: October 2017

“*In looking ahead to the new year, Minnesota Women Lawyers welcomes the opportunity to continue this valued collaboration with each of our 2018 Partners. By sharing our collective successes and challenges, we are best able to advance women attorneys within the profession.*”

- MWL Executive Director Debra Pexa



MWL's 2017 Highlights



2017 MWL Conference for Women in the Law

Held in April 2017, the MWL Conference gave members and Partners an opportunity to collaborate across MWL's statewide community, attend high-value programming of interest to our diverse audience, and take advantage of meaningful networking and business-growth opportunities.

The 2018 Conference is scheduled for April 27th, 2018.

Photo (left to right): Dani Deering, Lockheed Martin & 05-06 MWL President; Keynote Speaker Laurie Robinson Hayden, CBS Corporation & Corporate Counsel Women of Color CEO; and Connie Armstrong, McGough Construction & 16-17 MWL President.

2017 MWL Rosalie Wahl Leadership Lecture

Established in honor of Justice Rosalie Wahl's retirement from the MN Supreme Court, the MWL Wahl Lecture recognizes women leaders who have broken ground and also point the way for women to follow. 2017 Wahl Lecture keynote speaker Lauren Stiller Rikleen is a nationally recognized expert on developing a thriving, diverse and multi-generational workforce. Her presentation is entitled "Pushing the Envelope to Achieve Gender Equality: Moving Beyond Boundaries."



Lauren Stiller Rikleen

MWL Equity Efforts

MWL continues its work related to the systemic advancement and success of women attorneys across the legal profession, including:

- MWL Media Resource Project
- Non-Profit & Corporate Board Leadership Initiative
- Judicial Pipeline Initiative
- Gender Data Project
- The MWL Compendium Research Database

Complete details about each of these initiatives, plus many other current events and projects, are available at www.mwlawyers.org.

MWL Recognized with 2017 Diversity & Inclusion Award



MWL was honored to be recognized as a 2017 Minnesota Lawyer Diversity and Inclusion Award recipient. This new award recognizes those in the legal profession that go above and beyond in their efforts to create a more diverse and inclusive legal community.

Photo: Current and former MWL leadership accept the award on behalf of MWL.





THANKS to MWL's 2017 Partners

*MWL is grateful to the
Minnesota legal community
for its tremendous support.*

PLATINUM



FAEGRE BAKER
DANIELS

Merchant
& Gould

ROBINS / KAPLAN^{LLP}

GOLD Fredrikson & Byron, P.A.
Lindquist & Vennum LLP
Stinson Leonard Street LLP
Zelle LLP

BRONZE Arthur Chapman Kettering Smetak
& Pikala, P.A.
Bassford Remele, P.A.
Benchmark Reporting Agency
Berg, Debele, DeSmidt & Rabuse, P.A.
Bowman and Brooke LLP
Briggs and Morgan, P.A.
Carlson, Caspers, Vandenburg, Lindquist
& Schuman, P.A.
Depo International
Felhaber Larson
Greene Espel PLLP
Halunen Law
Jackson Lewis P.C.
Jones Day
LeVander, Gillen & Miller, P.A.
MADEL PA
Maslon LLP
Meagher & Geer PLLP
Mueting, Raasch & Gebhardt, P.A.
Ogletree, Deakins, Nash, Smoak
& Stewart, P.C.
Paradigm Reporting & Captioning
Patterson Thuyente IP
Prime Therapeutics
Robert Half Legal
Schwebel Goetz & Sieben PA
U.S. Bank National Association
Winthrop & Weinstine, P.A.
Xcel Energy

SILVER Barnes & Thornburg LLP
Fish & Richardson P.C.
Fox Rothschild LLP
Gray Plant Mooty
Larkin Hoffman
Moss & Barnett
Nilan Johnson Lewis
Stoel Rives LLP
UnitedHealth Group

Making the Case: A 2018 MWL Partnership



STRENGTH IN NUMBERS Minnesota Women Lawyers (MWL) is a statewide network of nearly 1,300 diverse attorneys, judges, law students & legal employers, all dedicated to advancing the success of women attorneys and striving for a just society.



NETWORKING & CLIENT DEVELOPMENT MWL is a powerful source of business growth through its many networking and professional opportunities. MWL Partners expand their influence by gaining market exposure to MWL members and the greater community.



COMMUNITY & INFLUENCE MWL fosters a strong sense of community among its members and leverages its collective voice to advance its mission. MWL members are attorneys of great prominence: from judges to general counsel, legislators to managing partners, law school leaders to top public attorneys. MWL Partners have countless opportunities to interact with trendsetters from across the legal community.



LEADERSHIP & SKILL-BUILDING Since its inception in 1972, MWL has addressed the changing needs of its members by offering a wide-range of professional development activities. MWL Partners are uniquely positioned to give their attorneys greater opportunities to develop as leaders, learn skills in a collegial and supportive environment, and foster greater satisfaction within the practice of law.



MORE WORK TO BE DONE Above all, MWL is a mission-driven association, existing to celebrate the successes that its members have achieved, and to address the challenges women attorneys still face. MWL Partners actively demonstrate their support of MWL's mission, not only to their own attorneys and legal professionals, but also to current and prospective business partners and clients.

2018 Partner Opportunities & Benefits

> CONNECT

MWL is pleased to offer year-long partnerships to the legal community. By signing on as a 2018 MWL

> COLLABORATE

Partner, legal employers demonstrate their commitment to MWL's mission, streamline support with

> MAKE AN IMPACT

an annual contribution, and enjoy a wide-range of benefits with a full year of programs and initiatives.

MWL Partners not only enhance their business and marketing goals, but also gain ample opportunities to

connect with MWL and its membership, collaborate on common goals, and impact MWL's mission.

2018 PARTNER

Platinum - \$10,000

Gold - \$7,000

OPPORTUNITIES

Silver - \$4,000

Bronze - \$1,500

EVENTS & SEMINARS	PLATINUM	GOLD	SILVER	BRONZE
MWL Rosalie Wahl Leadership Lecture (Fall 2018) • Table of ten	X	X	X	
MWL Conference for Women Attorneys (April 27, 2018) • Full conference registration	2	1	50% off 1 registration	
MWL's 45th Annual Meeting (April 27, 2018) • Individual luncheon tickets	5	5	5	
General Tickets for use at MWL events throughout 2018 (Value up to \$50.00; restrictions apply.)	10	10	5	5
NETWORKING / LEADERSHIP	PLATINUM	GOLD	SILVER	BRONZE
Invitations to and recognition at MWL's general networking receptions.	X	X	X	X
Co-branded collaboration opportunity*	X			
MWL Rosalie Wahl Leadership Lecture • Tickets to exclusive networking President's Reception with keynote speaker	10	10		
Opportunity to appoint a representative to the MWL Partner Leadership Council	X	X	X	X

*Co-branded collaboration opportunity: Mutually agreed-upon in discussion with MWL. Partner must inquire to Debra Pexa (dpexa@mwlawyers.org) no later than 9/1/18 if interested. Opportunities may be limited and available on a first-come basis. Potential options include:

- Co-host / co-sponsor an MWL networking/social event.
- Co-host / co-sponsor an MWL CLE seminar.
- Speaking opportunity at mutually agreed upon MWL event.



MWL INDIVIDUAL MEMBERSHIP	PLATINUM	GOLD	SILVER	BRONZE
MWL Individual Membership*	6 New or Renewing	4 New or Renewing	2 New or Renewing	1 New or Renewing

*MWL Individual Membership: Does not include or apply towards Premier Membership.
 New memberships may be initiated anytime on or after January 1st, 2018 and run through June 30, 2019
 Renewing memberships begin July 1st, 2018 and run through June 30th, 2019.
 MWL individual membership benefit must be requested or initiated by the legal employer Partner.

GENERAL MARKETING	PLATINUM	GOLD	SILVER	BRONZE
Recognition as a 2018 Partner at MWL events throughout the year	Logo / Text	Text	Text	Text
Recognition on MWL's social media sites	Logo / Text			
Recognition in MWL Happenings throughout the year	Logo	Text	Text	Text
Recognition as a 2018 Partner on the MWL website throughout the year	Logo	Text	Text	Text
Use of a "level-specific" 2018 MWL Partner logo for legal employer's marketing purposes	X	X	X	X
Recognition on display ad listing 2018 MWL Partners	Logo	Text	Text	Text
Display ad in 2018 issue(s) of <i>With Equal Right</i>	4 half-page ads (one in each quarterly issue)	A 1/4-page ad (One ad in one 2018 issue of Partner's choosing)		
Recognition as a 2018 Partner on the MWL website homepage (rotating banner)	Logo			
Ongoing publicity and marketing throughout 2018	X	X	X	X

SIGNATURE EVENT MARKETING (Wahl Lecture, MWL Conference & Annual Meeting)	PLATINUM	GOLD	SILVER	BRONZE
Sponsor recognition in MWL's publication <i>With Equal Right</i>	X	X	X	
Sponsor recognition on the MWL website	X	X	X	
Sponsor recognition in the event program	X	X	X	
Sponsor recognition at President's Reception	X	X		
Sponsor recognition from the podium	X			
Corporate logo displayed prominently	X			

CONNECT • COLLABORATE • MAKE AN IMPACT



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2018 Partner Agreement Form

As we look forward to the year ahead, your strong support will be key to Minnesota Women Lawyer's continuing growth and success.

MWL will begin publicizing Partner support upon receipt of this form. Partner payment may be submitted during calendar year 2017 or 2018 (Preferably by January 31, 2018.)

Please make checks payable to "Minnesota Women Lawyers."

Further details about 2018 MWL Partnerships will be sent over the course of the coming year.

Minnesota Women Lawyers, Inc. is a 501(c)(6) non-profit organization. Contributions to MWL are not tax deductible as charitable donations for Federal Income Tax purposes. However, contributions may be tax deductible under other provisions of the Internal Revenue code.



Please Print & Submit

Check payment is preferred; please contact MWL for other payment options. Online form is also available at www.mwlawyers.org.

Firm/Legal Employer Name (exactly as it should appear in 2018 publicity):

Address: _____

City: _____ State: ____ Zip: _____

Contact Person: _____

Title: _____

Email: _____

Phone: _____

Indicate Level of 2018 MWL Partnership:

_____ Platinum Level - \$10,000

_____ Gold Level - \$7,000

_____ Silver Level - \$4,000

_____ Bronze Level - \$1,500

Thank you for your generous support!

Contact



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