

*NYWBAF Hosts A Breakfast Fundraiser Featuring Networking Expert J. Kelly Hoey*

*By Annie M. Ugurlayan*

On March 20, 2017, The New York Women's Bar Association Foundation hosted a breakfast fundraiser at The Cornell Club. NYWBA Foundation President Gretchen Beall Schumann welcomed the audience to the event, and then introduced Marilyn Kunstler, a NYWBAF Board Member who was instrumental in organizing the event. Ms. Kunstler introduced the speaker, J. Kelly Hoey, author of Build Your Dream Network: Forging Powerful Relationships in a Hyper-Connected World. Ms. Kunstler conducted an interview of Ms. Hoey, with questions centered on her book.

Ms. Hoey explained her career path, from an attorney at a large law firm to an investor and influencer who is lauded by Forbes as "1 of 5 Women Changing the World of VC/Entrepreneurship." She candidly noted that she is an "ambivert" and finds the whole notion of traditional networking – going to an event where you don't know anyone and having to schmooze – to be daunting. Instead, she encouraged the audience to take a different approach to building their careers by paying attention to what their networks see in them. Her book consists of case studies that explain how to make the most of your contacts and engage with them in a purposeful way. She also advised the audience to make sure that their online profiles – whether on LinkedIn or any other sites that can be found by a simple Google search – are up-to-date, reflect what they want to project, and are targeted to the audience to whom they are speaking. She encouraged the audience to think about the network they need to build by creating a "vision board" of people they admire and reaching out to them. Ms. Hoey also emphasized the importance of having both shallow and deep networks, the former to foster opportunities and the latter relating to subject matter expertise. Ms. Hoey said that everyone has two assets: 1) time and 2) reputation, and that they have to make the most out of both. She emphasized the importance of building trust. A lengthy q&a with the audience, which included students from Stuyvesant High School, followed. Each of the students received a copy of Ms. Hoey's book.

The Foundation thanks the following firms for their sponsorship of the event: Berke-Weiss & Pechman, LLP, Boies, Schiller & Flexner LLP, Cohen Rabin Stine Schumann LLP,

Condon & Forsyth LLP, and Martha E. Gifford, Esq., as well as to Board Member Marian Burnbaum for coordinating the attendance of the Stuyvesant students.

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