



Bruce Intro

# Agenda

- ⦿ Introduction
- ⦿ Presentation
  - > Doug Cornelius, Chief Compliance Officer of Beacon Capital Partners
  - > Bruce Carton, Editor, Securities Docket
- ⦿ Questions and Answers — (*anonymous*)
- ⦿ Slides — now available on front page of Securities Docket
  - > [www.securitiesdocket.com](http://www.securitiesdocket.com)
- ⦿ Conclusion



Bruce intro


## Webcast Series

- Series of webcasts — every other week
- Next: February 24, 2009
  - « **Liability of Professionals in the Financial Crisis** »
    - Stuart Grant, Grant & Eisenhofer P.A.
    - Michael Young, Willkie Farr & Gallagher LLP
- [www.securitiesdocket.com/webcasts](http://www.securitiesdocket.com/webcasts)



Bruce intro


# Panel



Doug Cornelius



Bruce Carton



SECURITIES DOCKET  
GLOBAL SECURITIES LITIGATION AND ENFORCEMENT REPORT

Bruce intro, briefly give my bio and Doug's--turn over to Doug



Doug--Web 2.0 is broad definition and pulls in lots of different activities and web sites

## Web 2.0

- Notifications
- Interactivity

Doug-- Focus on two aspects of how Web 2.0 can help you and how web 2.0 is different from Web 1.0

Notifications - Web sites have transformed to publishing platforms. They do a much better job of notifying you when there is change to the site.

Interactivity – The web is no longer a read only environment. You can interact with web pages, turning them from a static page to a communications tool.

## Web 2.0

- Interactivity
  - Networking
  - Marketing
  - PR

Why should you care about web 2.0?

This interactivity, these communications allows networking, marketing and public relations in new ways that we think are very valuable to securities and compliance professionals.

Web 1.0 was like the newspaper.  
You needed to go to it to read it.  
And it was read only.

THE WALL STREET JOURNAL. Digital Network WSJ.com MarketWatch BARRONS All Things Digital. More

EE, MMM NaN, NaN As of NaN:00AM EST

THE WALL STREET JOURNAL.

Welcome, **Doug Cornelius** Logout  
My Account - My Online Journal - Help

Today's Paper • Video • Columns • Blogs • Graphics • Journal Community

Home World U.S. Business Markets Tech Personal Finance Life & Style Opinion Careers Real Estate Small Business

QUICK LINKS: Obama's 100 Days Exec MBA Earnings Funds Report Stimulus Economy Madoff Heard on the Street Market Data Health

LATEST HEADLINES WSJ: MUFG Swings to a Loss

**What's News —**  
BUSINESS & FINANCE

**Plan May Use Private Bank for Bad Assets**  
Geithner is considering a plan to help purge banks of their bad bets by partnering with the private sector to buy troubled assets.  
• Plan's Unveiling Is Delayed Until Tuesday  
• U.S. Weighs Fed Program to Loosen Lending  
• Opinion: Reviewing the Bank Rescue Options

**Obama, GOP Trade Jabs on Stimulus**  
Obama and Senate Republicans bickered Saturday over his economic recovery plan after states and schools lost billions of dollars in a late-night bargain to save it.  
• Senate Reaches \$780 Billion Compromise  
• Complete coverage: Stimulus plan

**Ping An to Vote Against Fortis Asset Sales**  
Belgium is scrambling to secure the planned sale of troubled banking group Fortis to BNP, after China's Ping An Insurance said it will vote to block the deal.

**Featured**

**Australia Fires Kill At Least 108**  
The death toll from a firestorm in Australia continued to climb, and at least 700 homes were destroyed. Photos | Video

**World**

**U.S., Russia Seek Thaw, But Stay Firm**  
Russia's Deputy Prime Minister Ivanov and U.S. Vice President Biden sought to ease strained relations, but both remained steadfast on issues dividing the two countries.  
• Text of Biden's speech

**Market Data Center** 5:15 p.m. est 02/02/09

DJIA*	8280.09	217.52	2.70%	Nasdaq*	1591.71	45.47	2.9%
S&P 500*	868.80	22.75	2.69%	Global Dow*	1445.64	34.98	2.4%

Customize markets \* At close Source: Dow Jones, Reuters

**Tastings**

**Love and an Elegant White**  
For a Valentine's Day dinner at home, Dorothy Gaiter and John Brecher recommend pairing the meal with the particularly seductive Meursault.  
• Video | Wine Notes

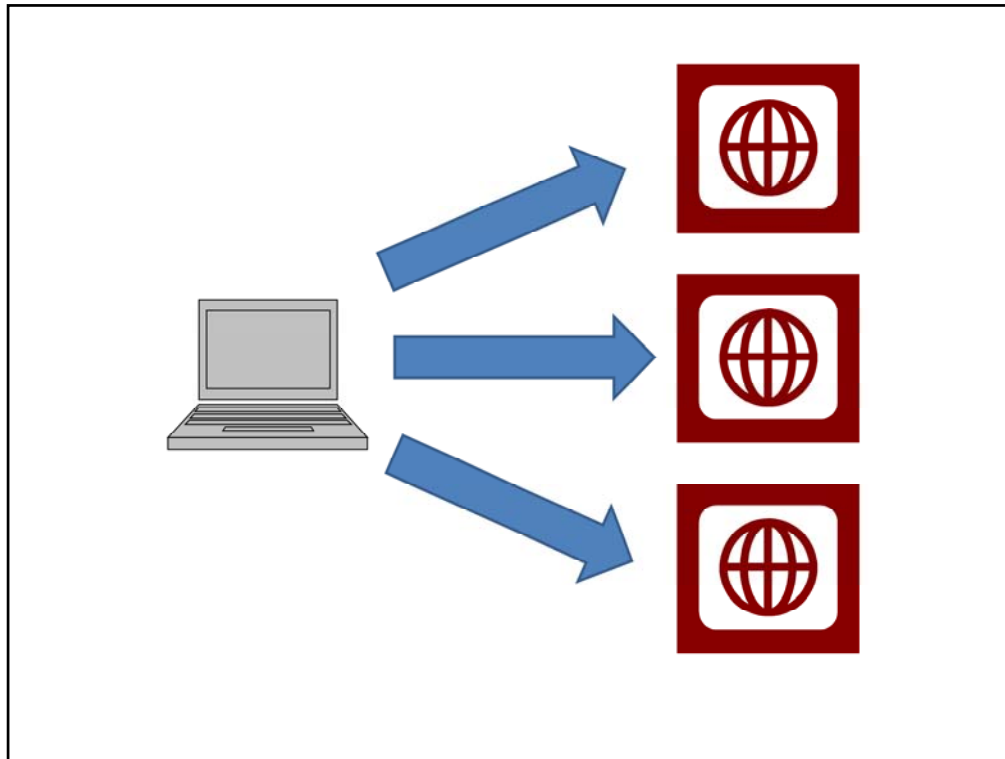
**NEW ENGLAND LAW BOSTON**  
1908  
You can't beat the experience.

Doug—

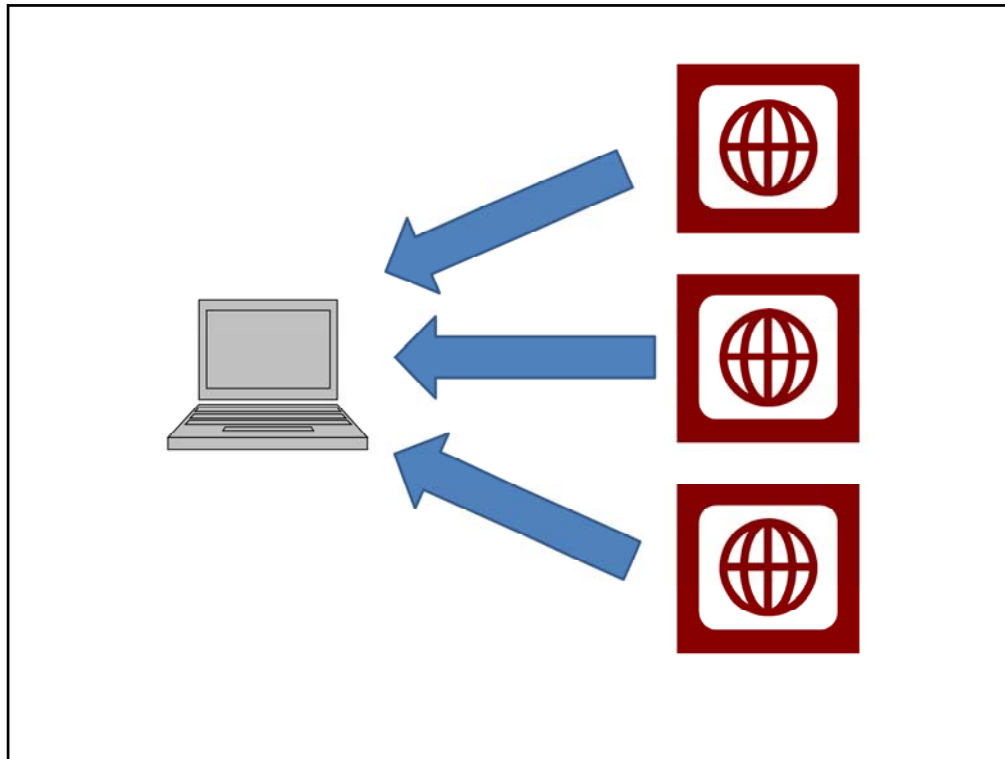
Web 2.0 is like WSJ.com

The news can be sent to you. the site lets you know when new information is available

It is interactive. You can comment back and interact with the information



Doug—  
In the web 1.0 world, you had to go and find the information you wanted.  
Web surfing



Doug—  
In the Web 2.0 world, the information you want is sent to you



Doug—

The driver beyond this is a function called RSS.

Really

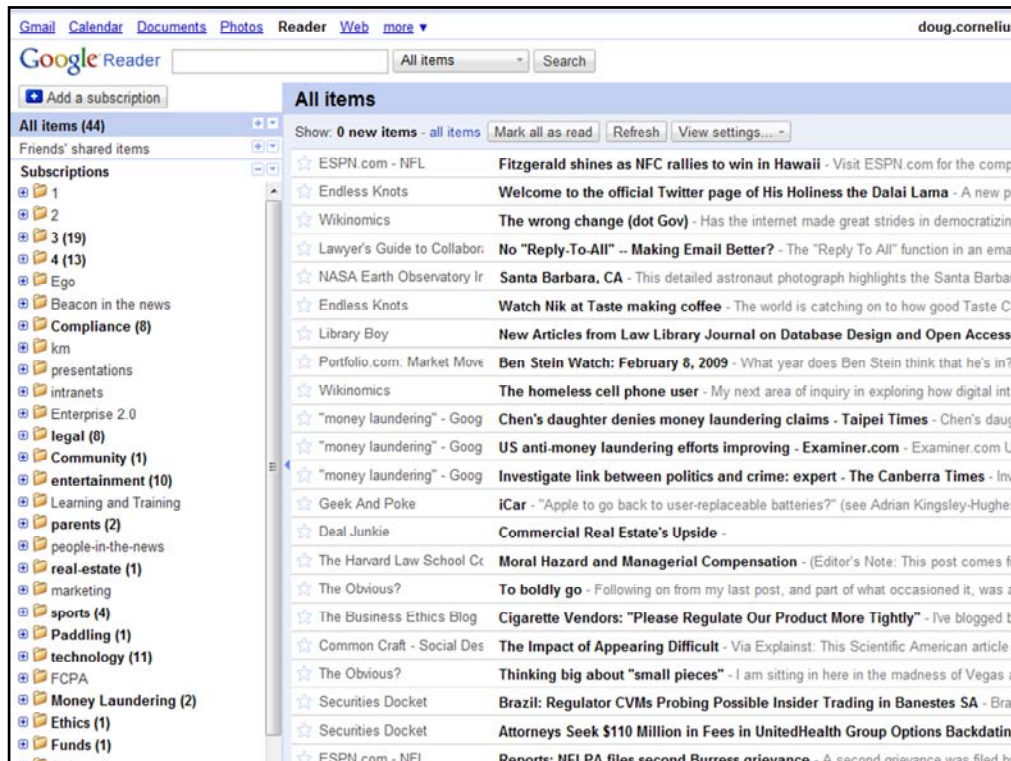
Simple

Syndication

Part of the function of website with RSS functionality is that they will send out a notification that there is new content.

You will see this orange symbol all over websites indicating that they will send you notifications of new content.

The most recent versions of Firefox and Internet Explorer will also display this orange RSS symbol in the address bar when it discovers RSS feeds on a website.



Doug—

The you need to use RSS is a RSS feed reader. It is the application that receives the update notification and allows you to read and organize the feeds.

It is much like an email in-box.

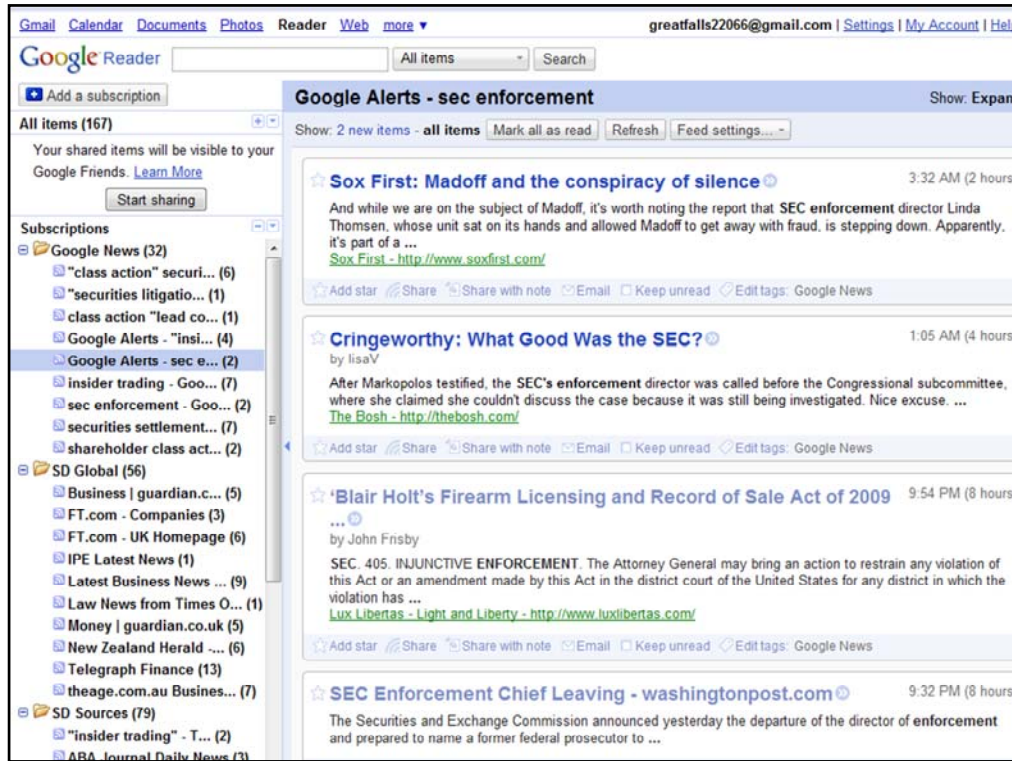
Outlook 2007 has one built in. Internet explorer has one built in.

But the most popular reader is Google Reader (and its free and web-based so you do not have to install anything on your computer.)

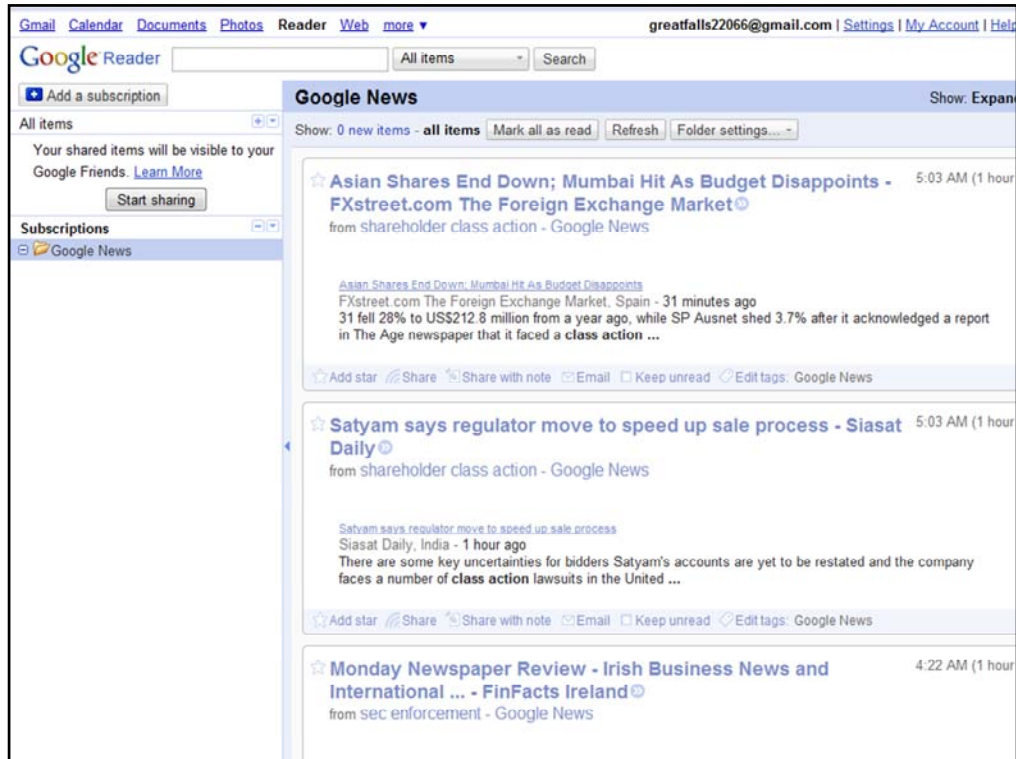
This is a snapshot of my RSS feedreader. I organize my feeds around priority and topic. The feed reader lets you know how many new items are in each.

I subscribes to over 300 sources. Some publish several times a day. Some once a day, others are once a week or even more sporadically.

Saves me time by not having to go to the sites. They come to me.



Bruce—Another Google reader, mine. Shows different way to collect info and display it. Hundreds of feeds, can go through very quickly to find the dozen or so each day out of thousands that are important to SD readers.



Bruce—My Google reader 10 mins later.

Being an expert in our field means  
being an expert in yours first.

**Citizens Bank™**  
Chris Ritchie, SVP  
Class Action & Regulated  
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**SECURITIES DOCKET**  
GLOBAL SECURITIES LITIGATION AND ENFORCEMENT REPORT

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### Web Watch: Best Blog Posts and Columns For the Week Ending Feb. 13

February 13, 2009 at 5:51 pm

Here is the weekly summary for Securities Docket's Web Watch ("This Week's Best Blog Posts and Columns"):

HARVARD LAW SCHOOL CORP. GOV. BLOG (Feb. 11, 2009): Is Investor Protection the Top Priority of SEC Enforcement? Academic study suggesting that the SEC favors defendants associated with big (listed) firms compared to smaller firms, and also finding tentative support [...]

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[Class Actions](#) [SEC](#) [Criminal](#) [Global](#) [People](#) [Industry](#) [SD Insider](#)

**Securities Class Action Against Jones Soda Dismissed, Plaintiffs May Seek Leave to Amend**

February 12, 2009 at 6:33 am

U.S. District Judge Robert Lasnik in Seattle dismissed the securities class action lawsuit against Jones Soda and several of its executives.

**Other posts in Class Actions**

Mary Schapiro's First 15 Days on the Job

February 11, 2009 at 2:15 pm

Attorneys Seek \$110 Million in Fees in UnitedHealth Group Options Backdating Settlement

February 8, 2009 at 1:39 pm

Class of 33,000 from UnitedHealth Group

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UK: FSA May Bring Unprecedented Series of Criminal Insider Trading Trials in 2009

Securities Docket News Wire for Feb. 13, 2009

New Jersey Senators Recommend Paul J. Fishman as Next U.S. Attorney

Bruce—types of web 2.0 type content grow daily—hopefully this one looks familiar.



## Compliance Building

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### RECENT POSTS

- [Federal Law to Protect Attorney Client Privilege](#)
- [Amendment to Mass. Data Privacy Law](#)
- [Web 2.0 - Leveraging New Media to Maximize Your Securities & Compliance Practice](#)
- [Massachusetts Amends and Extends Its Data Privacy Law](#)
- [More Regulation Needed for Private Investment Funds?](#)

### CATEGORIES

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- [Bribery and Corruption](#)
- [Code of Conduct](#)
- [Complaint Handling](#)
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## Federal Law to Protect Attorney Client Privilege

February 15, 2009 in [Complaint Handling](#) | [No comments](#)

Senator Arlen Specter of Pennsylvania introduced [Senate Bill 445](#): A bill to provide appropriate protection to attorney-client privileged communications and attorney work product. The bill:

"Prohibits federal prosecutors and investigators across the executive branch from requesting or conditioning charging decisions on an organization's reasonable assertion of attorney-client privilege or decision to pay of attorneys fees for an employee. This bill emphasizes that the right to counsel is chilled unless the confidential communications between attorneys and their clients are protected by from compelled disclosure. The Department of Justice has changed its rules three times in the past few years, and attorneys and clients need clarity and an unchanging rule."


The bill would reverse the [Thompson Memo](#) and the [McNulty Memo](#) which pressured companies to waive attorney-client privilege and disclose the results of internal investigations as part of federal prosecutions for wrong-doing.

The bill was just introduced so I have no idea whether it will be passed or whether it will change during the legislative process.

Thanks to Ellen S. Podgor of the [White Collar Crime Professor Blog](#) for pointing out the proposed legislation.

Tags: [attorney-client privilege](#), [McNulty Memo](#), [Thompson Memo](#)

Bruce—here is Doug's recently rolled-out blog.



Spotlight on 404 Cost-Benefit Survey  
...

Spotlight on Fair Value Accounting Standards

**IDEA**  
Learn About IDEA  
.....Spotlight  
[more...](#)

Interactive Data (XBRL)  
...

Credit Rating Agency Examination Report  
...

21st Century Disclosure Initiative

### SEC Protecting Investors, Markets During Credit Crisis

During the current turmoil in the credit markets, the SEC has worked closely with other regulators in the U.S. and around the world to protect investors and the markets.

- [SEC Actions During Credit Crisis](#)
- [2008 Annual Report](#)

#### Other News:

- SEC Charges Wall Street Professionals in Insider Trading Ring
- SEC Finalizes ARS Settlement to Help Wachovia Investors
- SEC Halts Massive International Boiler Room Scheme

[more news...](#)  [RSS Feed for SEC News](#)

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- Publications
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- EDGAR Filers
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- Fund/Adviser CCOs
- International
- Municipal Markets
- NRSROs

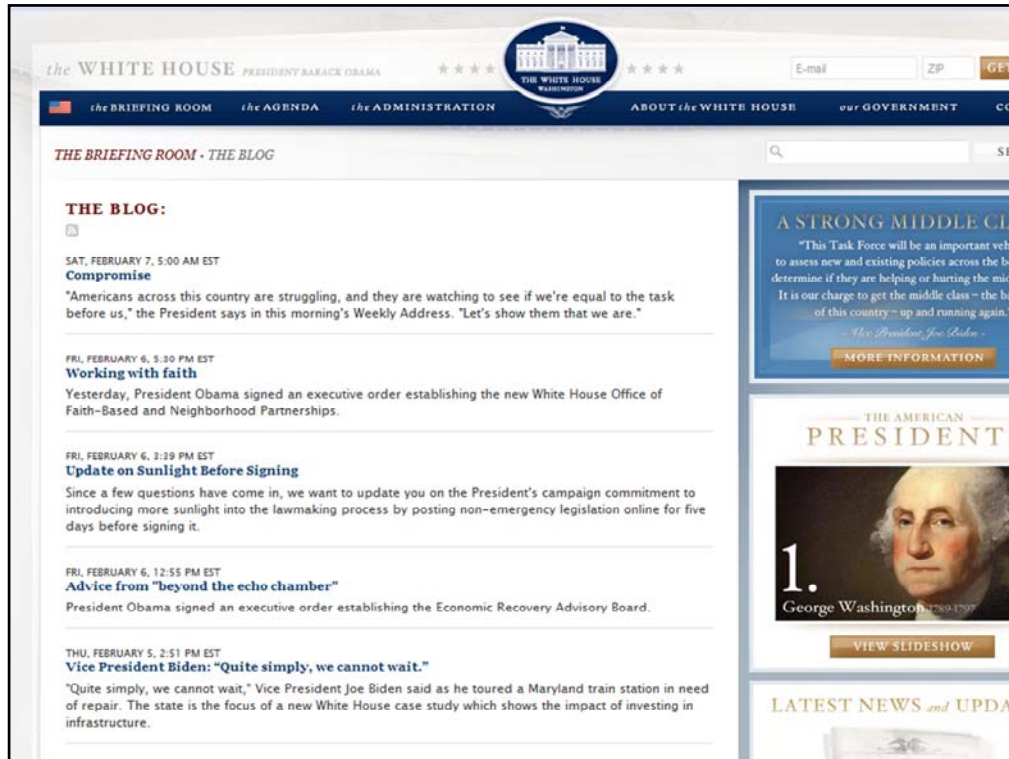
#### Filings & Forms

Bruce--SEC—pushed out info via RSS feeds



Doug--We now have a Web 2.0 president.

There were many news stories about how President Obama used Web 2.0 as part of his campaign. He has now included it as part of communication as president.



Doug--You can see that the White House is publishing news stories through their blog.

The screenshot shows the Wall Street Journal website interface. At the top, there's a navigation bar with links to WSJ.com, MarketWatch, BARRONS, and D|A|T|H|G| Digital. Below this, the main header includes 'THE WALL STREET JOURNAL | INVESTING' and a welcome message for 'Doug Cornelius'. A secondary navigation bar lists various sections like Home, U.S., World, Business, Markets, Tech, Personal Finance, Life & Style, Opinion, Careers, Real Estate, and Small Business. A third bar highlights 'Family Finances', 'Investing', 'Retirement Planning', 'Taxes', 'Crunchonomics', 'Columns & Blogs', 'How-To Guide', and 'SMARTMONEY.COM'. A 'TOP STORIES IN Personal Finance' section features four articles: 'Cap Won't Hold Back Street's Big Dogs', 'Where Will Stimulus Bring Jobs?', 'Verizon's Results May Ring For Investors', and 'Don't Buy'. The main article, 'Pay Collars Won't Hold Back Wall Street's Big Dogs' by Jason Zweig, is prominently displayed. It includes a sub-header 'THE INTELLIGENT INVESTOR | FEBRUARY 8, 2009, 11:49 A.M. ET' and a 'Comments (16)' button. The article text discusses the Obama administration's \$500,000 cap on cash compensation for senior financial executives. A sidebar on the right features an advertisement for 'sas' (SAS Institute) titled 'Sustainability Across Borders' and an 'Economist Intelligence Unit report' with a 'Download here.' link. The bottom of the article features a graphic of a dog's head.

THE WALL STREET JOURNAL Digital Network | WSJ.com | MarketWatch | BARRONS | D|A|T|H|G| Digital | More | News, Quotes, Companies, Videos | SEARCH

Sunday, February 8, 2009 As of 11:49 AM EST

THE WALL STREET JOURNAL | INVESTING

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Family Finances | Investing | Retirement Planning | Taxes | Crunchonomics | Columns & Blogs | How-To Guide | SMARTMONEY.COM

TOP STORIES IN Personal Finance

1 of 10 | 2 of 10 | 3 of 10

Cap Won't Hold Back Street's Big Dogs

Where Will Stimulus Bring Jobs?

Verizon's Results May Ring For Investors

Don't Buy

THE INTELLIGENT INVESTOR | FEBRUARY 8, 2009, 11:49 A.M. ET

Pay Collars Won't Hold Back Wall Street's Big Dogs

By JASON ZWIG

Article | Comments (16)

Email | Printer Friendly | Share: Yahoo Buzz | Text Size

Of all the decrees that come spewing continually out of Washington, there is only one that works every time: the law of unintended consequences.

This past week, the Obama administration slapped a \$500,000 cap on cash compensation for senior financial executives whose firms receive future federal aid. That put an official U.S. stamp on the outrage of the investing public.

In 2008, Wall Street lost more than \$35 billion and triggered trillions more in losses around the world -- but rewarded itself with \$18.4 billion in cash bonuses. That defies the common-sense judgment that it is good results, not bad, that should be rewarded.

sas | THE POWER TO KNOW.

**Sustainability Across Borders**

More than 225 executives discuss the pros and cons of sustainability programs that are globally unified versus regionally focused.

Economist Intelligence Unit report  
[Download here.]

Doug—

Going back to the Wall Street Journal and WSJ.com you will see that most stories on the website.

THE WALL STREET JOURNAL Digital Network WSJ.com MarketWatch BARRON'S D|All Things Digital. More ▾ News, Quotes, Companies, Videos

Sunday, February 8, 2009 As of 11:49 AM EST

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TOP STORIES IN Personal Finance

1 of 10 Cap Won't Hold Back Street's Big Dogs

2 of 10 Where Will Stimulus Bring Jobs?

3 of 10 Verizon's Results May Ring For Investors

Don't B

THE INTELLIGENT INVESTOR | FEBRUARY 8, 2009, 11:49 A.M. ET

## Pay Collars Won't Hold Back Wall Street's Big Dogs

By JASON ZWIG

Article Comments (16)

Email Printer Friendly Share: Yahoo Buzz

There are 16 Comment(s) Page: « Previous 1 2 Next »

Go to most recent | Add a comment Sort by: Oldest | Newest

7 hours ago

Ken Ridge wrote:

Paying the wardens less won't put the inmates back in the cells, but paying the wardens only if the inmates are kept in their cells certainly will. After all, isn't that what wardens are supposed to do?

I suppose it's possible that this might encourage more risk, but it seems more likely that this will cause companies to take a hard look at the compensation systems they use for all positions, even for those beyond the small group of executives that are restricted.

**sas**

Looking for new ways to perform and compete in today's marketplace: **Business analytics**

White paper offers **6 crucial steps** to get you started.

Doug—

Allow you to proved comments on the story and interact with other readers and the author.

The screenshot shows the homepage of The Wall Street Journal Digital Network. At the top, there's a navigation bar with links to WSJ.com, MarketWatch, BARRON'S, and D|A|Things Digital. Below this, a header section displays the time (12:19 a.m. EST Monday, February 9, 2009) and the site's name. A main navigation bar includes categories like Home, World, U.S., Business, Markets, Tech, Personal Finance, Life & Style, Opinion, Careers, Real Estate, and Small Business. A secondary bar lists quick links such as Obama's 100 Days, Exec MBA, Earnings, Energy Report, Stimulus, Economy, Madoff, Heard on the Street, Market Data, and Health.

The central content area is titled "RSS FEEDS FROM JOURNAL SITES" and "WALL STREET JOURNAL RSS: News Feeds & Podcast". It lists various RSS feeds categorized by region and topic, including "WSJ News U.S.", "WSJ World", "WSJ Business", "Get Feed U.S. Business", "Get Feed Asia: What's News", "Get Feed Europe: What's News", "Get Feed India", "Get Feed Managing in Asia", "Get Feed Earnings", "Get Feed Economy", "Get Feed Health", "Get Feed Law", "Get Feed Management", and "Get Feed Media & Marketing".

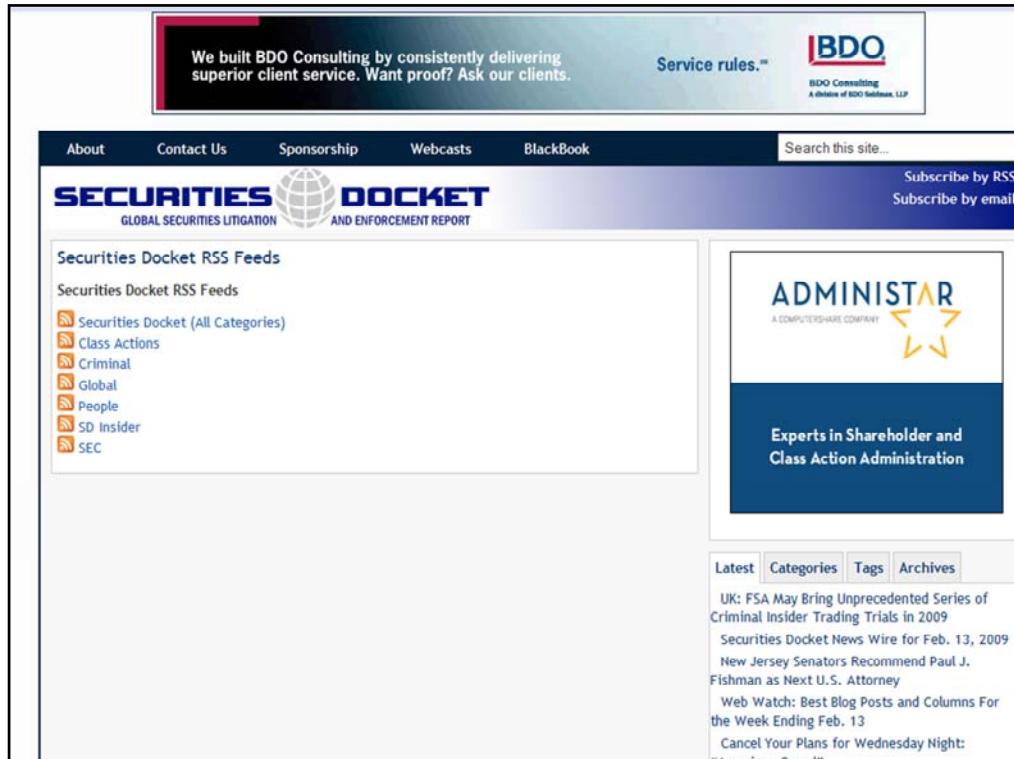
On the right side, there's an advertisement for Dollar Savings Direct, featuring a 3.20% annual percentage yield and a "Learn More" button. Below the ad, a section titled "Frequently Asked Questions" explains what RSS feeds and podcasts are, noting that RSS stands for Really Simple Syndication and provides a new way of keeping on top of Wall Street Journal Online news.

Doug—

Also, WSJ.com pushes a lot of their news content through RSS feeds. They have a long menu of RSS feeds that can help you focus your news sources.

The WSJ.com also has many columns that are clearly labeled as blogs.

What is the line between traditional media and Web 2.0? Where does one stop and the other begin?



Bruce—Same for a small publication like Securities Docket—RSS feeds be category

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS My Account | Welcome, bcarton2008 | Log Out | Help | TimesPeople

**The New York Times**  
Monday, February 16, 2009

**Business**

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Search Business: News, Stocks, Funds, Companies Go

Financial Tools: Select a Financial Tool

More in Business »  
World Business Markets Economy DealBook Media & Advertising Small Business Your Money

**DealBook** Edited by Andrew Ross Sorkin

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TOP STORY  
**Imprisoned Felon Was Adviser to Madoff Investor**

One of the top advisers to the money manager J. Ezra Merkin, who invested \$2 billion of his clients' money with Bernard L. Madoff, is a convicted felon who worked for Mr. Merkin while still in federal prison, The New York Times's Leslie Wayne and Zachery Kouwe report, citing recently filed court documents.

The adviser, Victor Teicher, who had been convicted of federal securities fraud and was barred from the securities industry, advised Mr. Merkin on the management of his Ariel Fund Ltd. through phone calls made to Mr. Merkin's Park Avenue office from a New Jersey prison.

Information about Mr. Teicher's relationship with Mr. Merkin was contained in court papers filed by New York University, one of several institutions now suing Mr. Merkin. The university lost \$2.4 million from its investment in the Ariel fund, which had turned over \$300 million of its assets to Mr. Madoff, without disclosing that arrangement to Ariel investors. [MORE »](#)

**MARKETS** It close 02/13/2009

TOP MOVERS	U.S.	AMERICAS	EUROPE	ASIA	BONDS
<b>Sprint Nextel Corp</b> \$2.82 ↑ +17.80% ↑ \$0.32	<b>Abercrombie &amp; Fitch Co</b> \$22.78 ↑ +10.95% ↑ \$2.08	<b>Wyndham Worldwide Corp</b> \$4.18 ↓ -29.63% ↓ \$1.76	<b>American Capital Ltd</b> \$2.25 ↓ -16.97% ↓ \$0.46		


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Stocks, ETFs, Funds Go

**LATEST DEALBOOK HEADLINES**

<b>Trump's Leave Board of Trump Casino Company</b> 1:10 PM	<b>Twitter Raises \$35 Million</b> 4:12 PM	<b>Pink Slips, Not Valentines, for Many Lawyers</b> 2:25 PM <a href="#">Comments (2)</a>
<b>Viking Global Steered Through 2008's Gloom</b>	<b>A Bear Market for Getting Hitched?</b> 2:50 PM <a href="#">Comments (2)</a>	<b>Citadel Keeps Gates Up, but Sets Redemption Plan</b>

**Save a lot** **enter the fuel**

Bruce—again, where does old media/new media start and stop? Dealbook, by NYT



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  - Briefs
  - SEC Rules of Practice and Rules on Fair Fund and Disgorgement Plans
  - Information for...
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### Litigation Releases

The list below provides links to litigation releases concerning civil lawsuits brought by the Commission in federal court.

**First Quarter**


**Additional Archives**

[2009](#) | [2008](#) | [2007](#) | [2006](#) | [2005](#) | [2004](#) | [2003](#) | [2002](#) | [2001](#) | [2000](#) | [1999](#) | [1998](#) | [1997](#) | [1996](#) | [1995](#)

**XML** SEC Litigation Releases RSS Feed

Release No.	Date	Action
<b>First Quarter</b>		
<a href="#">LR-20900</a>	Feb. 13, 2009	Virginia A. Papa, Kevin F. Crain, and Sandra G. Childs
<a href="#">LR-20899</a>	Feb. 12, 2009	George Georgiou <b>See also:</b> <a href="#">Complaint in this matter</a>
<a href="#">LR-20898</a>	Feb. 11, 2009	Meridian Holdings, Inc., Anthony C. Dike and Michelle V. Nguyen Other Release No.: AAER-2936
<a href="#">LR-20897</a>	Feb. 11, 2009	Halliburton Company Other Release No.: AAER-2935 <b>See also:</b> <a href="#">Complaint in this matter</a>
<a href="#">LR-20896</a>	Feb. 11, 2009	ITT Corporation Other Release No.: AAER-2934 <b>See also:</b> <a href="#">Complaint in this matter</a>
<a href="#">LR-20895</a>	Feb. 10, 2009	Joseph J. Querí Jr., Gary M. Gosson, et al.
<a href="#">LR-20894</a>	Feb. 10, 2009	Marc T. Duchesne, Jeffrey A. Hayden, Gregory A. Moffit, Robert S. Parsley, and Nationwide Capital Corp.

Bruce-- SEC's RSS feed, so seeing examples of blogs, news websites, and now data/info sources


**Federal District Court**  
**Filings & Dockets** BETA

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☐ Only Case Filings with Downloadable Opinions or Orders

Cases Filed:   
☒ All Dates   
☐ Between    and

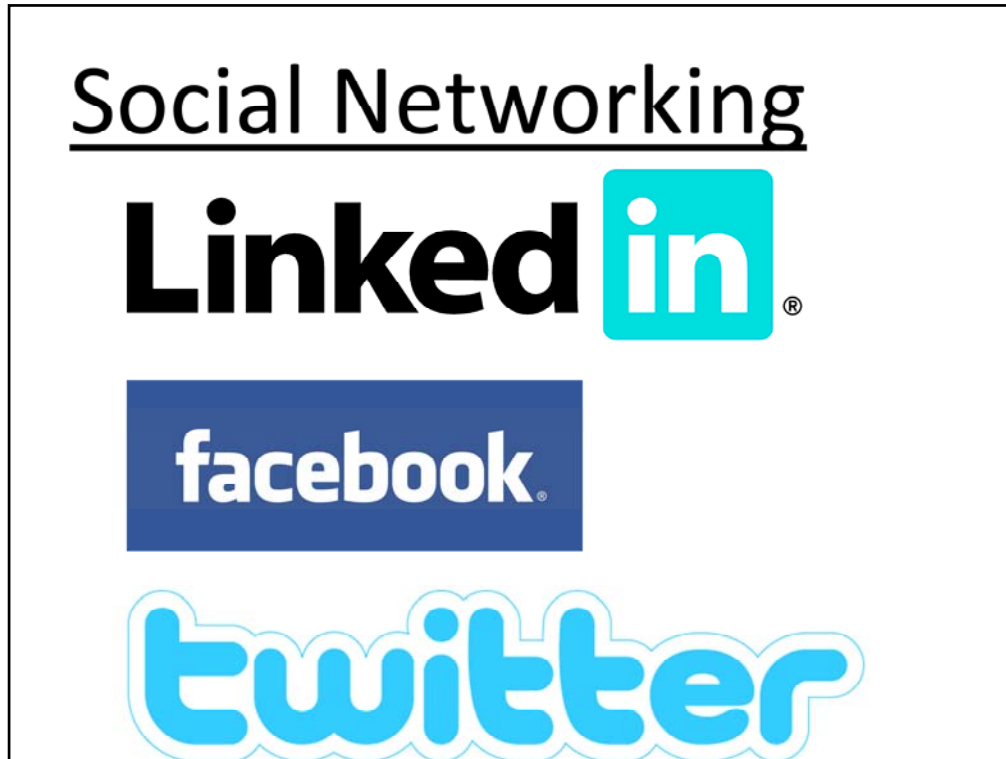
Search for: in the Securities/Commodities/Exchanges Category

Results 1 - 50 of over 8,300

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Parties	District Court	Judge	Type of Lawsuit	Cause of Action
<b>February 13, 2009</b>				
<b>Medcom USA, Inc.</b>  Plaintiff: Medcom USA, Inc.	AZ	Voss	Securities/Commodities /Exchanges	Federal Question
<b>February 12, 2009</b>				
<b>THE SMITH BARNEY DIVISION OF CITIGROUP GLOBAL MARKETS INC. v. HOLLAND et al</b>  Plaintiff: THE SMITH BARNEY DIVISION OF CITIGROUP GLOBAL MARKETS INC.; Defendant: M. BERNADETTE HOLLAND, M. AMY VILLANI, JANNEY MONTGOMERY SCOTT LLC.	PA Eastern	POLLAK	Securities/Commodities /Exchanges	Federal Question

Bruce--Another kind of RSS feed—search results on daily basis



Doug--Lets turn to Social Networking side of Web 2.0.

These are sites focused around the individuals instead of information sources.

Currently the three most relevant of these platforms for professionals are LinkedIn, Facebook and Twitter.

Are these social network site for real? Are they a fad?

People are joining in droves. 100s of millions of people are using them



- 25 million members
- growing at a rate of more than one million new members a month
- (one every two seconds)

Doug--

LinkedIn focuses on being a professional social network site

Poll audience for users

**Doug Cornelius**  
Chief Compliance Officer at Beacon Capital Partners  
Greater Boston Area

Contact Directly  
Get introduced through a connection

**Current**

- Chief Compliance Officer at Beacon Capital Partners

**Past**

- Knowledge Management Peer Group Steering Committee Member at International Legal Technology Association (ILTA)
- Knowledge Management Attorney at Goodwin Procter LLP
- Senior Real Estate Attorney at Goodwin Procter LLP

1 more...

**Education**

- Boston University School of Law
- Brandeis University

**Connections** 346 connections

**Industry** Commercial Real Estate

**Websites**

- My Knowledge Management Blog
- My Real Estate Blog
- My Website

**Doug Cornelius's Summary**

I am Chief Compliance Officer for Beacon Capital Partners.

Doug Cornelius's Specialties:  
Business Ethics, Anti-fraud, Anti-corruption, Knowledge management, Foreign Corrupt Practices Act, Privacy, Records management

Public profile powered by: **LinkedIn**  
Create a public profile: [Sign In](#) or [Join Now](#)

**View Doug's full profile:**

- See who you and Doug Cornelius know in common
- Get introduced to Doug Cornelius
- Contact Doug Cornelius directly

[View Full Profile](#)

**Name Search**  
Search for people you know from over 30 million professionals already on LinkedIn.

First Name Last Name  
(example: Doug Cornelius) [Search](#)


Ads by LinkedIn Members  
**SALES GROWTH GUARANTEED**  
We build, optimize and transform sales teams to grow net-new revenue  
[www.entrequest.com](http://www.entrequest.com)

From: [Joe Mechlinski](#) [What's this?](#)

Doug—

This is my public listing in LinkedIn. It is basically an online resume that allows you to connect your listing with other people you know. They will receive updates when information about you changes.

**Bruce Carton**  
Editor, Securities Docket; Columnist, Compliance Week  
Washington D.C. Metro Area



[Contact Directly](#)  
[Get introduced through a connection](#)

**Current**

- Adjunct Professor, Legal Writing at George Mason University School of Law
- Publisher and Editor at Securities Docket
- Columnist at Compliance Week

**Past**

- Asst. Vice President at Garden City Group
- VP at Institutional Shareholder Services
- Partner at DLA Piper

1 more...

**Education**

- University of Maryland School of Law
- The College of William and Mary

**Connections**

341 connections

**Industry**

Legal Services

**Websites**

- Securities Docket website
- Follow Me on Twitter
- Compliance Week blog

**Public profile powered by: LinkedIn**  
Create a public profile: [Sign In](#) or [Join Now](#)

**View Bruce's full profile:**

- See who you and Bruce Carton know in common
- Get introduced to Bruce Carton
- Contact Bruce Carton directly

View Full Profile

**Name Search**

Search for people you know from over 30 million professionals already on LinkedIn.

First Name

Last Name

(example: Jeff Weiner)

Search

**Ads by LinkedIn Members**

**[SALES GROWTH GUARANTEED](#)**  
We build, optimize and transform sales teams to grow net-new revenue  
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From: [Joe Mechlinski](#) [What's this?](#)

**Bruce Carton's Experience**

**Adjunct Professor, Legal Writing**  
George Mason University School of Law  
(Higher Education industry)  
January 2009 — Present (2 months)

**Publisher and Editor**  
Securities Docket  
(Legal Services industry)

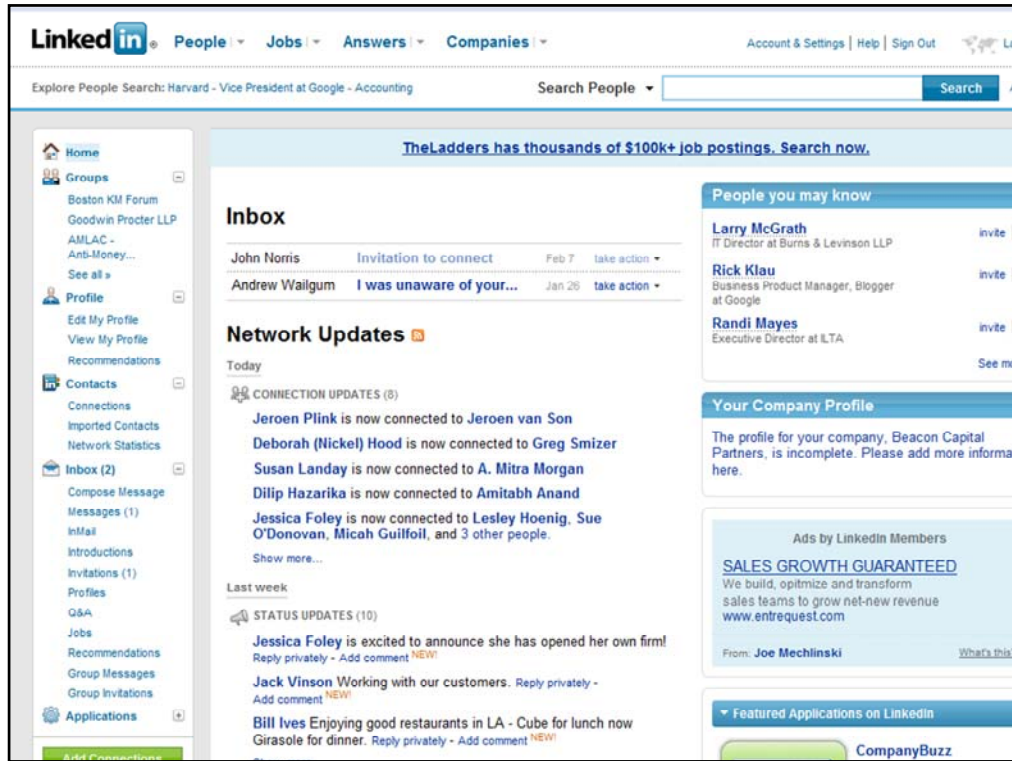
Doug—

Here is the listing for bruce

31

The screenshot shows a LinkedIn group page for "Securities Docket - Securities Litigation and Enforcement Group". The page layout includes a top navigation bar with "People", "Jobs", "Answers", and "Companies" tabs. Below this is a search bar and a "Search People" button. The left sidebar contains a "Home" section with links to "Groups", "Profile", "Contacts", "Inbox (2)", and "Applications". The main content area is titled "Groups" and features a "Share this group" button, a "Start a discussion" button, and a "Recent Activity" tab. The "Recent Activity" section lists several posts: "SEC Speaks, February 6-7, 2009" by Bruce Carton, "A new Congressional Research Service report, 'Causes of the Financial Crisis,' has been posted which may be of interest to the group membership." by Michael E. Clark, "Chicago Partners at ASF 2009 in Las Vegas!" by David Lehman, and "I am a legal recruiter and I am looking to increase my contacts on Linked In. If this is of any interest please do not hesitate to add me as a professional contact." by Charles Raymond. The right sidebar shows "Activity: Last 7 Days" with 10 new members, 5 new discussions, and 5 new articles. At the bottom right, there is an advertisement for "I Am A PHOENIX" by the University of Phoenix.

Bruce—good example of where things like LinkedIn are going. Groups, discussions, news....



Doug—

You can also see that you can get the updates from your connections through RSS. There is the orange RSS symbol for your network updates.

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A Computershare Company

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SECURITIES DOCKET  
GLOBAL SECURITIES LITIGATION AND ENFORCEMENT REPORT

Pequot Insider Trading Investigation, Part 9  
February 12, 2009 at 9:33 pm | Edit



by [Bruce Carton](#)  
Just when you thought that the eight prior investigations related to possible insider trading had pretty much been exhausted, another criminal investigation was run by Arthur Samberg.

For those of you who have been following this investigation, like this:  
1. the original investigation by the SEC's Division of Enforcement;  
2. an investigation by the SEC's Inspector General's disciplinary committee of the investigation;  
3. an investigation and 108-page report by the SEC's Division of Enforcement;  
4. a complete re-investigation of the investigation by the SEC's Inspector General's disciplinary committee;  
5. a brief "re-re-investigation" by the SEC's Inspector General's disciplinary committee;  
6. a new investigation commenced by the SEC's Division of Enforcement and the Judiciary Committees of report on insider trading matter;



**Bruce Carton**  
Editor, Securities Docket, Columnist, Compliance Week  
Washington D.C. Metro Area | Legal Services  
343 Connections

Current:  
Adjunct Professor, Legal Writing at George Mason University School of Law  
Publisher and Editor at Securities Docket  
Columnist at Compliance Week

Education:  
University of Maryland School of Law  
The College of William and Mary

Websites:  
Securities Docket website, Follow Me on Twitter, Compliance Week blog

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UK: FSA May Bring Unprecedented Series of Criminal Insider Trading Trials in 2009

Securities Docket News Wire for Feb. 13, 2009

New Jersey Senators Recommend Paul J. Fishman as Next U.S. Attorney

Web Watch: Best Blog Posts and Columns For the Week Ending Feb. 13

Bruce—Integration of blogs and LinkedIn



- Real-time short messaging service
- “What are you doing?”
- 140 characters
- Over 3 million twitterers

Doug—

Twitter is the one of the fastest growing social networking sites.

It is incredible simple compared to may other sites, which makes it very easy to use and very easy to leverage.

You send out 140 character messages.



- Samuel Morse tapped out this historic message upon inventing the telegraph:  
**What hath God wrought?**  
22 characters long.
- Alexander Graham Bell's first words on a telephone:  
**Mr. Watson, come here, I want to see you.**  
41 characters.
- Neil Armstrong upon walking onto the moon:  
**That's one small step for man, one giant leap for mankind.**  
58 characters.

Doug—

Many people focus on this 140 character limit and wonder if you can say anything meaningful in 140 characters?

They did.

I am a lawyer by training , but I am not paid by the word. I have found twitter a wonderful way to stay connected with people in the compliance field.



- Why??
  - Networking
  - PR
  - Distribution/Marketing

Bruce--

The screenshot shows a Twitter profile for 'SecuritiesD'. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The profile name is 'SecuritiesD' with a verified account icon. The bio states: 'Name Securities Docket Location Washington, DC Web <http://www.securedocket.com> Bio News feed of Securities Docket, the Global Securities Litigation and Enforcement Report. Covers class actions, SEC, criminal, global and people in the industry.' Statistics show 118 following, 315 followers, and 706 updates. The 'Following' list includes various financial and legal entities. The tweet feed contains several news items with links to external reports.

**SecuritiesD**

Home Profile Find People Settings Help Sign out

Name Securities Docket  
Location Washington, DC  
Web <http://www.securedocket.com>  
Bio News feed of Securities Docket, the Global Securities Litigation and Enforcement Report. Covers class actions, SEC, criminal, global and people in the industry.

118 following 315 followers 706 updates

Updates

Favorites

Actions  
[message SecuritiesD](#)  
[block SecuritiesD](#)

Following

View All...

**UK: High Court Rejects Legal Challenge by Former Northern Rock Shareholders.** <http://tinyurl.com/b3rq63>  
6:52 AM Feb 13th from TwitterBar

SEC Reportedly Probing Hedge Funds Trading in Advance of Negative Analyst Report. <http://tinyurl.com/bphvyn>  
6:34 AM Feb 13th from TwitterBar

Hong Kong: Securities Regulators Scale Back Proposed Trading Blackout Rule. <http://tinyurl.com/amaz2e>  
6:31 AM Feb 13th from TwitterBar

SEC: Return of \$321 Million to Investors Underway in Alliance Capital Settlement. <http://is.gd/jjXr>  
1:37 PM Feb 12th from web

Preet Bharara widely expected to become new U.S. attorney for the Southern District of New York in Manhattan. <http://is.gd/jf2l>  
9:48 PM Feb 11th from web

Feb. 24 Webcast: Liability of Professionals in the Financial Crisis: Auditors & Others in the Crosshairs. <http://is.gd/jdjl>

Bruce--



Home Profile Find People Settings Help Sign out



**manatt**

Following Device updates OFF

**Manatt and BNA Launch Audioconference Series on Consumer Product Safety Improvement Act - 2/10/09**  
<http://www.manatt.com/news....>  
11:01 AM Feb 12th from web

---

Manatt Partner, Mathew Rosengart weighs in on A-Rod's use of performance enhancing drugs. LA Times 2/10/09 <http://tinyurl.com/ae2k7v>  
9:26 AM Feb 11th from web

---

Advertising Law Experts - "Ad Industry Faces More Scrutiny From Washington" 2/3/2009 <http://www.manatt.com/news....>  
11:49 AM Feb 9th from web

---

Manatt Honored with Bet Tzedek Commitment to Justice Award 2/6/09 <http://tinyurl.com/dk7wcx>  
10:28 AM Feb 6th from web

---

Recession Relief: California's Enterprise Zone Program Offers Tax Benefits for Qualifying Taxpayers <http://www.manatt.com/news....>  
11:37 AM Feb 5th from web

**Name** manatt  
**Location** California, New York, & DC  
**Web** <http://www.manatt.com>  
Bio Manatt, Phelps & Phillips, LLP Law Firm

73 following 134 followers 73 updates

**Updates**

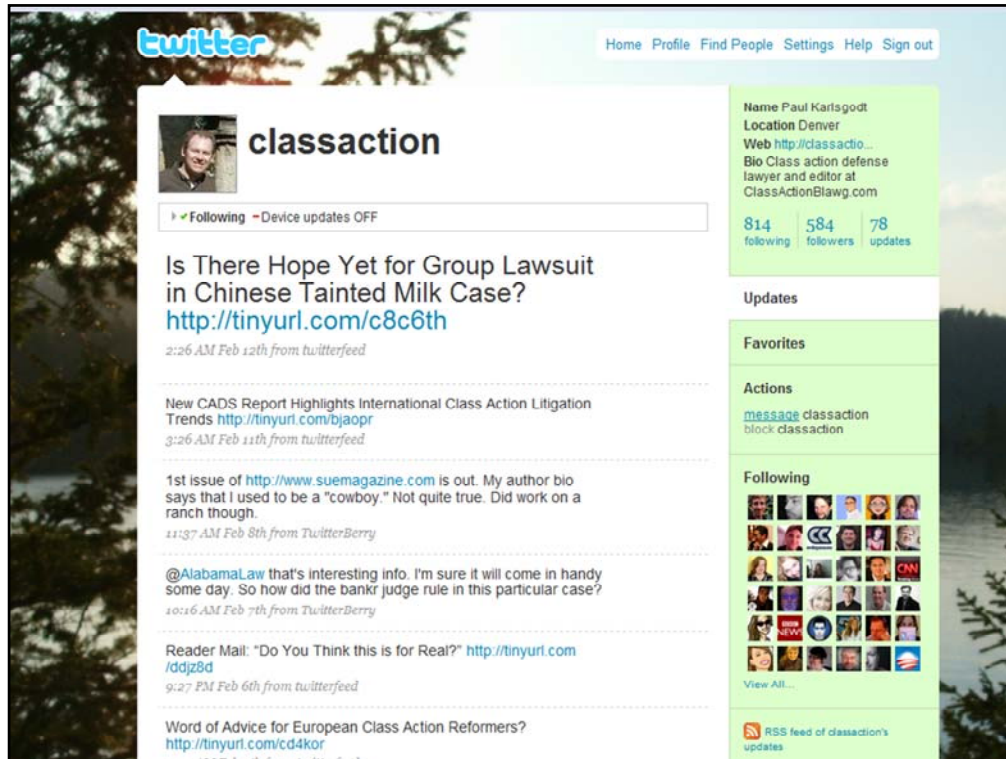
**Favorites**

**Actions**  
[message manatt](#)  
[block manatt](#)

**Following**  


 RSS feed of manatt's updates


Bruce--



The screenshot shows a Twitter profile for 'classaction'. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The profile section displays a profile picture of Paul Karlsgodt, the name 'classaction', and a bio: 'Bio Class action defense lawyer and editor at ClassActionBlawg.com'. It also shows statistics: 814 following, 584 followers, and 78 updates. The main feed contains several tweets, including one about a group lawsuit in China, a CADS report, a tweet from @Alabamalaw, and a reader mail. The right sidebar includes sections for Updates, Favorites, Actions (message, block), Following (a grid of user avatars), and an RSS feed link.

twitter

Home Profile Find People Settings Help Sign out

 **classaction**

Following Device updates OFF

**Is There Hope Yet for Group Lawsuit in Chinese Tainted Milk Case?**  
<http://tinyurl.com/c8c6th>  
2:26 AM Feb 12th from twitterfeed

New CADS Report Highlights International Class Action Litigation Trends <http://tinyurl.com/bjaopr>  
3:26 AM Feb 11th from twitterfeed

1st issue of <http://www.suemagazine.com> is out. My author bio says that I used to be a "cowboy." Not quite true. Did work on a ranch though.  
11:37 AM Feb 8th from TwitterBerry

@Alabamalaw that's interesting info. I'm sure it will come in handy some day. So how did the bankr judge rule in this particular case?  
10:16 AM Feb 7th from TwitterBerry

Reader Mail: "Do You Think this is for Real?" <http://tinyurl.com/ddjz8d>  
9:27 PM Feb 6th from twitterfeed

Word of Advice for European Class Action Reformers?  
<http://tinyurl.com/cd4kor>

Name Paul Karlsgodt  
Location Denver  
Web <http://classactionblawg.com>  
Bio Class action defense lawyer and editor at ClassActionBlawg.com

814 following 584 followers 78 updates

Updates

Favorites

Actions  
[message](#) classaction  
[block](#) classaction

Following

View All...

RSS feed of classaction's updates

Bruce--

The screenshot shows a Twitter profile for a user named 'collinudell'. The profile includes a header with the Twitter logo, navigation links (Home, Profile, Find People, Settings, Help, Sign out), and a bio section. The bio states: 'Name Collin Udell, Location Connecticut, Web http://www.bingha..., Bio Appellate attorney: represents clients in a wide variety of commercial appeals before the U.S. Supreme Court and the U.S. Courts of Appeals'. Below the bio, statistics show 572 following, 522 followers, and 1,317 updates. The main content area displays a series of tweets. The first tweet reads: 'had a rough start of the day but hoping to have cleared all obstacles' (9:21 AM Feb 12th from web). Subsequent tweets mention vacation, challenges, and a quote by Sheryl Crow: 'Every day is a winding road . . . . ' -- Sheryl Crow'. The right sidebar contains sections for 'Updates', 'Favorites', 'Actions' (message collinudell, block collinudell), and 'Following' (a grid of user avatars).

twitter

Home Profile Find People Settings Help Sign out

**collinudell**

Following Device updates OFF

had a rough start of the day but hoping to have cleared all obstacles

9:21 AM Feb 12th from web

on vacation last week and next week. Unexpected challenges last week, making this weekend's relaxation w/ family very welcome.

8:23 AM Feb 8th from web

addiction to twitter = on vacation & missing knowing what my twitter friends are up to

9:49 AM Feb 5th from web

on vacation so slightly less volume, but will catch up more later

1:36 PM Feb 4th from web

getting ready to start some vacation...

4:33 PM Feb 3rd from web

respected Connecticut district judge resigns, citing Congress's failure to give pay increase [http://www.connpost.com/ci\\_...](http://www.connpost.com/ci_...) Huge loss.

3:57 PM Feb 3rd from web

"Every day is a winding road . . . . " -- Sheryl Crow

Name Collin Udell  
Location Connecticut  
Web <http://www.bingha...>  
Bio Appellate attorney: represents clients in a wide variety of commercial appeals before the U.S. Supreme Court and the U.S. Courts of Appeals

572 following | 522 followers | 1,317 updates

Updates

Favorites

Actions  
[message collinudell](#)  
[block collinudell](#)

Following

View All...

Bruce--

We built BDO Consulting by consistently delivering superior client service. Want proof? Ask our clients.

Service rules.™

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GLOBAL SECURITIES LITIGATION AND ENFORCEMENT REPORT

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### Twitter Feeds for Securities Counsel

Welcome to Securities Docket's running list of Twitter Feeds for Securities Counsel:

1. @AmLawDaily — Am Law Daily, source for daily legal business news & analysis of leading law firms
2. @astarita — Mark Astarita, securities litigation attorney with Beam & Astarita
3. @brocromanek — Broc Romanek, editor of TheCorporateCounsel.net and CompensationStandards.com
4. @brucecarton — Bruce Carton, editor of Securities Docket and columnist at Compliance Week
5. @complianceweek — Leading information service on corporate compliance and risk
6. @darrellheaps — Darrell Heaps on Reg FD and corporate disclosure issues
7. @dougcornelius — Doug Cornelius, Chief Compliance Officer for a real estate private equity company
8. @financialtimes — The Financial Times feed
9. @fpileggi — Francis G.X. Pileggi, Delaware corporate law and commercial litigation
10. @irwebreport — Research and Intelligence for web-based investor relations
11. @jemoore — Forensic accounting and litigation support issues
12. @kranenburgesq — Werner Kranenburg, author of "With Vigour and Zeal," a European's Views on Securities Litigation
13. @krautinthecity — Day-to-day impressions of a German Rechtsanwalt in the City of London
14. @NACD — National Association of Corporate Directors
15. @nytimesbusiness — NY Times Business feed
16. @Portfolio — Portfolio magazine's feed
17. @pkedrosky — Dr. Paul Kedrosky, an investor, financial writer, and entrepreneur
18. @retheauditors — Francine McKenna, author of *Re: the Auditors* on auditing and accounting issues
19. @Reuters\_Biz — Reuters Business feed
20. @SEC\_Investor\_Ed — SEC press releases and other updates from the SEC's Office of Investor Education

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in our field means  
being an expert  
in yours first.

**Citizens Bank**  
Chris Ritchie, SVP  
Class Action & Regulated  
Settlement Group  
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Securities Docket News Wire for Feb. 13, 2009

New Jersey Senators Recommend Paul J. Fishman as Next U.S. Attorney

Web Watch: Best Blog Posts and Columns For the Week Ending Feb. 13

Cancel Your Plans for Wednesday Night:

Bruce--



RECOGNIZING GREAT WORK IN THE  
LAW AND THE PEOPLE BEHIND IT

ABOUT CONTACT ARCHIVES

Home > Law Firm Marketing > 145 Lawyers (and Legal Professionals) to Follow on Twitter

## 145 Lawyers (and Legal Professionals) to Follow on Twitter

POSTED ON SEPTEMBER 9, 2008 BY ADRIAN LURSSSEN

Here is an almost-complete list of the lawyers and legal professionals I follow on Twitter.

[Updated 02.12.09: now at 602.]

I posted this list in early September, it continues to grow. Pleased that so many people find it useful.

I created the index to serve as a community matchmaker. No more, no less. Check in again; follow often...

Note, I put the newest names near the bottom, for your easy future reference.

(And if you are a lawyer developing an online strategy: *share your work on JD Supra. Start showcasing your expertise to a large audience.*)

**Lawyers and Legal Professionals to Follow on Twitter:**

1. @stevematthews - founder of Stem Legal, a fun-loving law librarian, law firm SEO.
2. @conniecrosby - new media & social networking diva. Guerrilla librarian, geek girl & book lover.
3. @nikiblack - lawyer, legal writer, blogger, social media geek, wine lover, foodie...
4. @carolynelefant - lawyer/blogger/author/mom...
5. @jisasolomon - lawyer concentrating in legal research & writing; entrepreneur at The Billable Hour Co.; 'shroom hunter...
6. @dougcomelius - Chief Compliance Officer, former knowledge management attorney, Web 2.0 expert...
7. @ErikMazzone - cooler than his updates make him sound...
8. @AlexisNeely - family finance and legal expert, founder of Family Wealth Planning Institute...

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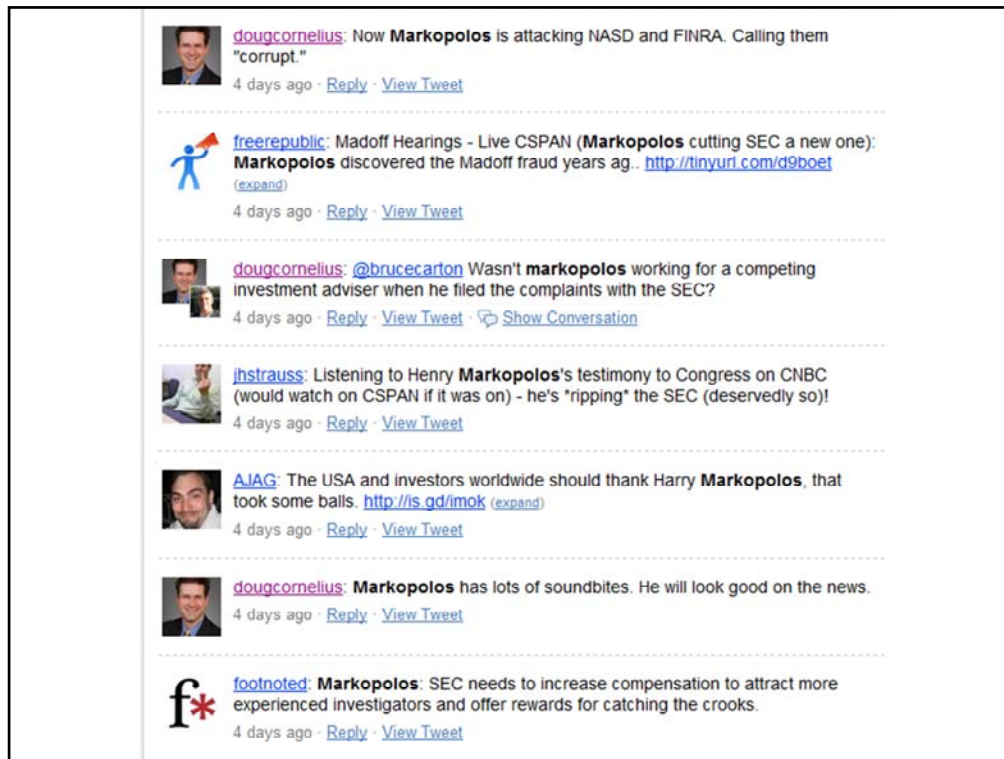
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**SEARCH**

Enter keywords:  [GO](#)

Bruce--



Doug—

One Example of the use of Twitter

During the Markopolos congressional testimony, Bruce and I were sending messages back and forth across Twitter, along with many others, reacting to his testimony and the testimony of the SEC officials.

I think Bruce even tried to mention this during his interview on Fox Business after the testimony but didn't manage to squeeze it in.



- 150+ million members
- They can't all be college students
- They are your employees

DOUG

Facebook

Huge site that is THE main way for college-aged students and law students to communicate.

Not yet at the point of critical mass for lawyers. But as new associates arrive we get closer and closer to the critical mass point. As more of this population enters your organization and enter the securities and compliance field, the more it is being used.

I polled the summer associated class at Goodwin Procter. 2/3rds of them checked facebook at least every day.

Poll audience for users

**facebook** Home Profile Friends Inbox 1

Doug Cornelius Settings Logout Search

**Doug Cornelius** is publicizing his Feb. 17 Webcast: Web 2.0 - Leveraging New Media to Maximize Your Securities & Compliance Practice <http://tinyurl.com/b8awl2>, on Friday · clear

Wall Info Photos Boxes Blogs My Docs >> +

Update Status Share Link Add Photos Add Video Write Note

What are you doing right now? Post

Feb 6

**Doug is publicizing his Feb. 17 Webcast: Web 2.0 - Leveraging New Media to Maximize Your Securities & Compliance Practice** <http://tinyurl.com/b8awl2>, 3:15pm · Comment

Alicia Mack at 4:17pm February 6 via Facebook Mobile  
Look at you go

Write a comment...

S Doug posted a document to JD Supra: 5JC Decision in 81 Spooner Road LLC v. Town of Brookline on the use of Floor Area Ratio. 2:51pm · Comment · Show 4 More Posts

Doug is now friends with Ira Levy. 10:05am · Comment

Feb 5

S Doug posted a document to JD Supra: SEC Complaint against Enterprises, LLC, Brian V. Prendergast, Worldwide Equity Corporation, Donald R. Smith, and Yuail I. Ennwa. 3:16pm · Comment · Show 1 More Post

**Doug is cold BRRRR!** 9:37am · Comment

Feb 4

S Doug posted a document to JD Supra: SEC Complaint against Mark T. Turkcan. 9:16pm · Comment · Show 5 More Posts

Feb 3

S Doug posted a document to JD Supra: Amicus Brief in SEC v. Mark Cuban. 2:37pm · Comment

Feb 2

Anne Stemlar wrote at 10:37pm  
I will tell me friend you think she looks like a "dude" - the medal is a long odd

**Information**

Networks:  
Boston, MA  
Goodwin Procter LLP  
Brandeis  
BU Grad Student

Birthday:  
August 25

Current City:  
Auburndale, MA

**Friends**

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Jenn Long Steele Brent Miller Jack Vinson

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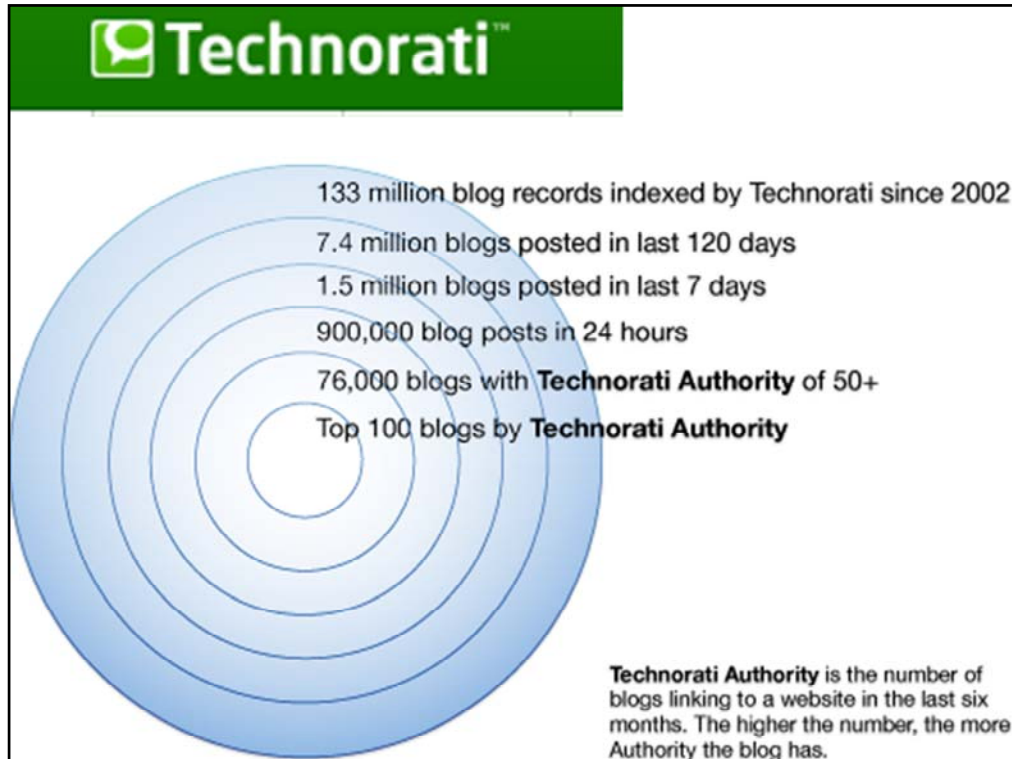
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Doug--

This is my facebook page from a few days ago. It has status updates, communication with my friends. It also acts as an aggregator, pulling information from other social networking sites like JD Supra and Dopplr.



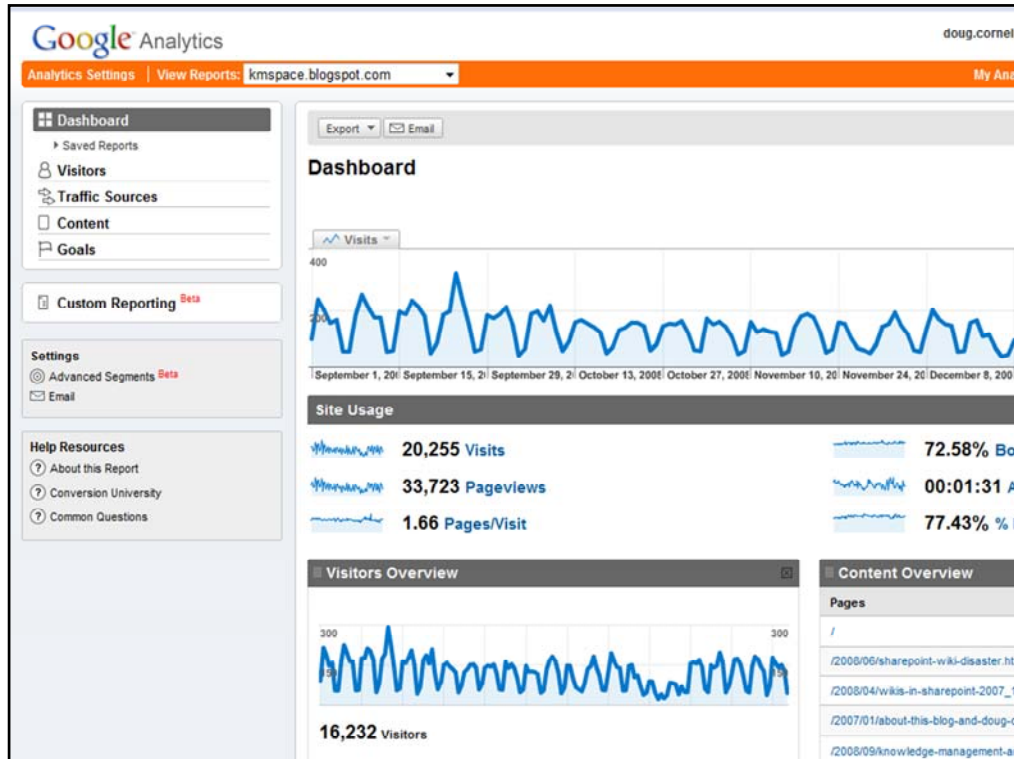
Doug--

Technorati is blog tracking service and released their 2008 State of the Blogosphere with some startling numbers.

1.5 million blogs are updated at least weekly

900,000 blog posts every day

There is a lot of great content out there

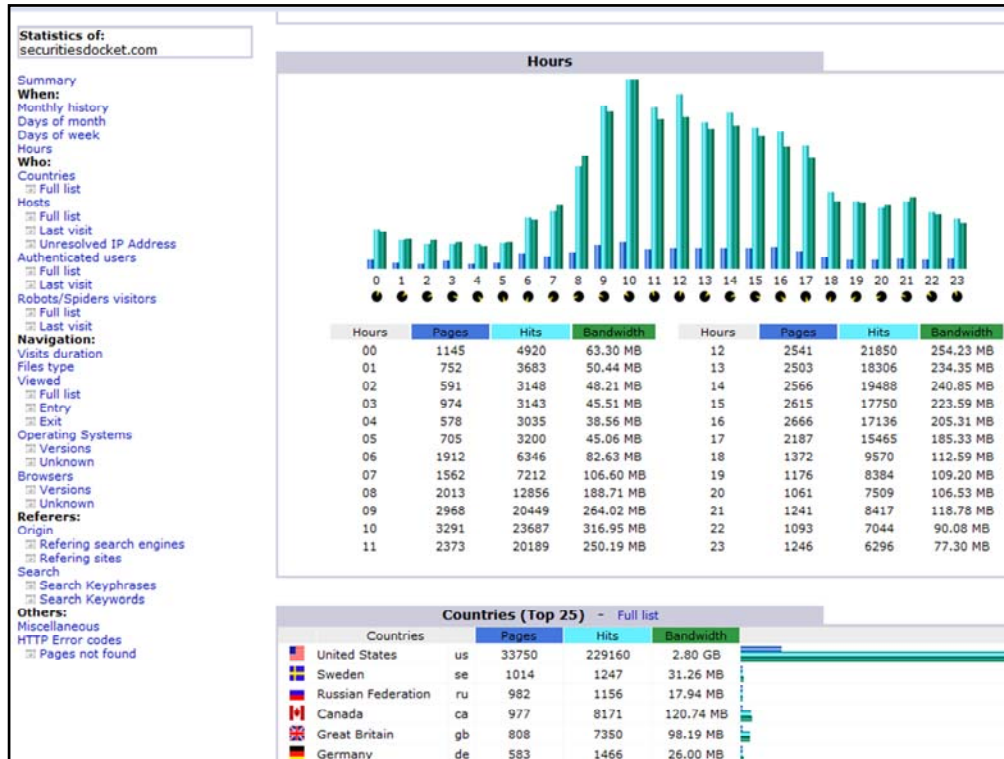


Doug—

This is a traffic report for my knowledge management blog.

See the peaks and valleys.

The valleys are the weekends and holidays, the peaks are workdays.  
This content is being consumed as part of people's workday.



Bruce—Securities Docket stats by hour

# Policies and Risks



Doug—

Lets shift the conversation from how this can help you, to how these affect each of your organizations.

As with email 10-15 years ago, companies are expressing concern about how these sites will negatively impact their companies.

Hopefully we showed you some of the great things these sites can do for you. They are powerful.

And you should focus on telling the people within your organizations what they should do and what they should Not do with these tools.



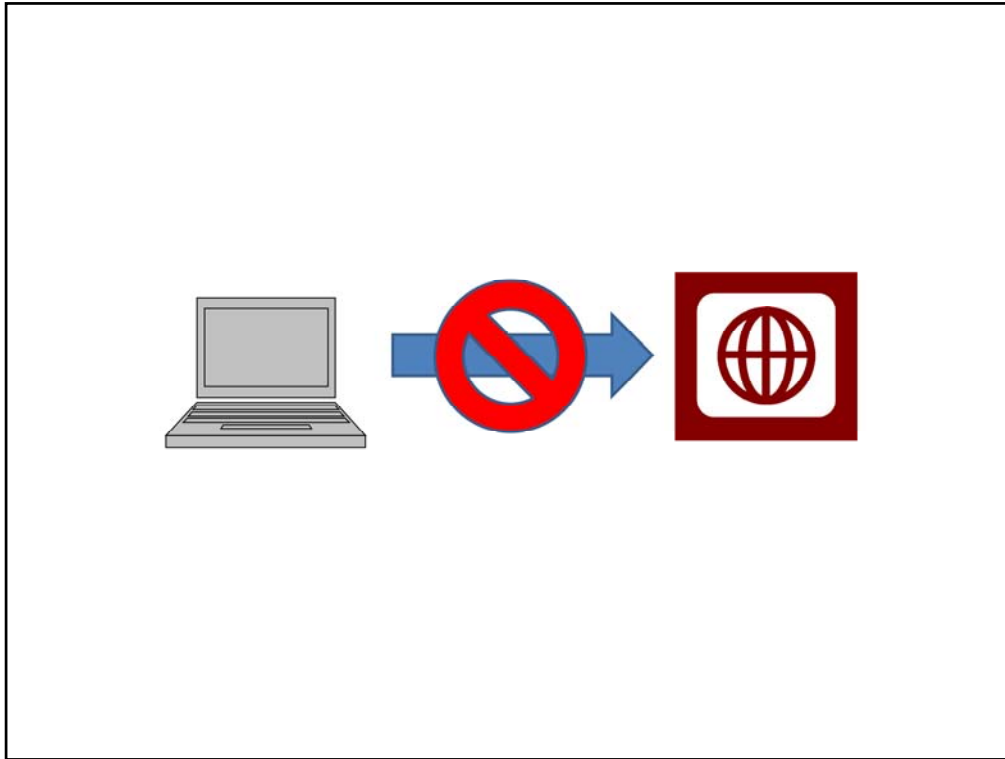
Doug—

Ignoring the presence of Web 2.0 and putting your head in the sand is not a good approach.

People in your organization are using these tools to consume information. And very likely they are also using these tools to produce information.

A sizable chunk of the people in your organization use Facebook on a regular basis.

Someone in your organization has a blog.



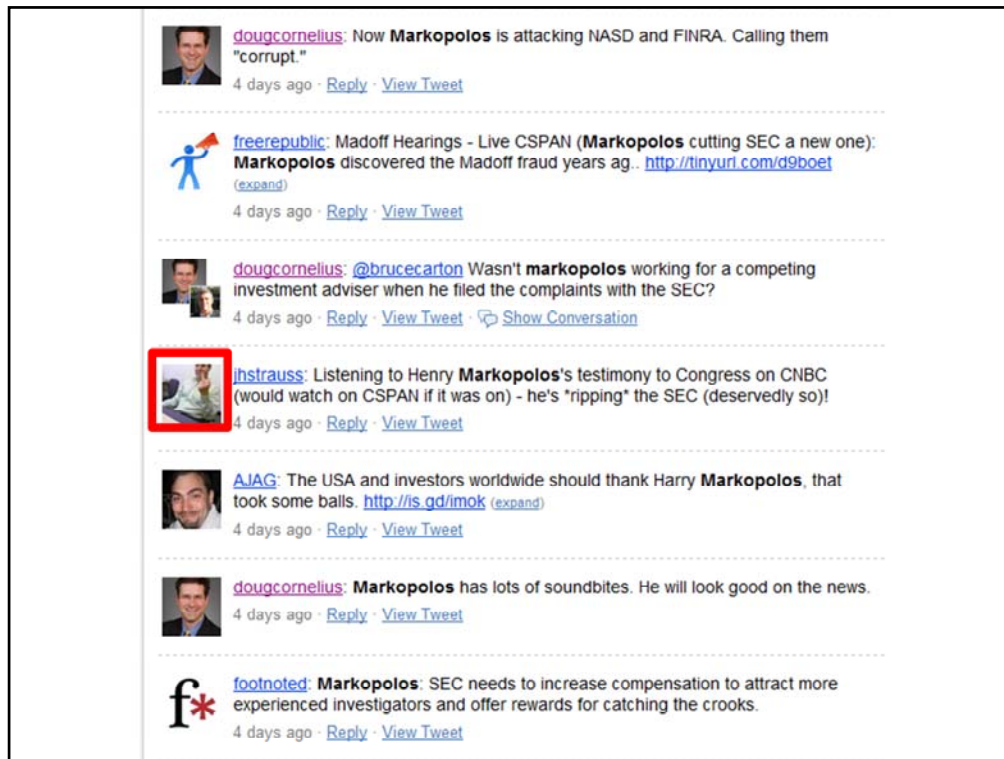
Doug—  
Dealing with Web2.0 by blocking is poor policy choice.

There are lots of companies that just deny access to Web 2.0 sites.

[Doug] ran an informal study of law firms and found that 1/3 block access to some popular Web2.0 sites like Facebook, YouTube and MySpace.

- 1.It blocks access to good information
- 2.For recent college graduates, Facebook is THE way they stay in touch with each other.
- 3.Employees do not need the office to access the internet. With WiFi, inexpensive home access, and mobile devices provide many ways for your employees to connect and use Web 2.0 sites. You do not need your organization for internet access.

If they identify themselves as an employee of your company, that affects you. Even if they do not identify themselves as an employee of you company, people may still know the link of find the link. Anonymity often gives people a false sense of security that has them say things they would not say if it was clearly associated with them.



Doug—  
Example of problems and why you want a policy.

This is the Twitter stream the markopolos testimony we showed earlier. If you look at this picture in the middle, you can see that twitterer expressing his displeasure by raising his middle finger.

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**Business**

**Companies and social networks**

**Losing face**  
Nov 6th 2008  
From The Economist print edition

**A tale of two airlines and their Facebook fiascos**

(Illustration by David Simonds)



AS WELL as embracing blogs, firms have been exploiting social networks such as Facebook and MySpace to get their messages to a broader audience. But although they have the potential to be useful marketing tools, such networks can also be a source of damaging publicity, as British Airways (BA) and Virgin Atlantic have discovered to their cost.

On October 31st Virgin fired 13 of its cabin crew who had posted derogatory comments about its safety standards and some of its passengers on a Facebook forum. Among other things, crew members joked that some Virgin planes were infested with cockroaches and described customers as "chavs", a disparaging British term for people with flashy bad taste. On November 3rd BA began investigating the behaviour of several employees who had described some passengers as "smelly" and "annoying" in Facebook postings.

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The internet  
The airline industry

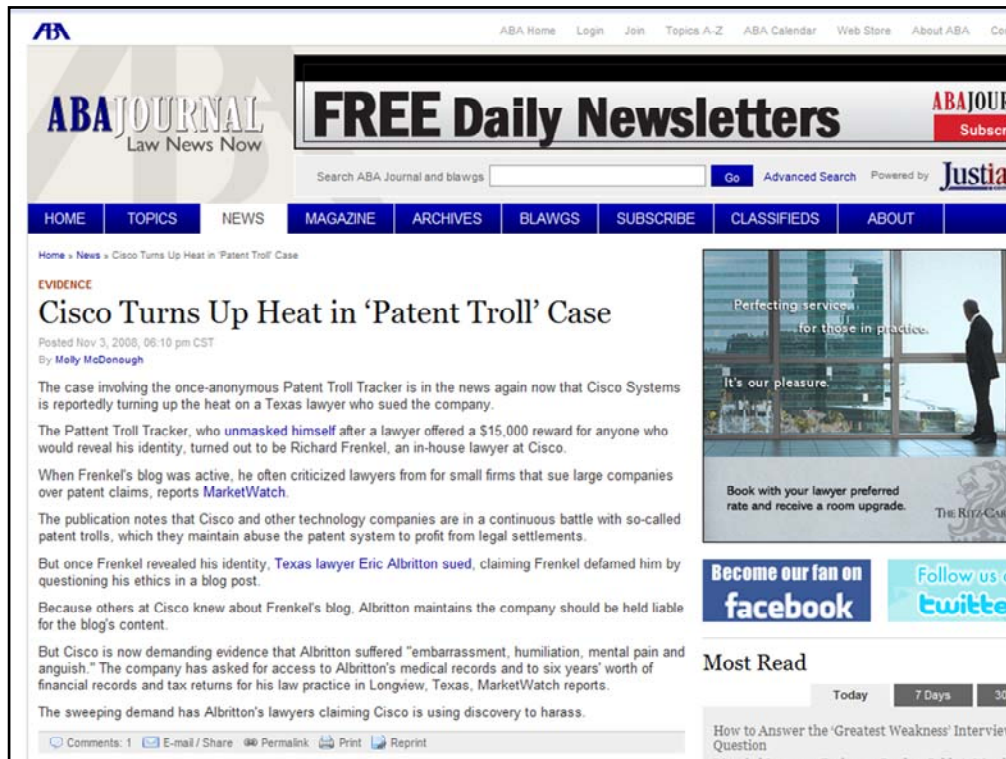
Advertisement

**Can You Go Back to College for Just**

Doug—

Another example of a failure of policy and education.

This past fall, flight attendants for British Airways complained that their passengers were "smelly" and "annoying" on Facebook. Separately, employees of Virgin Atlantic posted derogatory comments about safety standards for the airline and described their customers as "chavs."



Doug—

Another example is the previously anonymous blogger on the Patent Troll Tracker blog. The blogger anonymously attacked law firms and companies that he thought abused the patent system.

The blogger finally got unveiled as an employee of Cisco. That reined in a bunch of legal action on Cisco. By the way Cisco embraced the blogger and had a great web 2.0 policy. They decided to change the policy and stop anonymous blogging.

You may also notice that the ABA Journal, the main publication for the American Bar Association, has a presence on Facebook and Twitter.

# Guidelines for Web 2.0

- **Maintain Confidentiality**
- **Securities laws**
- **Financial Performance**
- **Identify yourself**
- **Disclaimers**
- **Be respectful**
- **Anonymous Contributions**
- **Use of logos or service marks**
- **Copyright**

Doug—

Here are some guidelines when creating and/or publishing content online:

**Think first.** Remember you are publishing in a public forum, so don't publish anything that you wouldn't want to be viewed by your colleagues or the general public.

**Maintain Confidentiality.** Identities of our investments, investors and business partners must be held in confidence to the extent appropriate for that relationship.

**Securities laws.** It is very easy for these types of communication to violate securities laws.

**Financial Performance.** Do not make statements about the financial performance of the company.

**Identify yourself.** If you are commenting or publishing on topics related to your job, identify yourself as an employee of the firm.

**Disclaimers.** You should make it clear that you are expressing views that are your own and not those of the Company.

**Be respectful of your colleagues, the Company, and our competitors.** Rumors and gossip spread like wildfire on the Internet. Do not contribute anything that violates the Company's sexual harassment policy or similar human resources policies.

**Copyright.** Comply with copyright laws. "fair use" doctrine is rarely a useful defense in the commercial context.

**Use of logos or service marks.** The company's logo or service mark cannot be used without the written permission of the General Counsel.

**Anonymous Contributions.** The same cautions and restrictions on communications apply to supposedly "anonymous" blogs, comments, or posts, since there almost nothing is truly anonymous on the internet.

# Guidelines for Web 2.0

- Register blogs
- Register Twitter
- Comments on your blog
- Comments on other blogs
- Company name and logo

Doug—

Here are some guidelines when creating and/or publishing content online:

**Register Blogs.** Particularly if the bog content is related to their job, the company or the industry. Up to you if its approval process. What you really want is to know it exists. Have someone in legal or compliance subscribe and make sure it is complying with your policies.

**Register Twitter.** Since twitter is micro-blogging, monitor the feed.

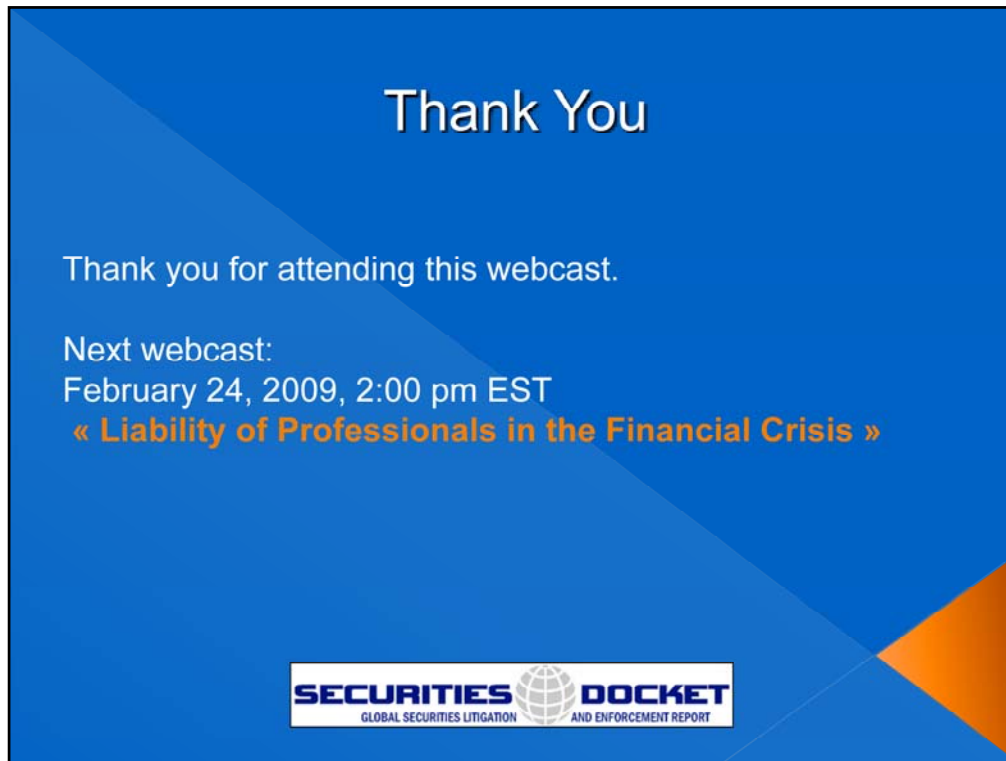
**Comments on your blog.** Some do not allow comments. I think they give great feedback. And allow you to connect with people interested in the topic.

**Comments on other blogs.** Treat comments on other blogs with the same policies as if the comment were a post on your blog.

**Company name and logo.** For blogs by individuals, you probably want to discourage using the company name in the URL of the blog and discourage use of the company logo. Employees come and go. You would not want an ex-employee (especially a bitter one) using your company's intellectual property.



Bruce—moderate Q&A



Bruce--conclusion