

# IWIRC • NY

## 2015 Newsletter | Holiday Edition

Members and Friends of IWIRC NY,

We are proud to bring you this special holiday edition of the IWIRC NY newsletter.

2015 was a fantastic year for IWIRC NY! We hosted 10 well-attended events, including social events such as golf and poker night, and substantive events focused on our 2015 theme of personal branding. IWIRC NY also hosted the IWIRC International Leadership Summit, which brought dozens of women from various IWIRC chapters to New York for an exciting conference and NY-themed events.

We recently held elections for our 2016 board members. While we are sad to see our parting board members go, we are excited to work with a new impressive field of candidates! See [page 7](#) for details. In this newsletter, you will also find a recap of our recent events, including our very successful personal branding breakfasts and paint night events, as well as previews for our upcoming events in 2016 and a personal branding feature.

We are excited to work with our new board to continue providing you with top quality substantive and social programming. In the meantime, we look forward to seeing you in 2016!

[Samantha Martin](#) and [Jasmine Ball](#)  
IWIRC NY Co-Chairs

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Remember, if it's  
underlined & blue,  
it's got something  
extra for you!

HAPPY CLICKING!

# IWIRC NY Events: Recap



## Personal Branding: Breakfasts September 10, 2015 & October 8, 2015 [Janice Grubin](#) & [Tanya Meerovich](#)



This fall, IWIRC NY hosted a two-part series of intimate breakfasts with our panelists from the April 30, 2015 discussion on "Personal Branding: How to Set Yourself Apart." Attendees discussed techniques with panelists [Jamila Justine Willis](#) and the [Honorable Melanie Cyganowski](#) on September 10<sup>th</sup>, and with [Deirdre McGuinness](#) on October 8<sup>th</sup>.

## Ladies' Night: Painting Event October 22, 2015

[Saima Meyer](#) & [Cristine Pirro](#)

On October 22<sup>nd</sup>, IWIRC NY hosted a night of painting and cocktails at Sarbeth's. This turned out to be a very well attended and enjoyable event! Attendees donned their grade-school smocks as they each created their own unique painted canvas, while getting to know fellow restructuring budding artists.



# IWIRC NY Events: Recap

## Holiday Party for IWIRC NY Sponsors

December 1, 2015

[Samantha Martin](#)

On December 1<sup>st</sup>, IWIRC NY hosted an exclusive holiday party at Landmarc at the Time Warner Center to thank our generous sponsors for their support.





# IWIRC NY Events: Preview



## Ladies' Night: Bringing Poker Skills to the Negotiating Table January 12, 2016

[Cristine Pirro](#) & [Maeghan McLoughlin](#)

Join us for cocktails, hors d'oeuvres and a light dinner as we host our third annual poker party! Enter as a novice and leave as a pro with our guided tutorials and hands-on play. All skill levels are invited to join the fun! Register [HERE](#).



## Personal Branding Olympics February 8, 2016

[Tanya Meerovich](#) & [Lara Sheikh](#)

Save the Date for Personal Branding Olympics! Rachel Rosenblatt of FTI Consulting will lead the first event – the Elevator Pitch – where teams led by expert coaches will develop personal elevator pitches and the best of each team will compete for Olympic medals in Elevator Pitching, with feedback from a panel of experts and coaches.

If you're interested in coaching at this event, please contact [Tanya](#) or [Lara](#) by **December 31, 2015**. Watch for an email with registration info soon!

## IWIRC at the Shore

**March 3–4, 2016**

**Borgata Hotel, Atlantic City, NJ**

[Blanche Zelmanovich](#)

Register [HERE](#) for the Fourth Annual IWIRC at the Shore Conference! The conference will be held on March 3–4, 2016 at the Borgata Hotel & Casino in Atlantic City, NJ. The conference will feature both social and educational networking events, including a CLE/CPE seminar with IWIRC NY panelists, a reception and dinner, as well as a spa event. The conference brochure is available [HERE](#).

## Personal Branding Feature: Your Personal Style with Bethany Cantor of Keaton Row

This year, our Substantive Event Chairs focused our 2015 programs on the theme of Personal Branding. We hosted core educational events and breakfasts in the Spring and Fall, and we will round out the Personal Branding theme with the anticipated Personal Branding Olympics event in February 2016. To bring fresh perspective to this important topic, we tapped into the expertise of [Bethany Cantor](#), Content Strategy and Execution Consultant at Keaton Row. Read about her great tips below and on the next page.

### Personal Style and Your Brand

A first impression is a lasting one, and in the often volatile industries of finance, insolvency, and restructuring, personal image can often communicate not only how effectively you do your job, but also, the nature of your personality.

In a 2013 study conducted by psychology professors from the University of Hertfordshire, Hatfield, UK, researchers showed 300 people pictures of two men for three seconds each. One man wore a tailored bespoke suit, and the other, a somewhat ill-fitting suit. The man in bespoke suit was rated by participants as “more confident, successful, flexible and a higher earner” on a first impression basis. The study concluded that: “Minor clothing manipulations can give rise to significantly different inferences.”



Lest you think that only reality TV-style, head-to-toe makeovers will move the needle, the study detailed above makes it clear that small changes to your appearance have impact.

### Investing Time and Money in Your Personal Style

Establishing a personal style and building a wardrobe you love and can put together in minutes can often serve to reduce stress and boost confidence. Imagine never saying the words, “I have nothing to wear” again. A well-edited closet that communicates your personal brand and your style point of view will accomplish this.

Style can even affect the way you think. A 2015 study by Abraham Rutchick, a professor of psychology at California State University, found that dressing more formally allows for more creative thought processes. Rutchick told The Atlantic, “Putting on formal clothes makes us feel powerful, and that changes the basic way we see the world.” Rutchick and his colleagues found that when people dress in a more formal manner, their thinking becomes more holistic, they’re able to take on problems in the abstract rather than getting hung up on gritty details.

Those powerful feelings you had when you dressed up as a kid—that was style changing your self perception and your approach to the world around you. A positive change such as that is certainly worth an investment.

## Personal Branding Feature: Your Personal Style with Bethany Cantor of Keaton Row

### 10 Ways to Define and Build Your Personal Style

- 1 Do a serious closet clean. If it doesn't fit, hasn't been worn in years, or doesn't make you feel great when you think about wearing it—donate, sell, or throw it away.
- 2 Hire a professional stylist. Keaton Row makes it affordable for professional women to work with someone who knows their body, lifestyle, budget, and taste.
- 3 Find your signature pieces. If pencil skirts work for you, make them your calling card. Real style isn't about following trends, it's about knowing what works.
- 4 Invest in key pieces that can be worn in multiple ways. You should have a repertoire of flattering staples that you can reach for at a moment's notice.
- 5 Step up your accessories. In a conservative workplace accessories are an easy way to communicate your taste and personal style.
- 6 Don't play it too safe. Even in buttoned-up office environments you can push the envelope. Match daring garments with toned down investment pieces.
- 7 Remix your work wear. A personal stylist is great to have when you're in a style rut because she can help you see the clothes you already own in new ways.
- 8 Know your true sizes. Take the time to try different silhouettes and sizes until you find the fit that is best for your unique shape. Fit is key.
- 9 Don't get discouraged. For many women, shopping is a daunting task. The key to shopping smart is knowing that clothes will rarely fit perfectly off the rack. Ignore the number and focus on fit.
- 10 Don't be intimidated. Fashion can appear to be a very exclusive realm, but real personal style trumps fashion any day and style is achievable for every woman.

## Introducing Our Newest IWIRC NY Board Members

We are pleased to introduce the newest members of the IWIRC NY board. We sincerely thank [Sarah Frankel](#), [Janice Grubin](#), [Saima Meyer](#), and [Blanche Zelmanovich](#) for their incredible service. [Carren Shulman](#) will serve as 2016 Board Advisor, and [Christina Pullo](#) was elected to continue her service as Secretary. Congratulations to our newly elected board members!



### [Jasmine Ball](#), Co-Chair

Debevoise & Plimpton

"I am honored to take on the role of IWIRC NY Co-Chair and thank the members for putting their trust in me for this position. I am looking forward to working with the great group of women on the Board and in each of the subcommittees to build upon the truly awesome work that the prior and existing Board members have done over the years to make this network such a dynamic, fun, educational and always advancing part of the global IWIRC family. Thank you very much and I look forward to seeing everyone at IWIRC events in 2016!"



### [Hillary Davis](#), Membership/Sponsorship

AlixPartners

"I'm so excited to be joining the IWIRC NY Board as Membership & Sponsorship Chair! I look forward to promoting membership growth and welcoming talented women into this premier networking organization. I am also excited to spread the good word and seek additional sponsorship from key players in the industry. The combination of successful women and generous sponsors is what makes IWIRC NY such a strong network and I truly cannot wait to begin serving on the board and connecting with all of you – thank you for your vote!"



### [Maeghan McLoughlin](#), Networking Events Co-Chair

Klestadt & Winters

"I am grateful to have been elected to the IWIRC NY Board as Social Events Co-Chair. Thank you for your support! I am excited to bring unique and dynamic events to this already vibrant community of women in restructuring."



### [Lara Sheikh](#), Substantive Events Co-Chair

Practical Law, Thomson Reuters

"Thank you to my friends and colleagues for electing me to serve on the IWIRC NY Board as Substantive Events Co-Chair. I look forward to continuing IWIRC NY's tradition of providing excellent opportunities for women in the restructuring field."



### [Jane VanLare](#), Treasurer

Cleary Gottlieb

"I am thrilled to be joining the IWIRC NY Board. I look forward to advancing the goals of this fantastic organization."



# IWIRC NY Shining Stars

The success of our Chapter is due in no small part to the contributions and enthusiasm of our incredible members. In celebration of that fact, this year we introduced the "IWIRC NY Shining Star" recognition.

This recognition allows us to introduce you to exemplary members of the IWIRC NY community. Meet Maeghan, Heather, and Liliya, our July, August, and September 2015 IWIRC NY Shining Stars. For more information, click each picture.

## **About Maeghan**

Maeghan has four years of experience as a corporate restructuring associate at Klestadt Winters Jureller Southard & Stevens, LLP. Maeghan has represented debtors, creditors' committees, creditors, chapter 11 and chapter 7 trustees, receivers, secured and unsecured lenders, and landlords in bankruptcy cases, litigation, and out-of-court restructurings.

## **About Heather**

Heather is a Senior Consultant at Prime Clerk. She has over fifteen years of restructuring experience. Prior to joining Prime Clerk, Heather worked for the Recovery and Transformation Services practice at McKinsey & Company, Inc., a strategic consulting firm, which was a key advisor on several Chapter 11 restructurings, including American Airlines and Edison Mission Energy, among others.

## **About Liliya**

Liliya Gritsenko is a restructuring Associate in the New York office of Kirkland & Ellis LLP. She started her legal career as a judicial extern for the Honorable Erithe A. Smith in the U.S. Bankruptcy Court for the Central District of California, focusing on personal bankruptcies and small business cases. Liliya joined Kirkland in 2014, and represents debtors and creditors in complex chapter 11 cases.



July 2015

Maeghan McLoughlin  
Klestadt Winters Jureller  
Southard & Stevens, LLP

August 2015

Heather Aaronson  
Prime Clerk



September 2015

Liliya Gritsenko  
Kirkland & Ellis



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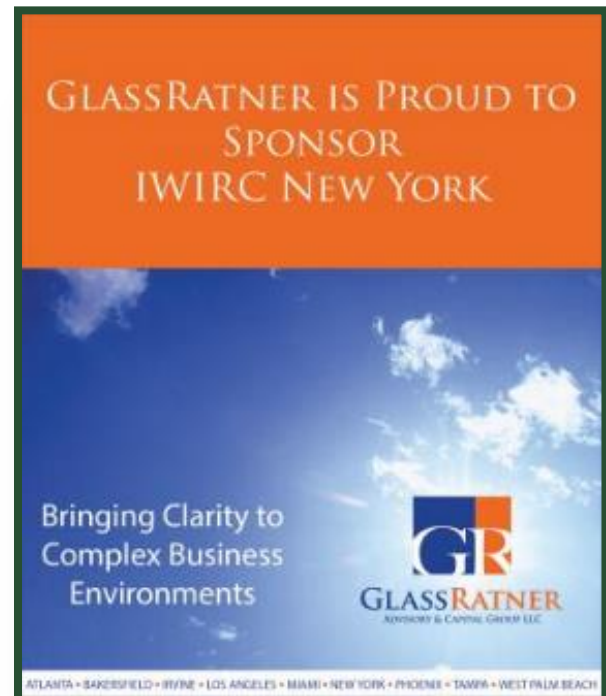
# Member News

Congratulations to our IWIRC NY members on their recent accomplishments. Let us sing your praises! [Email us](#) your accomplishments for inclusion in our next newsletter.

## Recognitions

[Melissa Hager](#) was elected to the IWIRC International board as an At-Large Director. [Congratulate her!](#)

[Sarah Frankel](#) has launched [the525group](#), a recruitment firm focused on bringing a more personal and industry-specific approach to the professional service firms in the bankruptcy and restructuring community. [Congratulate](#) or work with her today!



[Sharon L. Levine](#) was honored at the Citizens Committee for NYC Autumn in the Park event. [Congratulate her!](#)

[Jill Bienstock](#) gave birth to a beautiful baby boy, Samuel Issac Bienstock, on August 5<sup>th</sup>. [Congratulate her!](#)

## Member News

Congratulations to our IWIRC NY members on their recent accomplishments. Let us sing your praises! [Email us](#) your accomplishments for inclusion in our next newsletter.

### Recognitions

[Denise Kaloudis Ryan](#) joined Drinker Biddle as a Business Development Director. [Congratulate her!](#)

[Camille Bent](#) was selected as a finalist for IWIRC's Rising Star Award for her contributions to IWIRC. [Congratulate her!](#)

[Ali Kelly](#) was promoted to Senior Counsel at Liner Law LLP. [Congratulate her!](#)



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### Recognitions (cont'd)

IWIRC NY welcomes Puerto Rico as IWIRC's newest network, and [Sonia Colon](#) as Network Chair. [Congratulate them!](#)

# Member News

## Welcome to IWIRC NY's New Members Through December 23, 2015

[Pamela Corrie](#)

Epiq Systems

[Hillary Davis](#)

AlixPartners

[Krista Faltin](#)

Moritt Hock & Hamroff

[Deborah Sue Friedland](#)

EisnerAmper

[Gabrielle Glemann](#)

Hughes Hubbard & Reed

[Laura Hall](#)

Allen & Overy

[Venetia Manners](#)

Epiq Systems

[Jordanna Nadritch](#)

Practical Law, Thomson Reuters

[Summer McKee](#)

Debevoise & Plimpton

[Wendy B. Reilly](#)

Debevoise & Plimpton

[Colleen Schwartz](#)

AlixPartners

[Rita Tobin](#)

RCTobinLaw

[Erica Weisgerber](#)

Debevoise & Plimpton



It's that time of year. Need to renew your membership? No problem.

Not an IWIRC NY Member Yet? No problem! We want to see your name here for our next Newsletter.

[Click here](#) to join IWIRC or renew your membership.



# Upcoming Industry Events

**January 7, 2016**

**[TMA Annual New Year's Simply Networking Breakfast](#)**

New York, NY

**January 12, 2016**

**[IWIRC NY Poker Night](#)**

New York, NY

**January 19, 2016**

**[11<sup>th</sup> Annual NYIC/AIRA Joint Bankruptcy & Restructuring Event](#)**

New York, NY

**January 21 – 22, 2016**

**[ABI Rocky Mountain Bankruptcy Conference](#)**

Denver, CO

**February 8, 2016**

**IWIRC NY Personal Branding Olympics**  
New York, NY

**February 17–19, 2016**

**[TMA Distressed Investing Conference](#)**

Las Vegas, NV

**March 3–4, 2016**

**[IWIRC @ the Shore](#)**

Atlantic City, NJ

**March 7, 2016**

**[24<sup>th</sup> Annual Conrad B. Duberstein National Memorial Moot Court Competition & Gala Awards Dinner](#)**

New York, NY

**April 14–17**

**[Annual ABI Spring Meeting & IWIRC Spring Conference](#)**

Washington, DC

Want us to feature your event?

[Email us](#) details today!



**Akin Gump Strauss Hauer & Feld LLP** is

a proud supporter of the **International Women's  
Insolvency & Restructuring Confederation.**

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# IWIRC NY TIPS

## *Tips for Optimal Personal Branding*

Each month we feature TIPS on how to do something just a little bit better!  
This month we're featuring tips shared by IWIRC member [Deirdre McGuinness](#).

1 – Prior to attending a networking function, think about what your message will be when asked “How are things going” or “How’s business?” [Never appear negative or disgruntled and make it clear that you have capacity for more business.](#)

2 – Prior to attending a networking event, think about whom you would like to meet and target a small handful of new people to meet. Have a few examples of success stories that you would like to share to preview your firm’s capabilities.

3 – Ask for help. If you need to meet someone and come up with an empty plan, [figure out who among your connections](#), might be able to assist in an introduction.

4 – Leave a good impression that does not include your physical appearance. Never be remembered for inappropriate hemlines, necklines or “[out there](#)” statements like crazy eyewear or jewelry.

5 – Try to come up with a solid “take away” that you would like to leave in the room when you exit. Whether it’s a conference room or a ballroom, you want people to remember you with something positive. Make it known that you are current on market conditions in

your specific field and know of general opportunities for your firm.

6 – Don’t be afraid to [ask for business](#). It’s the hardest thing to do but you will feel a sense of empowerment once it’s done. Women tend to speak about everything else but you garner someone’s respect when you can close the deal and ask for an opportunity.



# IWIRC NY Social Media

## Social Media

[Facebook](#), [Twitter](#) & [LinkedIn](#)

2015 has been our best social media year yet! We've almost doubled our followers this year alone, with a combined total of over **400 followers** on Facebook, LinkedIn, and Twitter.

Being a "Friend" of IWIRC NY on social media has become more rewarding than ever! Continue to look out for more giveaways to upcoming events on [LinkedIn](#), [Facebook](#) and [Twitter](#)! [Like](#), [follow](#), or [join](#) us today!

### Additional Facebook Networks

[IWIRC Houston Facebook](#)  
[IWIRC DC Facebook](#)  
[IWIRC Hong Kong Facebook](#)  
[IWIRC Delaware Facebook](#)

## Helpful IWIRC Web Resources

### IWIRC NY

[Home Page](#), [Facebook](#), [LinkedIn](#), [Twitter](#)  
 and [Direct Email](#)

### IWIRC International

[Homepage](#), [Facebook](#) and [YouTube](#)

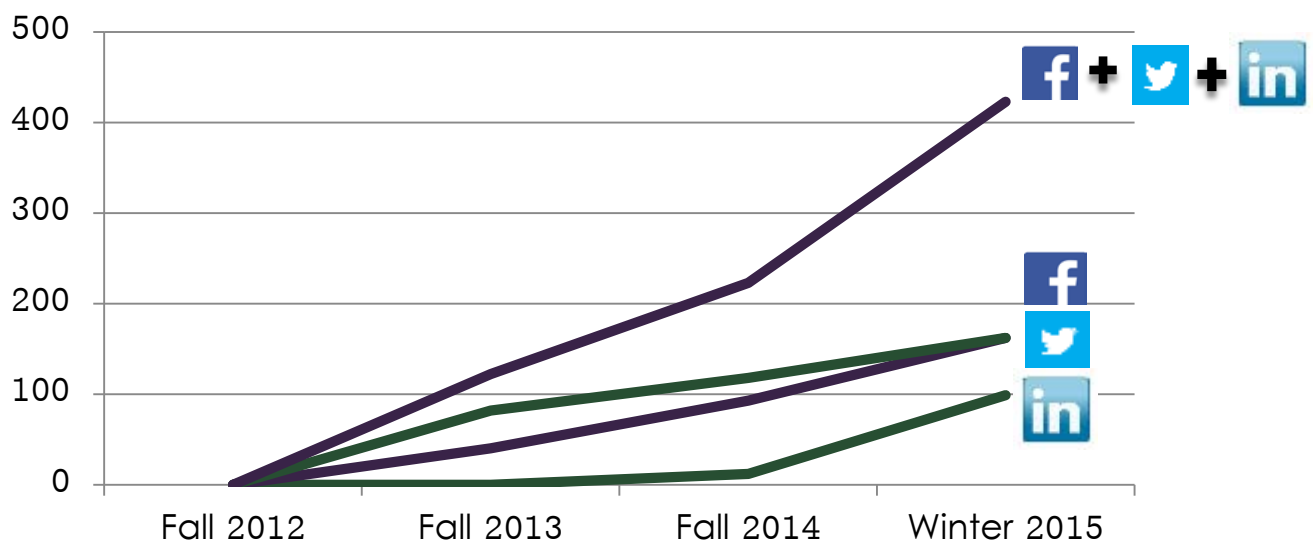
### Additional IWIRC [Twitter Accounts](#)

@iwirc, @iwrchouston, @Michigan\_IWIRC,  
 @IWIRCDE, @WPAIWIRC, @IWIRCNJ

### Additional LinkedIn Networks

[IWIRC Chicago](#)  
[IWIRC Greater Maryland](#)  
[IWIRC Western Canada](#)

## IWIRC NY Followers By the Numbers





## Sponsor Spotlight: Member Profile



**Jasmine Ball**  
Debevoise  
& Plimpton

Jasmine Ball is a corporate partner and member of Debevoise & Plimpton's Business Restructuring & Workouts Group. Ms. Ball regularly represents debtors, investors, creditors and other parties in distressed mergers & acquisitions, workouts, debt and equity financing and refinancing, complex restructurings and Chapter 11 bankruptcy proceedings. Ms. Ball is recognized by *The Legal 500 US* (2014-2015), where she is praised for her "strong management skills and critical thinking" and noted as "particularly good" and "thoughtful and smart." Ms. Ball has been named a 2015 recipient of the "Outstanding 50 Asian Americans in Business" awards. She has also been recognized as an "Outstanding Young Restructuring Lawyer" (2013) by *Turnarounds & Workouts* and has received Turnaround Management Association's 2014 Transaction of the Year: Mega Company Award.

Ms. Ball is an author of the *Collier Business Workout Guide* (Matthew Bender, 2014) and a contributing author to the *Collier Guide to Chapter 11: Key Topics and Selected Industries* (Matthew Bender, 2014). Other publications include: "Restructuring Aircraft Leases in Bankruptcy," *Jetrader* (2014), "Rules of the Road: Buying Distressed Assets," *Bankruptcy Law360 and Corporate Finance Law360* (2010), "In the Zone," *The Deal* (2009), "Duties of Directors of Distressed Companies: Avoiding an Intrinsic Fairness Review," *Debevoise & Plimpton Private Equity Report* (2009), "The Duties of Private Equity Directors of Distressed Companies," *Directors & Boards Boardroom Briefing* (2009), "Caution Ahead: Rules of the Road for Buying Assets from Distressed Companies," *Debevoise & Plimpton Private Equity Report* (2009), "Alert: Duties of Directors of Distressed Companies: An Update and Refresher," *Debevoise & Plimpton Private Equity Report* (2008), "Section 363 Sales: How to Play the Game," *Debevoise & Plimpton Private Equity Report* (2007), and "Distressed Deals: Section 363 M&A: How to Play the Game," *The Deal* (2007). Ms. Ball has presented at the American Bar Association, the Practising Law Institute, the American College of Investment Counsel and the Association of the Bar of the City of New York.

Ms. Ball is a member of the Bar of the State of New York and is admitted to practice before the U.S. District Court for the Southern District of New York. Ms. Ball is a member of IWIRC, the International Bar Association, the American Bar Association, the New York State Bar Association and the Association of the Bar of the City of New York. She is also a member of the firm's Diversity Committee and is active in various Asian legal associations, including Asian American Legal Defense and Education Fund and Asian American Bar Association activities.

Ms. Ball received her B.S. from Princeton University in Civil Engineering and Operations Research, with a Certificate in Engineering and Management Systems, and her J.D. from the University of Michigan, where she was an Executive Editor of the *Journal of International Law*.

## Sponsor Spotlight: Member Profile



**Tanya  
Meerovich**  
FTI  
Consulting

Tanya Meerovich is a managing director in the FTI Consulting Corporate Finance practice. Tanya's experience includes providing financial and strategic solutions to companies, their creditors and investors. She has worked with both public and private companies across many industries, including financial services, real estate, non-for-profit, insurance, healthcare, education, energy, manufacturing, infrastructure, print, entertainment and retail.

Tanya's advisory services include assisting senior management teams and various stakeholders in developing and implementing strategic alternatives, revenue enhancement initiatives, and costs reduction initiatives. She has extensive experience in review and assessment of business plans and financial models, preparation of financial projections and cash flow models, financial analysis, cash management, asset management and liquidation, claims analysis, fraud investigations and forensic accounting.

Prior to joining FTI Consulting, Tanya was with the Financial Services Advisory group of RSM Cayman Islands, where she was involved in a number of high profile and complex cross-border insolvency engagements in the financial services sector. Prior to that, Tanya worked for a securities broker-dealer in the Chicago area.

Tanya holds a B.S. in business management and finance from Roosevelt University in Chicago. She is a chartered financial analyst, certified insolvency and restructuring advisor, and certified fraud examiner. Tanya also previously held NASD Series 24, 7 and 63 licenses.

Tanya serves on several boards including NY Chapter of International Women's Insolvency & Restructuring Confederation and a non-for-profit organization, Rock & Rawhide.

# 2016 IWIRC NY Sponsorship Drive

We're excited to report that 2015 was a year of continued growth and success for IWIRC NY! We hosted many well-attended and dynamic events, and our membership and social media presence continue to expand.

Our success would not have been possible without the generous support of our sponsors. IWIRC NY is now seeking corporate sponsors for 2016. We invite you to join the fun and support IWIRC NY in 2016. We're offering 3 levels. Each level includes the following perks & much more.

[Click here](#) to check out the perks of sponsorship. Contact our new sponsorship chair, [Hillary Davis](#), or email us at [iwirc.nyc@gmail.com](mailto:iwirc.nyc@gmail.com) to sign up today!

## Platinum | \$5,000

- Up to 4 tickets at each event at 75% off
- 1 annual membership (\$275 value)
- Quarter page ad in each of IWIRC NY's Newsletters & 2 member profiles
- Premium position branding at each IWIRC NY event
- Ability to place one collateral item in gift bag at every event
- Recognition on all IWIRC New York event materials tiered by sponsorship level
- IWIRC website, IWIRC NY website, and IWIRC NY social media recognition

## Gold | \$2,500

- Up to 4 tickets at each event at 50% off
- Quarter page ad in two of IWIRC NY's newsletters & 1 member profile
- Ability to place one collateral item in gift bag at every event
- Recognition on all IWIRC New York event materials tiered by sponsorship level
- IWIRC website, IWIRC NY website, and IWIRC NY social media recognition

## Silver | \$1,000

- Up to four tickets at each event 25% off
- Quarter page ad in one of IWIRC NY's newsletters
- Recognition on all IWIRC New York event materials tiered by sponsorship level
- IWIRC website, IWIRC NY website, and IWIRC NY social media recognition



# Thank You to Our 2015 Sponsors!

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**KIRKLAND & ELLIS**

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**Prime Clerk**



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# Introducing Your 2016 IWIRC NY Board

## CHAIRS



**Samantha Martin**  
Morrison & Foerster



**Jasmine Ball**  
Debevoise & Plimpton

## VICE CHAIRS



**Camille Bent**  
Communications  
Stevens & Lee



**Christina Pullo**  
Secretary  
Prime Clerk

## MEMBERSHIP



**Hillary Davis**  
AlixPartners

## BOARD ADVISOR



**Carren Shulman**  
Sheppard Mullin

## TREASURER



**Jane VanLare**  
Cleary Gottlieb

## SUBSTANTIVE EVENTS



**Tanya Meerovich**  
FTI Consulting



**Lara Sheikh**  
Practical Law,  
Thomson Reuters

## NETWORKING EVENTS



**Cristine Pirro**  
Kirkland & Ellis



**Maeghan McLoughlin**  
Klestadt & Winters