

# IN THE NEWS

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## Butzel Long attorney Claudia Rast to moderate panel presentation during 12th Annual InsideCounsel SuperConference April 23-24 in Chicago

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FOR IMMEDIATE RELEASE

ANN ARBOR, Mich. – **Butzel Long** attorney and shareholder **Claudia Rast** will moderate a panel presentation during the 12th Annual *InsideCounsel* SuperConference April 23-24, 2012 in Chicago. The event is presented by InsideCounsel magazine and is the nation's leading corporate legal conference.

Ms. Rast will moderate a panel titled, "Compliance Strategies in an Environment of Constant Change: How to Cope with the Cloud, Social Media and Slick Solutions."

According to the *September 2011 Ponemon Institute*® "Global Survey on Social Media Risks," the top five risks of social media include: viruses/malware, brand hijacking, lack of control over content, unrealistic customer expectations of "Internet-speed" service and non-compliance with record management regulations.

"There has been a large scramble among corporate HR and IT departments as companies struggle with ubiquitous connectivity in their workforce," said Ms. Rast. "The blurring of personal and business use of personal and business tech devices is both a policy and IT security challenge."

Based in Butzel Long's Ann Arbor office, Ms. Rast has extensive experience counseling clients both large and small on issues related to business and technology, particularly online and web-based companies. She blends the study of law, business, and technology to assist companies in their choice and use of technology to maintain a competitive edge. As a Board member for Ann Arbor's New Enterprise Forum, Ms. Rast coaches technology start-ups in their efforts to connect with management expertise, venture capital, and business partners.

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Claudia Rast  
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She's also an experienced environmental lawyer, focusing on alternative energy and sustainability practices, including work on the development of a global Rule of Law Index for environment and energy with the World Justice Project, an offshoot of the American Bar Association.

Ms. Rast is a frequent speaker on matters ranging from Electronic Discovery, Online Advertising, Privacy, Identity Theft, Social Media in the Workplace, IT Forensics to Responding to Data Security Breaches.

### **About Butzel Long**

Established in 1854, Butzel Long is a leading law firm with offices in Detroit, Bloomfield Hills, Lansing and Ann Arbor, Michigan, New York City, and Washington, D.C., as well as Alliance offices in Beijing, Shanghai, Mexico City and Monterrey. The firm is also a member of the Washington D.C. law firm, Butzel Long Tighe Patton. Butzel Long represents clients from diverse industries on regional, national, and multi-national levels and is a member of Lex Mundi, a global association of 160 independent law firms. Visit the Butzel Long website at [www.butzel.com](http://www.butzel.com).

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