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# ACCC DOCKET

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## **Member Spotlight: Steven Mashal, Corporate Counsel, American Council on Exercise**

### **Interviews and Profiles**





**Steven Mashal**

CORPORATE COUNSEL, AMERICAN COUNCIL ON EXERCISE

SAN DIEGO, CA, USA

2015 OUTSTANDING COMMITTEE MEMBER OF THE YEAR NOMINEE

LAW DEPARTMENT MANAGEMENT COMMITTEE

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**What influenced you to join the Association of Corporate Counsel?**

I joined the Association of Corporate Counsel when I worked for a previous employer. The whole legal department enrolled under the Corporate Membership category.

**What has been the most rewarding aspect of your career thus far?**

I have spent almost my entire career in-house, and the most rewarding aspect has been the opportunity to educate my co-workers and make them better “customers” of legal services. I really appreciate when the business person in charge of a deal comes to me and says, “I know you would not allow us to agree to unlimited liability and I made sure it was removed from the contract before I showed it to you.”

**What ACC resources have been the most beneficial to you?**

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The best ACC resource is networking. Through participating in various committees and attending ACC programs I now have colleagues I can call on throughout the world to seek advice and counsel. I also use the extensive online library to research issues, and I obtain all of my MCLE through attending ACC events.

## **What is the most interesting aspect of working for the American Council on Exercise?**

The American Council on Exercise (ACE) is the largest non-profit fitness certification and education organization dedicated to getting people moving. As the only in-house legal counsel, I get to see most of the business development for the organization and also get to work with every other employee. I think staying on top of emerging legal issues and trying to anticipate and reduce risks have been the most interesting aspects of working for ACE.

## **What are the biggest challenges in-house attorneys will face in the coming years?**

I don't think the challenges have changed that much over the past few years. I think these challenges remain — producing good quality legal work with limited resources and convincing management of the value of having an in-house legal team. An additional, major challenge is incorporating technology to help alleviate problems without causing new ones (or being so complex that no one uses it).

## **You were nominated for committee member of the year last year. Tell us about your contributions and accomplishments in service to the Law Department Management Committee.**

Being on the executive team for the Law Department Management Committee has been really rewarding. I have held positions as communications co-chair, program co-chair, vice chair, and chair this year. I have planned and developed legal quick hits, organized our Annual Meeting programs, and as vice chair and chair, supported everyone else. I think my strongest contribution has been in really pushing committees to work together and share more. I have been active on most council of committee calls, and lead sessions at the Leadership Development Institute held before the Annual Meeting

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