

LAW FIRM LEADERSHIP AND ECONOMIC FORUM

Proven Management and Leadership Strategies for Firms up to 300 Attorneys

October 13-14, 2010 • The Harvard Club • New York, New York

Law Firm Faculty Includes:

Fred H. Bartlit, Jr.

Founding Partner
Bartlit Beck Herman Palenchar & Scott LLP
Number of Attorneys: 69

Martin D. Beirne

Managing Partner
Beirne, Maynard & Parsons, LLP
Number of Attorneys: 82

Scott A. Bravi

Chief Information Officer
Arnold & Porter LLP
Number of Attorneys: 700

Adam P. Kahn

Co-Managing Partner
Foley Hoag LLP
Number of Attorneys: 225

Judith A. Lockhart

Managing Partner
Carter Ledyard & Milburn LLP
Number of Attorneys: 116

Mashenka Lundberg

General Counsel
Holme Roberts & Owen LLP
Number of Attorneys: 230

Steven J. Nataupsky

Managing Partner
Knobbe Martens Olson & Bear, LLP
Number of Attorneys: 260

James M. Neis

Partner
Winston & Strawn LLP
Number of Attorneys: 912

Timothy J. Ochsenhirt

Chairman, CEO
Roetzel & Andress LPA
Number of Attorneys: 220

Gloria A. Pinza

Managing Partner
Pierce Atwood LLP
Number of Attorneys: 124

Harold (Kip) Reader

Managing Partner
Ulmer & Berne
Number of Attorneys: 175

Arthur J. Shartsis

Founding Partner
Shartsis Friese LLP
Number of Attorneys: 57

Ronald H. Shechtman

Managing Partner
Pryor Cashman LLP
Number of Attorneys: 120

Francis H. Sheppard

Managing Partner
Rumberger, Kirk & Caldwell
Number of Attorneys: 75

David Urbanik

Internal Consultant
McElroy Deutsch Mulvaney & Carpenter, LLP
Number of Attorneys: 273

Benjamin F. Wilson

Managing Principal
Beveridge & Diamond, P.C.
Number of Attorneys: 105

Co-Chairs

David Brown

Editor in Chief
The National Law Journal

Marianna G. Dyson

Chair
Miller & Chevalier Chartered

Key Topics Include:

- Effective Strategy: Establishing and Implementing the Right Vision for Your Mid-Sized Firm
- The Changing Role of the Managing Partner
- Talent Management for the Mid-Sized Firm
- Law Firm Economics and Profitability
- Group Therapy for Law Firm Leaders
- Competitive Advantage, Creative Solutions and Extraordinary Client Service
- Building a Management Structure
- Ethics and Leadership
- Key metrics from the NLJ Survey of Law Firm Economics



The National Law Journal's **2010 Survey of Law Firm Economics** is one of the most complete, accurate and up-to date set of economic statistics and financial data available about mid-sized law firms. To order the full results visit: <http://www.almlegalintelligence.com/SLFE2010>

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An **ALM** Event

LAW FIRM LEADERSHIP AND ECONOMIC FORUM

Dear Colleague:

In 2007, I became the managing partner of Miller & Chevalier - a Washington, DC-based firm with 100 lawyers specializing in five “inside-the-Beltway” practice areas. While tackling our strategic vision and plan for continuing to compete for the best work, I spent hours trying to figure out where Miller & Chevalier fits within the legal services industry and what it means to be labeled as “mid-sized” or – astoundingly, with 100 lawyers – as “small” in the DC market.

Is it based simply on the number of lawyers or practice areas? Is it grounded in a strategy not to grow beyond a certain size because of a commitment to exceptional client service? Is it a recognition of the value of maintaining an existing firm culture? More importantly, is being mid-sized limiting or empowering? In our case, it was a combination of all of the above – an understanding that slowly came to me as I grew into the job of the firm’s leader.

It is important to recognize that the label “mid-sized” is multi dimensional – a firm of 150 in Washington, DC is not the same as a firm of 150 in the Midwest. A firm of 200 with specialty practices is not the same as a full service firm of 200. Regardless of how your firm defines itself – being successful boils down to the need for exceptional management and leadership.

This new and very timely event, “Law Firm Leadership and Economic Forum: Proven Management and Leadership Strategies for Firms up to 300 Attorneys,” presented by The National Law Journal and The American Lawyer, will tackle these and other questions and topics.

This is the program for managing partners of mid-sized firms that I tried to find three years ago – the one that is tailored to the challenges and opportunities that our firms face

I was lucky. I was the beneficiary of the generous sharing of advice, ideas, and words of encouragement from other managing partners, primarily from larger firms. The wisest among them confirmed that, as firm leaders, we are faced with difficult and often unpopular decisions and, for many of us, the further challenge of juggling a practice while attending to the constant demands of firm management.

I am hopeful that this program will be the ideal forum for leaders of mid-sized firms to come together and share insights, learn from each other, and build a network of colleagues to which we can continue to reach out. The time is now, because the current economic pressures faced by the legal services industry can impact smaller and mid-sized firms more markedly, but also can provide greater opportunities due to our ability to be nimble and creative.

Please join me and my co-chair David Brown, Editor in Chief of The National Law Journal, for two full days of exploration and discussion. This program is structured not only to offer great speakers and relevant case studies, but also plenty of opportunity for attendees to engage in a useful dialogue. By the way, we at Miller & Chevalier are delighted to be “mid-sized” and are through “apologizing” for choosing to remain so!

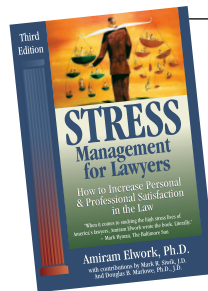
David and I look forward to meeting you in NY.

Sincerely yours,

Marianna G. Dyson

Chair

Miller & Chevalier Chartered



Plus – Hear from Amiram Elwork, Ph.D., Author of: “Stress Management for Lawyers: How to Increase Personal & Professional Satisfaction in the Law.”

Visit the website at www.americanlawyer.com/leadership for more information.

WEDNESDAY, OCTOBER 13TH, 2010

8:30 AM

Continental Breakfast

Sponsored By



9:00 AM

Opening and Welcome Remarks

9:15 AM

The Financial Landscape: Where Firms Stand After Two Years of Turmoil

- An overview of key results from the latest National Law Journal Survey of Law Firm Economics
- Trends in revenue, compensation, and staffing
- How billing rates and billable hours have fared

David Brown

Editor in Chief

The National Law Journal

9:45 AM

Effective Strategy: Establishing and Implementing The Right Vision for Your Mid-sized Firm

Strategic planning. Positioning strategy. No matter what you call it or how you create it, in the intensely competitive marketplace for legal services, establishing goals related to practice mix and focus, footprint and ideal size are critical parts of the equation. Hear what this panel discovered when they began to ask questions such as:

- Are we a specialty firm, full-service, or something in between? Is our goal achievable and will the marketplace support the firm we want to be?
- Is our current size ideal for balancing capacity and profitability, or do we need to grow or rethink the viability of some of current practices and practitioners?

WEDNESDAY, OCTOBER 13TH, 2010

- Where do we get the market intelligence we need to make decisions for the future, and how do we both accommodate our partners' diverse perspectives and avoid the pitfalls of unscientific navel-gazing?
- What process works best for firms seeking to create a roadmap for their future?
- Who among firm leaders, rank and file lawyers, firm business professionals, and others play what role in the planning process?

Moderator

Norm Rubenstein

Partner
Zeughauser Group

Panel

Martin D. Beirne

Managing Partner
Beirne, Maynard & Parsons, LLP

Marianna G. Dyson

Chair
Miller & Chevalier Chartered

Adam P. Kahn

Co-Managing Partner
Foley Hoag LLP

Steve Nataupsky

Managing Partner
Knobbe, Martens, Olson & Bear, LLP

Arthur J. Shartsis

Founding Partner
Shartsis Friese LLP

11:15 AM

Mid-Morning Break

11:30 AM

The Changing Role of the Managing Partner for the Mid-sized Firm: Striking the Balance between Leadership, Management and Client Relationships

- New economic challenges
- Managing growth
- Producer vs. pure manager
- Staffing models
- Length of time served
- Succession planning
- Changes in billing models

David Brown

Editor in Chief
The National Law Journal

Timothy J. Ochsenhirt

Chairman, CEO
Roetzel & Andress LPA

Harold (Kip) Reader

Managing Partner
Ulmer & Berne

Ronald H. Shechtman

Managing Partner
Pryor Cashman LLP

12:45 PM

Luncheon and Address

Hosted By  LexisNexis
Redwood Analytics

Client Retention and Using Analytics/Technology to identify opportunities

- Business and practice of law convergence

- Managing key clients
- Assessing client value
- Pricing strategies for key clients

Jill Nelson

Product Manager
LexisNexis Redwood Analytics

2:15 PM

Talent Management for the Mid - Sized Firm

- Recruiting the right talent for your firm
- Hiring for your firm's culture
- Staffing ratios
- Compensation – a carrot or a stick?
- Laterals – know who you are hiring and why
- Addressing generational concerns
- Keeping your women partners

Judith A. Lockhart

Managing Partner
Carter Ledyard & Milburn LLP

Gloria A. Pinza

Managing Partner
Pierce, Atwood

Benjamin F. Wilson

Managing Principal
Beveridge & Diamond, P.C.

3:45 PM

Afternoon Break

4:00 PM

Group Therapy For Law Firm Leaders: How To Do The Right Things Effectively And With Less Stress

Learn about the psychological skills needed to reduce stress, guilt, fear and frustration in you and your colleagues, while also leading your firm to become more effective at such tasks as:

- Strategic Planning and Adapting to Change
- Monitoring Profitability
- Compensating Your Lawyers and Staff
- Recruiting and Retaining Good People
- Supervising and Mentoring
- Satisfying Clients and Marketing

Discussion Leader

Amiram Elwork

Director, Law-Psychology (J.D./Psy.D.) Graduate Program
Widener University
and President, Vorkell Group
Author of Stress Management for Lawyers

Panel

Fred H. Bartlit, Jr.

Founding Partner
Bartlit Beck Herman Palenchar & Scott LLP

Marianna G. Dyson

Chair
Miller & Chevalier Chartered

James M. Neis

Partner
Winston & Strawn LLP

5:30 PM

Cocktail Reception

THURSDAY, OCTOBER 14TH, 2010

8:30 AM

Continental Breakfast

9:00 AM

Competitive Advantage, Creative Solutions and Extraordinary Client Service: Beating Out the Big Firms by Leveraging Your Firm's Culture

- Alternative fees
- Billing rates
- Value Proposition
- Regional and Global networks

Moderator

Robin Sparkman

Deputy Editorial Director
ALM

Panel

Fred H. Bartlit, Jr.

Founding Partner
Bartlit Beck Herman Palenchar & Scott LLP

Louise Firestone

SVP and General Counsel
LVMH Moët Hennessy Louis Vuitton Inc.

Judith A. Lockhart

Managing Partner
Carter Ledyard & Milburn LLP

Arthur J. Shartsis

Founding Partner
Shartsis Friese LLP

10:30 AM

Mid-Morning Break

10:45 AM

Law Firm Economics and Profitability

- Benchmarking
- Billing cycles
- Compensation
- Financial Ratios

Pamela Bernstein

Executive Director
Miller & Chevalier Chartered

Kevin Iredell

Vice President
ALM Legal Research

Francis H. Sheppard

Managing Partner
Rumberger, Kirk & Caldwell

Mike Walsh

President and CEO
U.S. Legal Markets
LexisNexis Group

12:15 PM

Luncheon

1:15 PM

Building a Management Structure that is Right for Your Firm

- The fully loaded question of the producer/ manager
- Do you create a full executive suite...if so, when?
- Determining your needs
- Growing your management team

Scott Bravi

Chief Information Officer
Arnold & Porter LLP

Marianna G. Dyson

Chair
Miller & Chevalier Chartered

Aric Press

Editor in Chief
The American Lawyer

Francis H. Sheppard

Managing Partner
Rumberger, Kirk & Caldwell

David Urbanik

Internal Consultant
McElroy Deutsch Mulvaney & Carpenter, LLP

2:30 PM

Ethics and Leadership: An Interactive Workshop

- Liability
 - leading causes of severe claims against ALAS firms
 - "Rules of Professional Conduct," not "ethics" rules
 - role of firm culture: compensation; practice group management; supporting firm's general counsel
- Laterals
 - opportunities, but dangers too in professional liability exposure, and firm culture
 - recruitment – strategy, due diligence, deal momentum and management liability perils including integration and failure rate
- Outsourcing
 - ABA Formal Opinion
 - due diligence as to competence, compliance with confidentiality, and conflicts

Mashenka Lundberg

General Counsel
Holme Roberts & Owen LLP

James M. Neis

Partner
Winston & Strawn LLP

Gloria A. Pinza

Managing Partner
Pierce, Atwood

Daniel W. Smith

Vice President—Loss Prevention Counsel
ALAS, Inc.

4:30 PM

Conference Adjourns

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