

*"If you want to succeed you should strike out on new paths,
rather than travel the worn paths of accepted success."*

- John D. Rockefeller



TURN AND FACE THE STRANGE: FOCUS ON WHAT MATTERS



Joint Law Firm Management Conference

May 13 - 15, 2015

**The Conrad
Chicago, Illinois**

For IADC and FDCC Members - and Anyone Else Interested
(Lawyers and Non-Lawyers) In Improving Law Firm Management

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Joint Law Firm Management Conference

TURN AND FACE THE STRANGE: FOCUS ON WHAT MATTERS

PROGRAM

Wednesday, May 13, 2015

5:30 p.m. - 7:00 p.m.

Registration

6:00 p.m. - 7:00 p.m.

Welcome Cocktail Reception

Evening

Dinner on Own

Thursday, May 14, 2015

7:30 a.m. - 8:30 a.m.

Continental Breakfast

8:30 a.m. - 8:45 a.m.

Opening Remarks and Introduction:

The 7 Last Words of a Dying Firm: "That's the Way We've Always Done It."

This conference will offer best practices and turn-key tools used by highly successful law firms to drive measurable growth in terms of revenue, new client acquisition, employee retention, and other key metrics. Attendees will be given prescriptive advice and tools they can take back to their firms and implement immediately!

Speakers:

Marc H. Harwell, Leitner, Williams, Dooley & Napolitan PLLC, Chattanooga, TN

Martin J. Healy, Sedgwick LLP, Newark, NJ

8:45 a.m. - 9:30 a.m.

**What to Expect When Your Clients are Expecting...Everything:
Delivering Customer Service and Managing Client Expectations**

In the new litigation environment, defense attorneys more than ever must manage client expectations. In today's legal climate, in which most cases ultimately settle rather than try to verdict, clients are rarely placed in a position where they can claim their attorney "won" or "lost" their case for them. As a result, clients typically evaluate their attorneys on other factors - many of which are highly subjective and primarily deal with whether counsel has satisfied expectations which may or may not have been articulated at the outset.

Attendees will hear from a panel of experienced counsel who will provide valuable insight into the difficult game of establishing client expectations early in the life of a matter; managing those expectations during the course of a matter; and, ultimately, delivering on those expectations.

Moderator:

Brian Calistri, Weber Gallagher, Philadelphia, PA

Speakers:

Molly H. Craig, Hood Law Firm, LLC, Charleston, SC

Scott Golin, Hoffman Alvary & Company, Newton, MA

David Leskauskas, Mitsui Sumitomo Marine Management USA, Inc., Warren, NJ

9:30 a.m. - 10:00 a.m.

Demystifying the Billing Audit Bogeyman

We live in an age where legal bill auditors are a business reality. This session will discuss effective approaches and solutions to achieve both client billing goals and how to be fairly compensated for the value of your work. Billing audit experts will offer methods to effectively deal with the audit process and discuss how to successfully build a culture of cooperation that best benefits the firm and the client.

Moderator:

Michael D. Huber, Cray Huber, Chicago, IL

Speakers:

Jay Courie, MGC, Columbia, SC

Richard G. Hess, Bottomline Technologies, Inc., Ocean Isle, NC

10:00 a.m. - 10:15 a.m.

Break

10:15 a.m. - 11:00 a.m.

How to Compete in the World of e-Discovery and ESI Management

Attendees will learn how small and medium-sized firms can compete with AMLAW 100 firms for large e-Discovery and ESI management projects. Further, attendees will learn the process by which one joint ventures with e-Discovery technology vendors to meet their client's specific needs for a fraction of cost they would pay an AMLAW 100 firm. We'll also discuss best practices for managing e-Discovery projects that focus on the practical realities facing smaller firms and how to address them with minimal business disruption.

Moderator:

Robert C. Manlowe, Williams Kastner, Seattle, WA

Speakers:

Lauren Leonard, Litigation Services, UnitedLex Corporation, Kansas City, MO

Hunter McMahon, Altep, Inc., Los Angeles, CA

Norman Yee, Celerity Consulting Group, Inc., Seattle, WA

11:00 a.m. - 11:45 a.m.

The End of Marketing as We Know It: Social Media, Branding, and Reputation in the Modern Marketplace

To maintain a competitive position in your market and drive growth, firms (big or small) require a marketing strategy and budget to succeed. But how do you know if your marketing strategy is working and if you are getting a good return-on-investment?

Moderator:

Todd M. Raskin, Mazanec, Raskin & Ryder Co., L.P.A., Cleveland, OH

Speakers:

Sally Schmidt, Schmidt Marketing, Inc., Edina, MN

Marc E. Williams, Nelson Mullins Riley & Scarborough, LLP, Huntington, WV

11:45 a.m. - 12:45 p.m.

Lunch

12:45 p.m. - 2:15 p.m.

LIGHT MY FIRE: It's Not ALL About Money. It's About Passion, Purpose, and Fulfillment.

What truly ignites and motivates lawyers to perform to the best of their abilities, master their profession, and lead? What role does money really play? How does a firm create an environment that promotes creativity, growth, and retention of talent at all levels? What approaches have proven to be successful and why? And then there's that succession issue...

Join this session to discuss proven methods for retaining talent, developing leaders, managing behavior, and planning for the future.

Moderator:

Sarah J. Timberlake, Abowitz, Timberlake & Dahnke, P.C., Oklahoma City, OK

Speakers:

Cordell Parvin, Cordell Parvin LLC, Dallas, TX

L. Johnson Sarber, III, Marks Gray, P.A., Jacksonville, FL

Edward S. Sledge, IV, Bradley Arant Boult Cummings LLP, Birmingham, AL

2:15 p.m. - 2:30 p.m.

Break

2:30 p.m. - 3:30 p.m.

What You Don't Know Can Hurt You: A Primer on How to Use Client Metrics to Strengthen Your Practice

Since 2008 “when the legal world changed,” businesses and insurance carriers have become more savvy consumers of legal services. Using task codes and analytical software, business clients can, and do, “grade” their attorneys and compare them to their peers. Metrics are used to measure performance. This presentation, by knowledgeable outside counsel with perspective from in-house counsel, will provide a primer on the value of metrics, including how to track them, how to improve them, and most importantly how to use them to seek fee increases and attract more business.

Moderator:

Michael B. Victorson, Jackson Kelly PLLC, Charleston, WV

Speakers:

Victoria H. Roberts, Meadowbrook Insurance Group, Scottsdale, AZ

John C. Trimble, Lewis Wagner, LLP, Indianapolis, IN

3:30 p.m. - 3:45 p.m.

Break

3:45 p.m. - 5:00 p.m.

Alternative Fee Arrangements: Providing Clients with Competitive Pricing Solutions

Whether it is a request for proposal for a client's preferred provider panel, or a single case pitch, firms must be ready and willing to provide clients with the full spectrum of value-based fee models tailored to meet clients' goals. It is no longer sufficient to simply market your firm as willing to entertain various fee models; you must be in a position to describe the value your firm brings to the pricing of legal work and the efficient delivery of legal services. Attendees of this presentation will hear from a panel of experienced counsel who will provide valuable insight into the delicate balance that must be struck between competitive pricing and maintaining a certain level of profitability for the firm. This panel will discuss the different types of AFAs that clients are demanding, the new pricing trends, and the pros and cons of various proposals.

Moderator:

Joseph E. Mais, Perkins Coie LLP, San Diego, CA

Speakers:

Stephen A. Cozen, Cozen O'Connor, Philadelphia, PA

Lisa Haynor, Habif, Arogeti & Wynne, LLP, Atlanta, GA

Kelly Milius, AFA Professional Support Lawyer, Perkins Coie LLP, Phoenix, AZ

5:00 p.m. - 5:15 p.m.

Wrap Up and Instructions for Later

5:15 p.m. - 6:30 p.m.

Cocktail Reception

Evening

Dine Around/Dutch Treat Dinner (sign-up when you register)

Friday, May 15, 2015

7:30 a.m. - 8:15 a.m.

Continental Breakfast

8:15 a.m. - 8:30 a.m.

Opening Remarks

Speakers:

Marc H. Harwell, Leitner, Williams, Dooley & Napolitan PLLC, Chattanooga, TN

Martin J. Healy, Sedgwick LLP, Newark, NJ

8:30 a.m. - 9:15 a.m.

CRM Software

Law firms are in a client service business, and you need to know who your clients are, who their prospective clients are, and what they need from you. Client Relationship Management (CRM) software has been used by sales organizations for years, but it is just as important for law firms. This software solution allows you to identify how to better serve your existing clients and build your firm's book of business using an interrelated database and strategic marketing.

Moderator:

R. Matthew Cairns, Gallagher, Callahan & Gartrell, PC, Concord, NH

Speaker:

Jennifer Whittier, Cole Valley Software, Portland, ME

9:15 a.m. - 10:15 a.m.

You Can't Always Get What You Want - Or Can You?

Want to make sure that you and your partners are doing everything possible to maintain the client relationships that already exist in your firm? Hear from in-house counsel on how to meet the expectations of your clients in this rapidly changing environment. Panelists will discuss best practices on how to maintain and enhance relationships with in-house counsel, as well as the pitfalls and common mistakes that can lead to the demise of those relationships.

Moderators:

Jonathan A. Berkelhammer, Ellis & Winters, Greensboro, NC

A. Johnston Cox, Gallivan, White & Boyd, P.A., Columbia, SC

Speakers:

Kristann (Kris) Carey, Constellation Brands, Chicago, IL

John C. Childs, Georgia-Pacific LLC, Atlanta, GA

Robert D. Hunter, Altec, Inc., Birmingham, AL

Barney Schultz, State Farm, Bloomington, IL

10:15 a.m. - 10:30 a.m.

Break

10:30 a.m. - 11:15 a.m.

The Key to Success is Knowing What Comes Next: Top Trends and Changes in the Law That Your Firm Should be Preparing For Now

In an ever changing legal environment, the most successful firms are those that anticipate and prepare for changes in the law that will impact their business. This presentation will focus on what changes are on the horizon and how to take advantage of those changes now.

Speakers:

Robert R. Marcus, Smith Moore Leatherwood LLP, Charlotte, NC

John Parker Sweeney, Bradley Arant Boult Cummings LLP, Washington, DC

11:15 a.m. - 12:15 p.m.

Actions Speak Louder Than Words: Implement Best Practices for Effective Law Firm Management - TODAY!

It is time - time to stop listening and take action! Every great conference provides plenty of advice. It is implementing that advice that presents the real challenge. This panel of industry leaders will synthesize the information shared throughout the conference and provide practical recommendations regarding how to make change happen at your firm now. The panel will discuss business strategies that work as well as those that don't, and provide steps for pushing through traditional law firm impediments to change. This "how to" session that will send participants home with tangible action plans is not to be missed!

Moderator:

Karen Woodward, Sedgwick LLP, Los Angeles, CA

Speakers:

Robert L. Christie, Christie Law Group PLLC, Seattle, WA

Michael T. Lucey, Gordon & Rees, LLP, San Francisco, CA

Henry M. Sneath, Picadio Sneath Miller & Norton, P.C., Pittsburgh, PA

12:15 p.m. - 12:30 p.m.

Final Comments

Speakers

Marc H. Harwell, Leitner, Williams, Dooley & Napolitan PLLC, Chattanooga, TN

Martin J. Healy, Sedgwick LLP, Newark, NJ

Conference Registration

Registration Fees:

	On or Before March 20, 2015	After March 20, 2015
Individual Registration	\$595	\$695
Additional Registrations from the Same Firm	\$595	\$595

The registration fee includes admission to the conference, course materials, two evening cocktail receptions, and lunch on Thursday. Registration is open to all IADC and FDCC members. Attendees who are not a member of either organization are welcome as long as their firm includes a member of either organization.

Register electronically at www.thefederation.org or complete the form and mail, email, or fax it to the FDCC.

CLE Credit: CLE credit has been requested from applicable states that accept law firm management education.

Hotel Reservations

Location: The Conrad
521 North Rush Street • Chicago, IL 60611
Phone: 1-312-377-0979
Reservations: 1-800-705-7129
Rate: \$255 + taxes
Hotel Deadline: April 29, 2015

To receive the group rate, mention that you are part of the IADC/FDCC Law Firm Management Conference or make a reservation by following the link on the FDCC's conference website.

Cancellation Policy

A refund of registration fees, less \$75 and any applicable credit card fees, will be given if written notice is received by the FDCC office before the registration deadline. **No cancellations will be accepted after April 1, 2015. Substitutions are welcome.**

For More Information, Contact Co-Chairs

IADC

Martin J. Healy
Sedgwick LLP
martin.healy@sedgwicklaw.com

FDCC

Marc H. Harwell
Leitner, Williams, Dooley & Napolitan PLLC
marc.harwell@leitnerfirm.com

IADC/FDCC Joint Law Firm Management Conference

May 13 - 15, 2015

The Conrad, Chicago, IL

Last Name: _____ First Name: _____

Badge: _____ Email: _____

Firm Name: _____

Address: _____

City/State/Country: _____

Zip: _____ Phone: _____ Fax: _____

Speaker: Yes ☐ No ☐

FDCC Member: Yes ☐ No ☐

IADC Member: Yes ☐ No ☐

Number of attorneys in firm: _____ Number of attorneys in office: _____

State and Bar #: _____

(CLE Credits will be available for states where applicable)

Registration Fees:

	On or Before March 20, 2015	After March 20, 2015	Total
Individual Registration	\$595	\$695	
Additional Registrations from the Same Firm	\$595	\$595	
Total payment included			\$

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