Law firm partners and professional development experts from leading law firms will provide insights and executable techniques on how mid-level and senior associates can develop a personal game plan for success and how to:

- Evaluate career goals and partnership prospects
- Improve leadership style
- Take charge of cases or transactions
- Gain partners’ trust
- Build a book of business
- Become a revenue generator

Plus, Don’t Miss: Master Class on Effective Presentation

Communicating Your Expertise and Using Speaking Opportunities for Business Development

Wednesday, November 15, 2006

American Conference Institute Presents

Law Firm Associate Leadership Summit

Business development and leadership strategies to take associates to the next level

November 14–15, 2006       Sheraton National Hotel       Arlington, VA

Featuring Exception Faculty From:
Arnold & Porter
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Sales Results, Inc
Sullivan & Worcester
Vorys, Sater, Seymour and Pease
Wisnik Career Enterprises, Inc.
and many more

EARN CLE CREDITS

Register Now • 888-224-2480 • AmericanConference.com/LFleader
Becoming a successful attorney takes more than just great legal skills. Success depends upon proving to your firm that you are a manager, leader, business developer, and mentor. The years spent in law school and as a junior associate don’t teach you these crucial skills, and if you wait to learn them when you make partner… that day will never come. It’s critical that you master these skills and distinguish yourself from your peers now – as a mid-level or senior associate.

Unlike other conferences and training programs, ACI’s unique, interactive program will offer you practical, first-hand advice on how to focus on your career path, become a good leader and maximize your value to the firm. Each session will focus on real-life situations and case studies to give you valuable insight into what it really takes to succeed. Regardless of whether partnership is your goal, our experienced faculty of law firm training professionals and partners will help you gain the skills you need to develop into a well-rounded, successful attorney. The topics to be explored include:

- Creating a professional development plan that keeps your career on track
- Overcoming the leadership challenges that you face as a mid-level and senior associate
- Acting like a partner: Altering perceptions of yourself within the firm as you move up to partnership
- Making the most of your relationship with your mentor
- Establishing your niche and becoming known for your expertise
- Grasping key business development opportunities
- Honing your networking skills
- Raising your value in the eyes of clients
- Marketing yourself both inside and outside your firm

You can also add value to your attendance by taking advantage of the Master Class on Effective Presentation: Communicating Your Expertise and Using Speaking Opportunities for Business Development. This session will offer proven techniques for enhancing your presentation and communication skills. Plus, you will learn how to apply these skills in all types of interactions – with colleagues and clients, and in business development situations.

Take this opportunity to get the information and play-by-play strategies you need from top law firm leaders and training specialists. Delegates will also benefit from the extensive written materials prepared by the speakers especially for this conference. Register now by calling 888-224-2480, or faxing your registration form to 877-927-1563 or registering online at http://www.AmericanConference.com/LFleader

WHO SHOULD ATTEND
- Mid-level associates
- Senior Associates
- Junior Partners
- Professional Development Directors/Managers
- Practice Group Leaders
- Managing Partners

“...The speakers and agenda for this program will provide a great opportunity for senior associates to learn what lies ahead in their careers.”

John B. Rosenquest, III
Partner, Edwards Angell Palmer & Dodge LLP

CONTINUING LEGAL EDUCATION CREDITS
Accreditation will be sought in those jurisdictions requested by registrants which have continuing legal education requirements. To request credit, please check the appropriate box on the Registration Form.

- This course has been approved in accordance with the requirements of the New York State Continuing Legal Education Board in the amount of 12.5 hours. An additional 3.5 credit hours will apply to workshop participation.
- ACI certifies that this activity has been approved for CLE credit by the State Bar of California in the amount of 10.5 hours. An additional 3.0 credit hours will apply to workshop participation.


Leadership and Partnership

- Developing an owner's mentality when it comes to management and leadership of the firm
- Changing the way clients view you – getting them to view you as a leader and advisor
- Altering perceptions of yourself within the firm
  - going from peer to supervisor
  - ensuring you don't fall into “no-mans land” between associates and senior partners
  - transitioning from employee to trusted colleague

12:00 Networking Luncheon

1:15 Taking Charge of Your Career: Mapping Out Your Personal and Professional Path

Sari Fried-Fiori
Chief Professional Development Officer
Holland & Knight LLP (Los Angeles, CA)

Heather V. Edes
Director of Professional Development
Sullivan & Worcester LLP (Boston, MA)

John B. Rosenquest, III
Partner
Edwards Angell Palmer & Dodge LLP (Hartford, CT)

Is partnership the pot at the end of your rainbow?

- evaluating yourself objectively: Do you have what it takes to be a partner?
- Preparing to meet the expectations of partnership:
  - Learning which skills you need to develop to get there
  - turning the traits that make you a successful associate into those that make you a successful partner and/or a well-rounded attorney

Creating a professional development plan

- why is it so important?
- setting goals: Developing short-term and long-term goals, as well as strategies for achieving them
- developing a plan that enhances your strengths and corrects your weaknesses
- making it happen: Seeking out the right work opportunities, working with your department/practice group head to get the right experience

Factoring in your approach to work-life balance

- identifying what is most important in your life and balancing those areas that are most important
- making it happen: Seeking out the right work opportunities, working with your department/practice group head to get the right experience

Creating a Plan B: Preparing for possible transition if you don't make partner

2:45 Afternoon Refreshment Break

3:00 Mastering the Art of Project Management

David A. Cruickshank
Director, Professional Development & Training
Paul, Weiss, Rifkind, Wharton & Garrison LLP (New York, NY)
Scott A Westfahl  
Director of Professional Development  
Goodwin Proctor LLP (Boston, MA)  

Karen L. Febeo  
Senior Manager of Training  
Goodwin Proctor LLP (Boston, MA)  

- Learning the fundamentals of project management  
  - establishing project objectives  
  - identifying requirements for achieving those objectives  
  - developing a project plan  
  - managing risks  
  - adapting to changes  
  - reporting progress to team members  
  - reviewing and analyzing project results  
- How does project management work in a law firm?  
  - implementing it for litigation matters  
  - how it can work for corporate and other practice areas  
- Using effective project management to advance your career  

4:15  
Understanding the Business of Law and Your Impact on the Firm's Bottom Line  

Lou Bury  
Executive Director  
Freeborn & Peters LLP (Chicago, IL)  

- Exploring the basics of law firm finance  
  - what you need to know about your firm's compensation structure  
  - understanding the key points of billing & collection  
  - write-offs and discounts  
  - collection problems  
  - financial considerations when bringing in new clients  
- Understanding basic financial reports  
- pricing services and alternative billing methods  
- Maximizing your financial value to your firm  
  - getting experience "on the job" when clients won't pay for that time  
  - balancing the need to begin business development with the pressure to bill hours  

5:00  
Conference Adjourns
11:15  Reeling in a Fish: Developing New Business

Eva Wisnik  
President  
Wisnik Career Enterprises, Inc. (New York, NY)

Giovanna M. Cinelli  
Partner  
Patton Boggs LLP (McLean, VA)

Michael O’Horo  
Partner  
Sales Results, Inc. (Washington, DC)

How to begin to build a book of business

- Honing your networking skills
  - using and expanding your existing network
  - turning social contacts into business relationships
- Finding your business development style:
  - Experimenting while still an associate
    - knowing how and when to pitch
    - focusing on how to sell without being too “salesy”
  - Knowing the “right” clients for you and your firm
    - prioritizing business development opportunities based on who the potential clients are
    - recognizing that partners want you to learn to develop business as an associate but probably do not want or need the business you may actually be able bring in
- Deciding what new business tactics to employ based on your ability to support these clients
- Closing the deal

12:15  Networking Luncheon

1:30  Adopting a Client-Centric Approach to Maximize Business Opportunities

Stephanie West Allen, JD  
Principal  
WestAllen (Denver, CO)

Harnessing lawyer aptitudes for optimum client relationships
Establishing and maintaining client rapport
Managing client expectations
Asking questions as an effective method of communicating with clients
Building relationships with your peers at client companies
Expanding new business and service opportunities with existing clients

2:30  Conference Concludes
American Conference Institute Presents

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Business development and leadership strategies to take associates to the next level

November 14–15, 2006 Sheraton National Hotel       Arlington, VA

CONFERENCE CODE: 643L07-WAS

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APPROVING MANAGER ____________________________ POSITION _________________________

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Conference & FREE Workshop — register by Aug 31

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