

REGISTRATION FORM

— Register Online at www.adcncn.org —

Law Firm Management Conference 2017

REGISTRATION FEES:

- ADC Member – \$350 Non-Member – \$450
 Firm Administrator / Non-Attorney \$295
 ADC Member from Same Firm \$250

Attendee: _____

State Bar #: _____

Firm: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

DINE AROUND:

Join other conference attendees and guests for small group non-hosted dine arounds at local restaurants. Restaurant options and sign-up sheets will be available at the registration desk. Please indicate the number of people in your group for planning purposes.

Number of Guests: _____

GOLF:

Resort at Squaw Creek.

Number @ \$69:

TRAM/HIKE TO SHIRLEY LAKE:

"The Village" aerial tram to trailhead.

Number @ \$36 (register by 8/16):

Cancellations: Registrant must cancel in writing at least one week prior to the seminar. Refunds less \$50 processing fee.

PAYMENT INFORMATION:

- Enclosed is my check for \$ _____
 Please charge \$ _____ to my MasterCard Visa AmEx

Card Number: _____

Expiration Date: _____ CVV Code: _____

Signature: _____

Name as Appears on Card: _____

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If paying with a credit card, please fax this form to 916.924.7323. Please do not e-mail.

MAKE CHECKS Association of Defense Counsel (ADC)
PAYABLE TO 2520 Venture Oaks Way, Suite 150 • Sacramento, CA 95833
AND MAIL TO: (916) 239-4060 • Fax: (916) 924-7323 • www.adcncn.org

Management of the Modern Law Firm

The Association of Defense Counsel of Northern California and Nevada (ADC) invites you to join other law firm leaders on August 18-19 for a world class law firm management conference on Management of the Modern Law Firm at a world class destination – The Resort at Squaw Creek.

ADC is fortunate to have gathered three leading legal industry consultants for the programs on Friday afternoon and Saturday morning. Friday Susan Mendelsohn, President of Mendelsohn Legal in Chicago, IL and Diane Camacho, owner of DLC Consulting Services in Concord, CA, will share insights on national trends affecting the legal industry and new challenges law firms face. They will offer new perspectives on how firm culture, leadership, acquisition of talent, merger and technology can drive productivity and profitability. In addition, our speakers will provide creative ideas on compensation models and marketing plans to help law firms stay competitive in today's evolving legal environment. Finally, Susan and Diane will lead an open forum "Town Hall" question and answer session on a variety of topics affecting management of today's modern law firm.

Our third presenter, Mark Beese, President of Leadership for Lawyers, LLC in Denver, CO will lead an interactive leadership skills workshop on Saturday morning that every law firm leader will not want to miss. This workshop has been presented nationally to many law firms and bar associations as well as at retreats and seminars with an overwhelmingly positive response. He too will be available to answer all your questions after the workshop.

We have a variety of social activities planned for conference attendees and their families including a hosted networking reception after the program on Friday afternoon, informal "dine arounds" with other conference attendees on Friday evening, and golf or hiking to Shirley Lake on Saturday afternoon.

We look forward to seeing you in August!

MCLE Credit Information

Portions of this seminar have been approved for Minimum Continuing Legal Education credit by the State Boards of California and Nevada. The total available credit is pending.

Special Thanks

Scott Donald • Lois Lindstrom • Renée Welze Livingston
Mike Pintar • Michon M. Spinelli

Hotel Information

The Resort at Squaw Creek
400 Squaw Creek Road • Olympic Valley, CA 96146
(530) 583-6300

Room rates are \$279 plus a \$25 resort fee per room, per day to include self-parking, high speed wireless internet access in guest rooms, in room coffee and tea, Squaw Valley Shuttle service, health club and pool access and croquet and tennis.

Please reserve your room promptly by July 28, 2017. The Resort at Squaw Creek provides a limited block of rooms at the ADC rate. (800) 403-4434

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Law Firm Management Conference 2017

Management of the Modern Law Firm



August 18-19, 2017

The Resort at Squaw Creek Olympic Valley, CA

Educational Programs by Legal Industry Leaders
National Trends Affecting Firm Productivity & Profitability

Leadership Training

Law Firm Breakout Sessions

Networking with Colleagues

Social Activities for the Family



Law Firm Management Conference 2017

August 18-19, 2017 • The Resort at Squaw Creek

400 Squaw Creek Road, Olympic Valley, CA 96146 • (530) 583-6300

Friday, August 18, 2017

11:30 am – 12:45 pm **Check-In and Lunch Buffet for Conference Attendees**

11:30 am – 4:00 pm **Exhibitors Open**

11:30 am – 6:30 pm **Registration Open**

1:00 pm – 2:15 pm **Speaker: SUSAN MENDELSON**

How to Take Your Law Firm from the Audience to the Main Stage through Strategic Growth, Talent Development, and Merging

Susan will share insights on current trends in the legal marketplace that drive strategic management decisions. She will discuss how firms compete for market share, and talent, and the tools firm leaders need to meet these challenges and position their firms for success in the next generation. Topics will include identifying and rewarding talent, whether a merger makes sense for your firm, the importance of culture and integration, and how diversity and inclusion are a necessary part of business development.

2:15 pm – 2:30 pm **Break**

2:30 pm – 3:45 pm **Speaker: DIANE CAMACHO**

From the Inside Out – What Are the Internal Factors that Drive Success and How Can You Take Control of Them?

We work in highly stressful environments. We often need to act quickly and succinctly. As leaders in our law firms, we hold power over others. Do we understand the effect our actions and reactions have on those around us? Do we treat those we work with based on our own biases and not on their worth?

Whether an associate in a mega firm, a solo or an attorney working for a firm anywhere in between, success depends on the people around us and how we work as a team. It is vital to have the respect, dedication and support of our colleagues. In this session, we will discuss some of the ways you can gather that respect, dedication and support or drive it to your competitors.

Objectives:

- Learn what factors mold our differences

- Understand what skills you need to thrive in today's need to increase diversity
- Bring these two objectives together to reduce bias and improve productivity in your firm

3:45 pm – 4:00 pm **Break**

4:00 pm – 5:15 pm **Town Hall**

Our nationally recognized speakers will bring their expertise to bear on the issues law firm owners confront in a competitive and constantly changing business environment. Firm mergers, succession plans and the staffing of a modern law office are just some of the issues that will be discussed in an open forum.

5:15 pm – 6:30 pm **Cocktail Reception for Conference Attendees and Guests**

7:00 pm **Local Restaurant Dine-Arounds**

ADC will make restaurant reservations at local restaurants for conference attendees and their guests to enjoy non-hosted dinners with fellow attendees and guests. If you are interested in participating, please indicate same on the registration form along with the number in your party. Confirmation details will be provided to you at a later date. Additionally, if you have a favorite restaurant near the Resort at Squaw Creek, please let us know.

Saturday, August 19, 2017

8:30 am – 12:00 pm **Registration and Exhibitors Open**

8:30 am – 9:00 am **Continental Breakfast**

9:00 am – 10:30 am **Speaker: MARK BEESE**

Leadership Skills and Challenges for Our Law Firms

Mark is a nationally and internationally acclaimed speaker. He will be presenting for us his most popular leadership keynote in a high-paced interactive session described by others as insightful, engaging and fun. It will focus on leadership skills and challenges for our law firms with innovative ideas on how to be successful going forward.

Mark has presented to many Bar associations across the country and at many law firm retreats with highly positive response.

He is currently the Chair of the Lawyer Leadership Group of the ABA – Law Practice Management Division.

He has served as Chief Marketing Director of Holland & Holland as well as Director of Marketing for New York law firm Hodgson, Russ.

His insights, advice and approach to all aspects of leadership are not to be missed for any of us who want to move successfully into the future. Check out more about this speaker at his website www.leadershipforlawyers.com.

10:30 am – 10:45 am **Break**

10:45 am – 12:00 pm **Law Firm Survey Review & Discussion**

12:00 pm **Box Lunch**

12:30 pm **Golf Tee Times**

Resort at Squaw Creek

\$69 per person. Please sign up via the registration form.

12:30 pm **Shuttle Departs**

10 min Shuttle to "The Village" for Aerial Tram & Hike

\$36 per person. Please sign up via the registration form prior to August 16th. Please visit this website for aerial tram details: aquawalpine.com/events-things-do/aerial-tram-rides.

Thank Your Sponsors!



Sponsorship and exhibit opportunities are available. Please contact ADC for information.



Diane L. Camacho, CLM, SPHR is the owner of DLC Consulting Services, a legal management consulting firm. Diane spent over 25 years in legal management for San Francisco law firms. As a consultant, she helps law firms manage the business

of law, teaches law office management at San Francisco State University, speaks at legal associations and finds herself advising on legal software more and more. Diane is a NetDocuments Certified Partner. Diane is a NetDocuments Certified Partner and holds a BS in Organizational Behavior and Leadership from the University of San Francisco.



Recognized as one of the nation's most respected and successful legal recruiters and legal industry business consultants, **Susan Mendelsohn** understands the inner workings and cultures of law firms and corporate legal departments. Clients

praise Susan for her uncanny ability to understand what it will take to ensure a successful merger, office openings, practice group acquisition or individual lawyer placement in a law firm or legal department.

The founder and President of Mendelsohn Legal, Susan uses the knowledge she acquired and skills she developed as a successful law firm equity partner and the Co-Chair of the firm's marketing committee to help bring clients and candidates together – to elevate them to a higher, elite level of performance and success.



Mark Beese is President of Leadership for Lawyers, LLC, a consultancy focused on helping lawyers and other professionals become better leaders and business developers. He provides training, coaching and consultation to

firms in the areas of leadership development, business development and marketing. His clients range from small, single office firms to global Amlaw 100 firms. He is a frequent speaker on the topic of leadership to law firms, professional associations and law firm networks.

Mark has more than 25 years experience as a chief marketing officer for professional services firms. He has served as Chief Marketing Officer for Holland & Hart, a 450-attorney law firm based in Denver, Director of Marketing for the New York law firm of Hodgson Russ and Director of Marketing for Kidney Architects in Buffalo, NY.

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