

2008 PROFESSIONAL DEVELOPMENT WORKSHOP SERIES

# Advocate for Your Success

Presented by:



**Breakfast/Registration** 8:00 am - 8:30 am  
**Workshops** 8:30 am

## New York City Bar

42 West 44th Street  
New York, NY 10036

Special thanks to sponsoring law firms and  
the Committee on Career Advancement and Management

## Register:

[www.nycbar.org](http://www.nycbar.org)  
(212) 382-4723

Free for Members and Attorneys from Sponsoring Law Firms  
\$45 per workshop for Non-Members

Transitional and Non-Transitional NY MCLE Credits  
will be provided for some workshops. Please  
see the registration page for more details.

ADVANCE COMMUNICATION SKILLS

STRATEGICALLY ENHANCE PROFESSIONAL REPUTATION

EFFECTIVELY IMPLEMENT GOALS

EMBRACE PROFESSIONAL RESPONSIBILITY

IMPROVE CLIENT RELATIONSHIPS

DEVELOP TEAM LEADERSHIP SKILLS

## Getting to Know Your Client's Business

Wednesday, January 23

**CHARLES FOX, J.D.**

It is easy when representing a business client to lose the forest for the trees, by focusing narrowly on the specific task at hand but ignoring the larger picture. A lawyer is much less likely to make this mistake if he or she takes the time to learn about and understand the client's business. This program will examine some of the key facets of a business client that should be familiar to any lawyer whose goal is to provide sound and meaningful advice.

Participants will learn to:

- Identify the basic personality of the business: entrepreneurial or hierarchical, risk-accepting or risk adverse, fast-paced or methodical
- Identify the business' capital structure, its benefits and risks
- Discover what intellectual property the business uses, and realize how the rights to it are protected
- Recognize the characteristics of the client's cash flows, and understand how the client's cash is managed
- Ask themselves key business questions, like: Does the company rely on or provide trade credit? Has the company issued publicly registered securities? Is it in a highly regulated business?

## Maximizing Mentoring Relationships: Enhancing Your Practice and Professional Reputation

Tuesday, February 12

**KATHY MORRIS, J.D.**

Successful attorneys must take an active role in order to achieve their career goals. Finding ideal mentors, and utilizing those relationships strategically, is crucial for promoting oneself in the workplace. In addition to the widely shared challenges of finding and keeping mentors, the program also will address mentoring issues unique to women and lawyers of color. Going beyond the basics of self-marketing, this program will illustrate appropriate methods for gaining positive recognition from senior associates, partners, and clients.

Participants will learn to:

- Find and foster exceptional mentoring relationships
- Utilize mentoring relationships to help promote their achievements
- Be aware of their reputation in the firm
- Recognize signs that their reputation may be in trouble, and how it can be enhanced

## Prioritizing Skills for Your Legal Practice

Thursday, March 13

**DIANE COSTIGAN &  
JAMIE JACKSON SPANNHAKE, J.D.**

Successful attorneys know it is not enough to just have a long-term plan - it is critical to prioritize daily demands in order to accomplish their goals. At this program, participants will learn essential skills to recognize and avoid distractions, while working to achieve both short and long term professional goals. This is a strategic game plan to avoid unimportant things in order to achieve the career one wants.

Participants will learn to:

- Have a clearer vision of their professional goals and how to prioritize them
- Develop an efficient system for organizing and managing matters each day and tracking professional progress
- Use their billable and non-billable time wisely to meet their professional goals
- Become more focused on client and firm priorities, and have a more productive legal practice

## In the Conference Room and the Courtroom: Communication Skills in Legal Practice

Thursday, April 17

**BECCA DIAZ-BONILLA, J.D.**

It is imperative for attorneys to communicate clearly and effectively. Whether an associate is conducting a one-on-one or team meeting, participating in a conference with clients, or arguing a case, the ability to deliver information with poise and command is vital for instilling confidence and establishing oneself as a skilled attorney. This program will teach methods of communication which will enable attorneys to advocate and lead meetings with authority.

Participants will learn to:

- Connect with legal team members, clients, and those in the courtroom, and retain their attention
- Present to instill client confidence
- Enhance persuasion and advocacy skills
- Use body language, facial expressions, and vocal tones to be most effective
- Demonstrate competence and authority in impromptu situations

## New Ethical Challenges for Rising Attorneys

Thursday, May 15

**MARY R. CRANE, J.D.**

As attorneys progress into a more senior role, they often face new ethical challenges. It is vital that attorneys learn to navigate the complicated requests and intricate situations they may encounter with their legal team, colleagues and clients. This program will use films to generate discussion.

Participants will learn to:

- Exercise proper professional conduct when managing others
- Communicate with clients and act professionally in difficult situations
- Address inappropriate client requests
- Maintain discretion as well as confidentiality

## Legal Team Leadership

Thursday, June 12

**DAVID H. FREEMAN, J.D.**

As careers progress and responsibilities change, attorneys need to learn a new skill set to effectively transition into more senior roles. The development of leadership skills, including the ability to build consensus, develop effective plans, gain commitments for action, and delegate effectively, is crucial to an attorney's success. This program takes an advanced yet practical approach to improve attorneys' ability to direct, support and motivate members of their legal team.

Participants will learn to:

- Manage diverse teams of lawyers, paralegals and secretaries
- Identify the strengths and weaknesses of team members in order to delegate effectively
- Communicate the big picture and motivate their team to provide the best possible client service
- Foster accountability and efficiency



**CHARLES  
FOX**

**Charles Fox** spent twenty-two years as a lawyer structuring, negotiating and documenting complex debt transactions, primarily senior secured credit agreements. In July of 2005 he left Skadden, Arps, Slate, Meagher & Flom LLP, where he had been a partner for 14 years, to start his own training and consulting business, Fox Professional Development LLC. Since then, he has conducted over 150 training programs for clients in Atlanta, Boston, Chicago, Hartford, Hong Kong, London, Los Angeles, New York, Philadelphia, Rochester, San Diego, Tokyo, Toronto and Washington D.C.

He is the author of *Working with Contracts: What Law School Doesn't Teach You*, the leading book on contract practice for junior lawyers and other professionals involved in the negotiation and review of contracts. Mr. Fox received his B.A. in English literature from Queens College in 1980, and his law degree from Rutgers Law School in 1983, where he was the managing editor of the *Rutgers Law Review*.



**KATHY  
MORRIS**

**Kathy Morris** founded Under Advisement, Ltd., an attorney career counseling and law firm consulting practice, in 1988, after practicing as a trial and appellate lawyer, directing the Career Services office and teaching at Northwestern University School of Law.

In the 90's, she focused on attorney development at Katten Muchin & Zavis (now Katten Muchin Rosenman), creating the Chicago Law Firm Training Consortium. In 2000, Kathy created and directed the ABA Career Resource Center, having been Director, then Senior Advisor, to the ABA's Center for Continuing Legal Education. In 2004 she became the first law firm Chief Career Development Officer at Gardner Carton & Douglas LLP (now Drinker Biddle Gardner Carton), and recently became the first Chief Training & Professional Development Officer for Sidley Austin LLP.

Kathy wrote the long running "Career Question" column in the *Chicago Daily Law Bulletin*. She also authored, *Objection Overruled*, *Direct Examination*, and *Ask the Career Counselor*.



**DIANE  
COSTIGAN**

**Diane Costigan** is an executive coach, consultant and trainer, specializing in leadership, talent development, effective communication skills, personal branding, career management and performance enhancement.

Before launching her own business, Diane was the Senior Director of Professional Development and Organizational Effectiveness at LeBoeuf, Lamb, Greene & MacRae, LLP (now Dewey & LeBoeuf LLP). Prior to this, Diane had oversight of the firm's legal recruiting, personnel and diversity functions for six years.

Diane is a Large Firm Discussion Vice Leader of the ABA's Law Practice Management Section, and currently a candidate for NYU certification in Organizational and Executive Coaching.

Diane has been published several times in the *New York Law Journal Magazine* and the *National Law Journal Magazine* and she speaks regularly on professional development and performance enhancement topics.



**JAMIE  
JACKSON  
SPANNHAKE**

**Jamie Jackson Spannhake** is an associate in Dewey & LeBoeuf LLP's commercial litigation department, where she works on a variety of matters in both federal and state forums, as well as international and domestic arbitration, including matters involving federal securities violations, lender liability issues, business torts, and contract claims. Jamie founded and administered the firm's animal rights advocacy pro bono project and also participated in the firm's four-month secondment program to the South Brooklyn Legal Services Housing Unit. She currently teaches international legal writing and moot court as an adjunct professor at Brooklyn Law School.

Prior to joining the law firm, she clerked for the Honorable Joel F. Dubina of the United States Court of Appeals for the Eleventh Circuit.

Jamie is also a certified holistic health counselor who coaches select individual clients to help them define and reach their health goals.



**BECCA  
DIAZ-  
BONILLA**

**Becca Diaz-Bonilla** is a member of the Virginia State Bar and a professional actress and singer. From 2002 to 2004, she taught communication and advocacy at the University of Virginia School of Law, as an adjunct professor, to both potential litigators and non-litigators. Since 2003, she has consulted with practicing attorneys to improve their oral communication skills by teaching lessons from the theater applicable to the law. Becca majored in drama at the University of Virginia and received awards for her many performances in theater both at the university and professional level. After receiving her J.D. from George Mason University School of Law, she practiced litigation at Hirschler Fleischer in Richmond, Virginia. Her bi-coastal consulting work ranges from seminars held for groups of attorneys to one-on-one coaching sessions for attorneys and witnesses. Becca tailors seminars for litigators, non-litigators, partners, associates, and female attorneys, depending on the needs of the firm.



**MARY R.  
CRANE**

**Mary R. Crane** is a graduate of George Washington Law School. She lobbied in Washington D.C. for nearly ten years before pursuing her life-long interest in food and wine.

Ms. Crane enrolled in the Culinary Institute of America and upon graduation, worked at the White House as an assistant chef. During this time, she discovered the interplay of food, wine, and business. Her desire to share this unique knowledge yielded Mary Crane & Associates.

Today, Ms. Crane travels North America delivering high impact, high energy programs and coaching services to many members of the AmLaw100 on all issues of business life, communications, diversity, and ethics.



**DAVID H.  
FREEMAN**

**David H. Freeman**, a former lawyer from New York, is founder and CEO of the David Freeman Consulting Group, a multi-disciplinary team dedicated to increasing revenue through the integrated use of Leadership and Business Development training and coaching, and retreat design.

With twenty-five years of experience, David is a nationally recognized speaker who has worked with thousands of lawyers as a coach, consultant, trainer, and certified facilitator, in nearly one hundred law firms across North America (nearly half in the AmLaw 200).

David spent years as a change management and strategic planning consultant for law firms and corporations. David is the author of *Weekly Reminders for Revenue-Focused Leaders*, he publishes the newsletter, *Law Firm Leadership and Strategy Report*, he is on the Board of Editors of American Lawyer Media's Law Journal newsletter, *Marketing the Law Firm*, and he was a member of the Education Committee of the Legal Marketing Association.

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# registration

## Please indicate which workshop(s) you will be attending:

- Getting to Know Your Client's Business**  
Wednesday, January 23, 2008, 8:30 am-10:00 am  
*1.5 Transitional & Non-Transitional NY MCLE credits*
  
- Maximizing Mentoring Relationships:  
Enhancing Your Practice and Professional  
Reputation**  
Tuesday, February 12, 2008, 8:30 am-10:00 am  
*No NY MCLE credit provided*
  
- Prioritizing Skills for Your Legal Practice**  
Thursday, March 13, 2008, 8:30 am-10:00 am  
*1.5 Transitional & Non-Transitional NY MCLE credits*
  
- In the Conference Room and the Courtroom:  
Communication Skills in Legal Practice**  
Thursday, April 17, 2008, 8:30 am-10:00 am  
*1.5 Transitional & Non-Transitional NY MCLE credits*
  
- New Ethical Challenges for Rising Attorneys**  
Thursday, May 15, 2008, 8:30 am-10:15 am  
*2 Transitional & Non-Transitional NY MCLE credits*
  
- Legal Team Leadership**  
Thursday, June 12, 2008, 8:30 am-10:00 am  
*1.5 Transitional & Non-Transitional NY MCLE credits*

All Workshops will be held at the  
**NEW YORK CITY BAR**, 42 West 44th Street, New York, NY 10036

**Free for Members and Attorneys from Sponsoring Law Firms**  
**\$45 per Workshop for Non-Members**

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Signature \_\_\_\_\_ Date \_\_\_\_\_

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Professional Development Series, or register online at [www.nycbar.org](http://www.nycbar.org).  
This series is not part of Firm Passports.**