

2011 PROFESSIONAL DEVELOPMENT WORKSHOP SERIES

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New York Law Journal

Special thanks to
The Committee on Career Advancement
& Management

January 26 - Legal Project Management: Keys to Success*

February 17 - An Objective Approach To Legal Editing*

March 31 - Connecting with Clients in a Loosely-Connected World

April 28 - Implementing Project Management to Advance Your Career*

May 19 - Legal Project Management: A Case Study*

BREAKFAST/REGISTRATION

8:00 am - 8:30 am

WORKSHOPS

8:30 am - 10:15 am

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FEE

New York City Bar Members and Attorneys from Sponsoring Law Firms: Free

Non-members: \$60 CLE accredited workshops; \$25 non-CLE accredited workshops

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

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LEGAL PROJECT MANAGEMENT: KEYS TO SUCCESS JANUARY 26

Legal project management offers powerful new techniques to increase client satisfaction and value and reduce risks. The field is growing rapidly in response to client pressures to reduce the cost of legal services, and to make costs more predictable. This program will provide an overview of this rapidly developing area, and how it is affecting the practice of law for associates and partners.

Participants will learn:

- Why are law firms and their clients increasingly turning to legal project management?
- Exactly what should you do today to start applying legal project management principles in your own practice?
- What are the keys to success?



JIM HASSETT

Jim Hassett is the founder of LegalBizDev, which helps law firms increase profitability by improving business development, alternative fees, and project management. Before he started working with lawyers, Jim had 20 years of experience as a sales trainer and consultant to companies from American Express to Zurich Financial Services. He is the author of nine books, including *The Legal Project Management Quick Reference Guide*, *The LegalBizDev Survey of Alternative Fees*, and *Legal Business Development: A Step by Step Guide*. He has also published more than 80 articles in the New York Times Magazine, Of Counsel, Legal Management, Strategies: The Journal of Legal Marketing and other publications. Jim is a frequent speaker at law firms and at the Massachusetts Bar Association, the New York State Bar Association, Harvard Law School, DRI, and at Legal Marketing Association meetings in Boston, New York, Philadelphia, Washington, Savannah, and Vancouver. He conducts webinars through West LegalEdcenter, the National Law Journal, The International Lawyers Network, TAG Academy, and the Legal Marketing Association. Jim writes the blog Legal Business Development (www.jimhassett.com) which was featured at the ABA TECHSHOW in 2009 and again in 2010 (in its list of "60 Sites: Latest and Greatest Internet Hits") and by TechnoLawyer (in its list of "the most influential legal blogs" in BlawgWorld). He has a Ph.D. from Harvard and is an Adjunct Associate Professor at Boston University.



MIKE EGNATCHIK

Mike Egnatchik, a Principal of LegalBizDev, has been a practicing attorney for over 30 years, and was formerly Associate General Counsel, International, at Xerox Corporation. Prior to that, he worked in the New York and Paris offices of Shearman & Sterling, and earned his J.D. at Harvard Law. Mike has several decades of experience in worldwide legal project management and has earned a Lean Six Sigma Yellow Belt. At Xerox, he managed and trained a network of in-house and outside counsel in over 100 countries, and had significant responsibility in the areas of international joint ventures, acquisitions and divestitures, compliance, arbitration and dispute resolution. Mike has been a member of the Association of Corporate Counsel since it was founded in 1982. He is also a former US Air Force Officer, and a member of the State Bars of New York and California.

AN OBJECTIVE APPROACH TO LEGAL EDITING FEBRUARY 17

This workshop addresses one of the most common challenges in the legal industry: the claim that supervisor changes and edits are "idiosyncratic," "inconsistent," and "subjective." As an alternative to wholesale rewriting, this program will teach the skills necessary for rising associates to properly edit the work of those they supervise. Through timely and interesting examples, participants will learn to:

- Apply objective, even scientific, approaches to editing for both structure and style
- Use editing techniques that save time and create a more efficient work environment
- Clearly communicate their expectations so their team can produce better results



ROSS GUBERMAN

Ross Guberman is the founder and president of Legal Writing Pro, an advanced legal-writing training and consulting firm. He conducts hundreds of programs a year for many of the world's most prestigious law firms and for dozens of state and federal agencies and bar associations. Ross is also a Professorial Lecturer in Law at The George Washington University Law School. He holds degrees from Yale, the Sorbonne, and The University of Chicago Law School. Oxford University Press has recently published Ross's *Point Made: How to Write Like the Nation's Top Advocates*. Ross is also a former professional musician and an award-winning journalist. The American Society for Training & Development has awarded Ross its Certified Professional in Learning and Performance™ credential, and he has addressed several major international conferences.

CONNECTING WITH CLIENTS IN A LOOSELY-CONNECTED WORLD MARCH 31

With the tools like LinkedIn, facebook and Twitter, never before has it been so easy to connect with strangers and call them "friends." But is traditional networking dead? Are tried-and-true methods for building long-standing, trust-based relationships gone forever? This program will teach ways to use new tools to develop and foster client relationships -- and how to utilize old-school methods to cement business connections first made on-line.

Participants will learn:

- Three ethical traps to avoid at all costs
- Traditional methods of client development that still work today
- How to be a better networker, both in-person and on-line
- Ways to move on-line business connections to the "real" world



MATTHEW HOMANN

LexThink founder Matthew Homann is a lawyer, mediator, writer, speaker and entrepreneur who's built an international reputation as an innovative and passionate thinker about changing the practice of law in ways that benefit both lawyers and clients. Described as an "Innovational Speaker," Matthew speaks about innovative billing strategies, creative marketing techniques, proven customer-service principles and cutting-edge ideas from other industries and professions. He also facilitates unique conferences, retreats and brainstorming workshops, and has worked with law firms of all sizes, as well as with organizations including McDonald's, Microsoft, HP, British Petroleum, Sungard and the U.S. Marine Corps.

He's shares his outside-the-box ideas on legal innovation in his award-winning blog, the [non]billable hour, and was recently named one of 50 "Legal Rebels" by the American Bar Association Journal. Matthew lives in St. Louis, Missouri. He has an eight year-old daughter named Grace.

IMPLEMENTING PROJECT MANAGEMENT TO ADVANCE YOUR CAREER **APRIL 28**

Legal project management enables associates to be more effective when working on teams and helps improve overall efficiency and quality of work. This program will provide practical skills that associates will be able to use immediately upon returning to the office and beyond. Such tools are complementary to those already in use in law firms and as a way to get started in those that have not yet institutionalized project management practices.

Participants will learn:

- How and why law firms and their clients have adopted formal project management practices
- What is a matter or assignment's "scope," "work plan," and "assumptions"?
- How to use software already on your desktop as your new tools
- How project management skills enable you to advance your career



AILEEN LEVENTON

Aileen Leventon founded QLex after 30 years of practicing law, serving as a partner at PricewaterhouseCoopers LLP and Blaqwell, Inc., and managing the turnaround of several organizations. At the forefront of law department and law practice management, Aileen advises general counsels, law firms, and practice group leaders on the management tools and metrics that improve the value of legal services. She is a faculty member for Association of Corporate Counsel Programs to train members on project management and the ACC Value Challenge.

She began her career at Proskauer Rose LLP as a corporate and securities lawyer and moved in-house to Equitable Life, where she handled M&A transactions, new product development, and managed litigation and work-outs. After nearly 20 years of law practice, she made a career transition through the sponsorship of her general counsel, obtaining an MBA. Aileen graduated from Columbia Business School in 1994, Cornell Law School in 1977, where she was Managing Editor of the Cornell Law Review, and Stony Brook University. She has been particularly active in the City Bar through her work on the Corporation Law Committee, fostering the passage of the New York Limited Liability Company legislation in 1994.

LEGAL PROJECT MANAGEMENT: A CASE STUDY **MAY 19**

In the changing face of today's legal profession, the adoption of Legal Project Management (LPM) best practices by cutting edge law firms is materially improving their efficiency, work process management, communication, professional development of their lawyers and their working relationships with clients. Drawing on a case study, this program will address how instituting LPM transformed the way in which one large law firm managed diverse projects, communicated with clients, delivered legal services, and captured the learnings from completed engagements. The case study will describe the handling of sample legal matters before and after the application of LPM programs and how the changes impact associates in their daily roles. The program will also explain how the large law firm commenced its LPM initiative, obtained buy-in from crucial stakeholders and opinion leaders, and tailored LPM processes and best practices for its diverse practice groups.

Participants will learn:

- LPM planning and implementation
- The successes and challenges of implementing LPM
- What lies ahead for associates as more firms commit to changing their legal service delivery model through the implementation of LPM



PAM WOLDOW

Pamela Woldow, General Counsel of Edge International, has had a diverse career which included roles as a practicing attorney, senior in-house counsel, and consultant to major law firms and legal departments worldwide, including positions as Principal and General Counsel of Altman Weil, Inc., Chief Counsel of the Pennsylvania Department of Insurance/Deputy General Counsel of Pennsylvania, and Director of Litigation Management for a public financial services company.

She has earned widespread recognition for her pioneering work in transforming law firm-client relationships, including Legal Project Management, Alternative Fee Arrangements, RFPs and law firm selection and convergence programs. The ABA has designated her as a "Legal Rebel" - a change catalyst leading innovation in the practice of law.

Pam speaks often on trends in the international legal marketplace and her articles have been widely published in the US and abroad. Pam received her J.D. from the Chicago-Kent School of Law, and has been designated a Certified Master Coach by the Behavioral Coaching Institute; she sits on the Board of the Corporate Counsel Forum (an arm of the International Bar Association).

RSVP

To register please call **(212) 382-4723**, or mail this registration form to the address below, attention **Professional Development Series**, or register online at **www.nycbar.org**. This series is not part of Firm Passports.

All Workshops will be held at the
New York City Bar, 42 West 44th Street, New York, NY 10036

PLEASE INDICATE WHICH WORKSHOP(S) YOU WILL BE ATTENDING

All workshops are free to City Bar members
and attorneys from sponsoring law firms.
See below for non-member fees.

- Legal Project Management: Keys to Success**
January 26
2.0 practice management NY CLE credits provided
\$60 for non-members
- An Objective Approach to Legal Editing** **February 17**
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\$60 for non-members
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