2020 VIRTUAL ANNUAL BUSINESS MEETING

PROGRAM OUTLINE

Wednesday, October 21, 2020

6:00 P.M. – 6:20 P.M.
WELCOME AND STATE OF THE ASSOCIATION

Kara T. Stubbs
Chair, ALFA International
BAKER STERCHI COWDEN & RICE LLC
Kansas City, Missouri

Peter Rogers
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

6:20 P.M. – 6:35 P.M.
ALFA INTERNATIONAL STAFF UPDATE

Meet the new ALFA International staff while learning about the new staffing structure, created with your firms in mind.

Jessica Zaroski Bauer
Chief Operating Officer
ALFA International
Chicago, Illinois

6:35 P.M. – 7:35 P.M.
DIVERSITY & INCLUSION IN THE MODERN ALFA INTERNATIONAL FIRM

Join Janice Brown, Chief Strategy Officer of Brown Law Group, John Tarpley, ALFA International’s Diversity & Inclusion Chair and Sheila Kerwin for a conversation about discrimination in the workplace, why diversity in a firm is important and how to effectively handle diversity at work. Janice will also explore how diversity is good business and can positively affect your firm’s bottom line.

Attorney Janice P. Brown is the Chief Strategy Officer of Brown Law Group. Growing up in Montana, Janice Brown went to work for the U.S. Justice Department as a trial attorney in the tax division in 1984. Recruited right out of law school into Justices’ Honor Program in Tax, Ms. Brown tried lawsuits on behalf of the United States in venues throughout the western United States, including Iowa, Colorado, Nebraska, California and Texas. In 1987, Janice Brown was chosen Trial Lawyer of the Year at the US Department of Justice. This early recognition would prove to be one of many honors and awards to follow. She went on to be a partner in the firm Seltzer, Caplan, Wilkins and McMahon. She also began to visualize the client-focused philosophy that would be the basis for her own firm.

MODERATED BY:

John Tarpley
Chair, Diversity & Inclusion Committee
LEWIS THOMASON
Nashville, Tennessee

Sheila Kerwin
Member, Diversity & Inclusion Committee
NILAN JOHNSON LEWIS PA
Minneapolis, Minnesota
7:35 P.M. – 7:40 P.M.  BREAK

7:40 P.M. – 8:00 P.M.  CORPORATE TRANSACTIONS – A MAJOR OPPORTUNITY TO GROW YOUR FIRMS ALFA INTERNATIONAL-RELATED BILLINGS

The Corporate Transactions Working Group (CTWG) is a major opportunity for ALFA International firms to grow their revenues, through increased transactional work. Invite your corporate attorneys to attend our CTWG presentation and find out how they and your firms can grow your practices by getting involved with the CTWG. Learn about our member firm capabilities, the untapped ALFA International client base for corporate matters and how your firm can leverage opportunities to substantially increase its corporate work.

Brett Cowell  
Co-Chair, Corporate Transactions  
COWELL CLARKE  
Adelaide/Sydney, Australia

Ignacio Lopez-Balcels  
Co-Chair, Corporate Transactions  
BUIGAS  
Barcelona, Spain

Alan Fershtman  
Co-Chair, Corporate Transactions  
KEATING MUETHING & KLEKAMP PLL  
Cincinnati, Ohio

Daniel Rosenberg  
Co-Chair, Corporate Transactions  
CHARLES RUSSELL SPEECHLYS  
London, England

8:00 P.M. – 9:00 P.M.  FORMAL BUSINESS MEETING

Report of ALFA International Financials, Presentation of the Budget, Q&A and Vote

Presentation to include future budgetary projections.

Stan Siegel  
Treasurer, ALFA International  
NILAN JOHNSON LEWIS PA  
Minneapolis, Minnesota

Bob Reiland  
Chief Financial Officer  
ALFA INTERNATIONAL  
Chicago, Illinois

Peter Rogers  
Chief Executive Officer  
ALFA INTERNATIONAL  
Chicago, Illinois

Recognition of Departing Directors, Presentation of New Directors and Brief Introduction of All Board Members

Kara T. Stubbs  
Chair, ALFA International  
BAKER STERCHI COWDEN & RICE LLC,  
Kansas City, Missouri

Proposal for Amendments to the By-Laws and New Business with Comments from the New ALFA International Board Chair

Kevin G. Owens  
Chair, ALFA International  
JOHNSON & BELL, LTD.  
Chicago, Illinois
### Thursday, October 22, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>8:30 A.M. – 9:00 A.M.</strong></td>
<td><strong>OPTIONAL: BUDGET Q&amp;A AND VOTE</strong>&lt;br&gt;Open discussion on the previous day’s budget presentation and official vote on the budget for those firms who were unable to attend/vote during the live session on October 21. Therefore, those who attended the live session need not attend this 30 minute segment. Attendees are strongly encouraged to watch the session recording from October 21 prior to this session.</td>
</tr>
<tr>
<td></td>
<td><strong>Stan Siegel</strong>&lt;br&gt;Treasurer, ALFA International&lt;br&gt;NILAN JOHNSON LEWIS PA&lt;br&gt;Minneapolis, Minnesota</td>
</tr>
<tr>
<td></td>
<td><strong>Peter Rogers</strong>&lt;br&gt;Chief Executive Officer&lt;br&gt;ALFA INTERNATIONAL&lt;br&gt;Chicago, Illinois</td>
</tr>
<tr>
<td><strong>9:00 A.M. – 9:05 A.M.</strong></td>
<td><strong>WELCOME TO DAY TWO OF THE ABM</strong>&lt;br&gt;Kevin G. Owens&lt;br&gt;Chair, ALFA International&lt;br&gt;JOHNSON &amp; BELL, LTD.&lt;br&gt;Chicago, Illinois</td>
</tr>
<tr>
<td><strong>9:05 A.M. – 9:35 A.M.</strong></td>
<td><strong>MARKETING &amp; BUSINESS DEVELOPMENT UPDATE</strong>&lt;br&gt;Marketing Committee leadership and ALFA International staff will discuss the marketing and business development initiatives implemented this past year.</td>
</tr>
<tr>
<td></td>
<td><strong>Melanie Cheairs</strong>&lt;br&gt;ALFA International Marketing Chair&lt;br&gt;LORANCE &amp; THOMPSON&lt;br&gt;Houston, Texas</td>
</tr>
<tr>
<td></td>
<td><strong>Jessica Zaroski Bauer</strong>&lt;br&gt;Chief Operating Officer&lt;br&gt;ALFA INTERNATIONAL&lt;br&gt;Chicago, Illinois</td>
</tr>
<tr>
<td><strong>9:35 A.M. – 9:50 A.M.</strong></td>
<td><strong>PRACTICE GROUP UPDATES &amp; UPCOMING SEMINARS</strong>&lt;br&gt;A review of the various practice group initiatives and recent and upcoming seminars will be highlighted.</td>
</tr>
<tr>
<td></td>
<td><strong>Jessica Zaroski Bauer</strong>&lt;br&gt;Chief Operating Officer&lt;br&gt;ALFA INTERNATIONAL&lt;br&gt;Chicago, Illinois</td>
</tr>
</tbody>
</table>

One specific area of focus within the strategic plan in 2019 was the Managing Partner Initiative. Multiple face-to-face meetings of ALFA International Managing Partners took place across the US in 2019. While many of the groups had planned to meet in person in 2020, the group shifted to robust email conversations focused on COVID-19, PPE loans and later implementing strategies for increasing our firms’ commitments to equity and justice. This session will consider the value of the Managing Partner Initiative to our member firms, recent developments and plans for moving this initiative forward.

Elaine Moss
Board Member, ALFA International
Chair, Managing Partner Initiative
BROWN & JAMES, P.C.
St. Louis, Missouri

Lisa Cole
Managing Partner
LEWIS THOMASON
Nashville, Tennessee

John Osgathorpe
Managing Partner
TAYLOR, DAY, GRIMM & BOYD
Jacksonville, Florida

Steve Cologne
Managing Partner
HIGGS FLETCHER & MACK, LLP
San Diego, California

Eddy Hayes
LEAKE & ANDERSSON, L.L.P.
New Orleans, Louisiana

10:15 A.M. – 10:20 A.M.  BREAK


Presented and facilitated by John Remsen, Jr., our Keynote Session will take a look at the future of the legal profession as we emerge from the COVID-19 pandemic. During this fast-paced, interactive session, John will share plenty of recently collected benchmarking data on how law firms are and have adjusted to the current situation, and provide his thoughts and perspectives on how law firms are planning for the future. We will discuss firm culture, marketing and business development, training and development, work-at-home policies, office space requirements, technology and more!

John Remsen, Jr., is widely recognized as one of the country’s leading authorities on law firm leadership, management and marketing and business development. He is a frequent speaker at national, regional and local conferences of the American Bar Association, the Association of Legal Administrators and the Legal Marketing Association. The Remsen Group is a consulting firm that works exclusively with law firms to help them develop and implement long-term strategic objectives to improve cohesiveness, profitability and sustainability. John has consulted with over 425 law firms and thousands of lawyers. Most of his clients are smaller and mid-size commercial law firms, ranging in size from 15 to 200 lawyers. In 2002, John created The Managing Partner Forum, a highly acclaimed resource and conference series and community for managing partners and law firm leaders. More than 1,250 firm leaders from 950 law firms from 43 states have participated in 28 conferences. In 2013, John was elected as a Fellow of the College of Law Practice Management. Founded in 1994, the College honors those who “inspire excellence and innovation in law practice management.” Membership is by invitation only and includes just 200 individuals. In 2016, John was recognized by LawDragon as one of the “Top 100 Consultants and Strategists” to the legal profession. In 2017, John was recognized as one of the world’s top “leaders and influencers” in the business of law by the Association of International Law Firm Networks.
11:50 A.M. – 11:55 A.M.  BREAK

11:55 A.M. – 12:10 P.M. REPORT ON THE STRATEGIC PLAN AND PROGRESS IN 2020

ALFA International’s Strategic Plan, finalized in 2018, identified six highest areas of development and opportunity: (1) Legal World Evolution; (2) Law Firm Management and Engagement; (3) Tracking Metrics; (4) Competitive Network Environment; (5) Program Results; and (6) Member Firm Expansion. This presentation will give a high-level summary of our progress in these areas, with particular detailed focus on the results of the referral tracking survey sent to member firms in 2020.

Chris Page  
Board Member – Chair, Strategic Planning Execution Committee  
YOUNG MOORE AND HENDERSON P.A.  
Raleigh, North Carolina

Sarah Lamar  
Strategic Planning Execution Committee  
HUNTER MACLEAN  
Savannah, Georgia

Eddy Hayes  
Strategic Planning Execution Committee  
LEAKE & ANDERSSON, L.L.P.  
New Orleans, Louisiana

Carolyn Ramos  
Strategic Planning Execution Committee  
BUTT THORNTON & BAEHR PC  
Albuquerque, New Mexico

Gero Schneider  
Strategic Planning Execution Committee  
TIEFENBACHER  
Heidelberg/Frankfurt, Germany

12:10 P.M. – 12:25 P.M. AWARDS PRESENTATION

Awards will be presented to the ALFA International Firm and Attorney of the Year.

Kevin G. Owens  
Chair, ALFA International  
JOHNSON & BELL, LTD.  
Chicago, Illinois

12:25 P.M. – 12:30 P.M. MEETING ADJOURNMENT

Kevin G. Owens  
Chair, ALFA International  
JOHNSON & BELL, LTD.  
Chicago, Illinois

Peter Rogers  
Chief Executive Officer  
ALFA INTERNATIONAL  
Chicago, Illinois

12:30 P.M. – 1:30 P.M. NETWORKING SOCIAL

All ABM attendees are invited to join your ALFA International colleagues and friends for a casual, virtual networking session via Zoom. Join us with your mid-morning coffee, lunch, or evening aperitif as we raise a glass and cheers to ALFA International and close out the 2020 Virtual Annual Business Meeting.
THANK YOU TO OUR SPONSORS!

MDD Forensic Accountants

MKC Medical Management
Medical-Legal-Insurance Consulting Services
Clarity. Confidence. Analysis.

Rimkus Consulting Group, Inc.
Forensic Engineers and Consultants
www.rimkus.com

the answer company™

THOMSON REUTERS®