ALFA INTERNATIONAL
2014 ANNUAL BUSINESS MEETING
October 23-25, 2014 – The Langham Huntington – Pasadena, California

PROGRAM OUTLINE

Thursday, October 23, 2014

8:30 a.m. – 12:00 p.m.  BOARD OF DIRECTORS MEETING
Pavilion
8:30 a.m. – 9:00 a.m.  Breakfast
9:00 a.m. – 12:00 p.m.  Meeting

Open only to members of the ALFA International Board of Directors.

WOMEN’S INITIATIVE ACTIVITIES

8:00 a.m. – 10:30 a.m.  WOMEN’S INITIATIVE OPTIONAL BREAKFAST & YOGA
Japanese Garden

The Women’s Initiative Program will begin with a light breakfast followed by an optional yoga event in the Japanese Garden at the Langham Huntington.

8:00 a.m. – 8:15 a.m. – Mentor/Mentee Meet and Greet
8:15 a.m. – 9:15 a.m. – Breakfast
9:30 a.m. – 10:30 a.m. – Yoga

12:00 p.m. - 5:30 p.m.  WOMEN’S INITIATIVE PROGRAM
Lunch: Lobby Lounge & Terrace, Sessions: Promenade

Please see the Women’s Initiative Program Outline for full program details. A brief overview of the agenda is as follows:

12:00 p.m. – 1:15 p.m.  Networking Lunch
1:30 p.m. – 5:30 p.m.  Program Sessions

OFFICIAL START OF THE ANNUAL BUSINESS MEETING

6:30 p.m. – 10:00 p.m.  ABM REGISTRATION & WELCOME RECEPTION/DINNER
Rose Bowl Stadium

Buses will depart the hotel at 6:15 p.m. This will be college alma mater night so the attire is very casual (jeans are appropriate). You are encouraged to wear your favorite college gear for this memorable ALFA tailgate. Guided 30 minute tours of the stadium will be offered, including a walk on the field, for those who are interested.
Friday, October 24, 2014

7:30 a.m. – 9:30 a.m.  BREAKFAST BUFFET  
Horseshoe Garden or Salon I  
Lawyers: 7:30 a.m. – 8:30 a.m.  
Spouses: 8:30 a.m. – 9:30 a.m.

FRIDAY MORNING BREAKOUT SESSIONS

8:30 a.m. – 12:00 p.m. LAW FIRM MANAGEMENT PRACTICE GROUP MINI-SEMINAR  
Georgian Ballroom  
Agenda TBD. Program will follow the traditional open forum format.

9:00 a.m. – 12:00 p.m. MARKETING PRACTICE GROUP MINI-SEMINAR  
Salon II & III

9:00 a.m. - 10:15 a.m.  BRINGING A BRAND TO LIFE  
In a professional services firm, a brand is the collective external image of an organization’s internal culture and values. This presentation will be a practical hands-on discussion of how a brand can influence acquiring new business. The session will cover the nuts and bolts of how to “get a brand” as well as how to apply it in a way that will support a firm’s business development efforts. Specific examples of public relations (including social media) and advertising programs (including the use of video) will exemplify the concepts including the use of humor to capture awareness.

Jenna E. Gruen, Esq. is Director of Marketing and Practice Development for Nilan Johnson Lewis PA in Minneapolis where she has been for the past 10 years. She will be leading this session by telling the story of how her firm developed and communicated their brand image to gain awareness in the marketplace. Jenna directs the marketing program which includes ad campaigns, public relations, web development, RFPs, individual coaching, practice group planning, branding, and business development.

10:15 a.m. - 10:30 a.m.  BREAK

10:30 a.m. - 12:00 p.m. CLIENT SATISFACTION MEETINGS: USING THEM TO STRENGTH RELATIONSHIPS & GENERATE REVENUE  
Listening to clients and engaging them in a dialogue about their level of customer service is a fundamental process in any business. However, law firms still shy away from conducting these kinds of meetings. Law firms spend so much money trying to acquire new clients and yet when they have them, they don’t consistently spend the time to listen and understand what is working and what is not. Maggie Watkins, who has been conducting client satisfaction meetings for professional service firms for over 20 years, will discuss 1) why these meetings are so important, 2) how to overcome the resistance and obstacles to setting up a program 3) a step by step process to setting up a successful program, and 4) what some of the by products are as a result of these meetings, including generating new business.
BEGINNING OF ANNUAL BUSINESS MEETING SESSIONS

12:00 p.m. – 1:00 p.m.  LUNCH BUFFET
                       Horseshoe Garden or Salon I

1:00 p.m. – 6:00 p.m.  2014 ANNUAL BUSINESS MEETING SESSIONS – DAY 1
                       Salon II & III

A detailed program outline will be distributed in the coming months.

6:30 p.m. – 10:00 p.m. - Cocktail Reception & Awards Dinner
                       Viennese Terrace and Ballroom

Saturday, October 25, 2014

7:30 a.m. – 9:30 a.m.  BREAKFAST BUFFET
                       Horseshoe Garden or Salon I
                       Lawyers: 7:30 a.m. – 8:30 a.m.
                       Spouses: 8:30 a.m. – 9:30 a.m.

8:30 a.m. – 12:00 p.m. 2014 ANNUAL BUSINESS MEETING SESSIONS – DAY 2
                       Salon II & III

END OF ANNUAL BUSINESS MEETING SESSIONS

Please Note: There will be no group lunch at the end of the ABM as many attendees
will be departing quickly to catch their flights. For those staying, there is a restaurant
on-site where attendees can enjoy lunch. Also, the city of Pasadena is only two miles
away and has numerous restaurants.

BUSINESS LITIGATION PRACTICE GROUP ACTIVITIES

12:00 p.m. – 1:00 p.m.  DELI LUNCH BUFFET

1:00 p.m. – 4:30 p.m.  BUSINESS LITIGATION PRACTICE GROUP MEETING
                       Pavilion

6:30 p.m. – 9:30 p.m.  BUSINESS LITIGATION OPTIONAL DINNER
                       Trattoria Neapolis Italian Restaurant & Bar