

OCTOBER 20-22, 2021 | INTERCONTINENTAL SAN DIEGO | SAN DIEGO, CALIFORNIA

PROGRAM OUTLINE

Tuesday, October 19, 2021

7:00 P.M. – 10:00 P.M.

BOARD OF DIRECTORS DINNER

Del Frisco's Double Eagle Steakhouse

InterContinental San Diego

7:00 p.m. – 7:30 p.m. Cocktail Reception

7:30 p.m. – 10:00 p.m. Plated Dinner

This dinner is for members of the ALFA International Board of Directors and spouses. Attendees will enjoy a traditional steakhouse dining experience in a breathtaking atmosphere at one of the best restaurants in San Diego. Del Frisco's is located on the hotel property.

Wednesday, October 20, 2021

8:00 A.M. – 12:00 P.M.

BOARD OF DIRECTORS MEETING

Hospitality A – 4th Floor (InterContinental)

8:00 a.m. – 8:30 a.m. Breakfast

8:30 a.m. – 12:00 p.m. Meeting

WOMEN'S INITIATIVE ACTIVITIES

8:30 A.M. – 11:30 A.M.

WOMEN'S INITIATIVE BREAKFAST & SCAVENGER HUNT

Breakfast – Lane Field Park (outdoor space in front of the InterContinental)

Scavenger Hunt – Starting location is 1100 Kettner Blvd.

8:30 a.m. – 9:30 a.m. Networking Breakfast at Lane Field Park at
InterContinental

9:45 a.m. – 11:30 a.m. San Diego Scavenger Hunt

Start your morning off with coffee, fruit and pastries at Lane Field Park, followed by a fun-filled scavenger hunt! The walking scavenger hunt covers 2-2.5 miles around Downtown San Diego and showcases historic buildings, epic sculptures and great green spaces.

Separate registration required.

PLEASE NOTE: The group will depart from Lane Field Park (grassy area in front of the InterContinental) at 9:30 a.m. to walk .3 miles to the starting location of the scavenger hunt.

12:30 P.M. - 6:00 P.M.

WOMEN'S INITIATIVE PROGRAM

Balboa AB – 4th Floor (InterContinental)

Please see the Women's Initiative Program Outline for full program details. Male attorneys are welcome to attend! A brief overview of the agenda is as follows:

12:30 p.m. – 1:30 p.m. Buffet Lunch & Keynote Address

1:45 p.m. – 5:00 p.m. Afternoon Sessions

5:00 p.m. – 6:00 p.m. Networking Reception

OPENING DINNER – ALL MEMBER NETWORKING RECEPTION

6:30 P.M. – 10:00 P.M.

ABM REGISTRATION & WELCOME RECEPTION WITH DINNER

USS Midway Museum

910 N. Harbor Drive

6:30 p.m. – 7:30 p.m. Cocktails on the Flight Deck

7:30 p.m. – 10:00 p.m. Buffet Dinner

Embark on an adventure as you explore the USS Midway Museum, a real aircraft carrier turned historical naval aircraft museum. The ship is America's longest-serving aircraft carrier and now houses an extensive collection of aircrafts for your viewing. Enjoy spectacular views of the downtown skyline, San Diego Bay Bridge, and active U.S. Navy ships! The USS Midway is an opportunity to experience the uniqueness of San Diego and embrace history.

PLEASE NOTE: It's a .4 mile walk from the InterContinental San Diego to the USS Midway, so please allow 10 minutes to walk to the event.



Thursday, October 21, 2021

8:00 A.M. – 9:00 A.M.

BREAKFAST BUFFET

Bayview Terrace – 2nd Floor (InterContinental)

Attorneys and spouses welcome.

OFFICIAL START OF THE ANNUAL BUSINESS MEETING

9:00 A.M. – 3:00 P.M.

ANNUAL BUSINESS MEETING SESSIONS

Bayview Ballroom – 2nd Floor (InterContinental)

MORNING SESSIONS: MAKING THE ASSOCIATION WORK FOR YOU & YOUR FIRM

9:00 A.M. – 9:30 A.M.

WELCOME AND STATE OF THE ASSOCIATION

Welcome to the 2021 Annual Business Meeting! Learn about membership updates, changes at ALFAI Headquarters, and more.



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



Jessica Zaroski Bauer
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

9:30 A.M. – 9:45 A.M.

MARKETING & BUSINESS DEVELOPMENT

Marketing Committee leadership will discuss the network's marketing and business development goals and all that has been accomplished over the last year.



Melanie Cheairs
ALFA International
Marketing Chair
LORANCE & THOMPSON
Houston, Texas

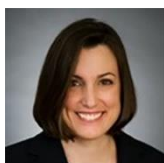


Ian Frank
ALFA International Vice
Marketing Chair
FRANTZ WARD LLP
Cleveland, Ohio

9:45 A.M. – 10:00 A.M.

THE BIG REVEAL: ALFAI'S NEW WEBSITE AND LOGO

ALFA International's Marketing Director will unveil the newly redesigned ALFA International logo and website. You will be given a virtual tour of the new website focusing on the enhanced functionality and calls to action. In addition, you will hear about the strategy and timeline for launching the new website and how to be an ALFAI brand ambassador by promoting the new website to your clients.



Katie McCormack
Marketing Director
ALFA INTERNATIONAL
Chicago, Illinois

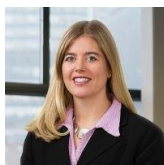


Jessica Zaroski Bauer
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

10:00 A.M. – 10:15 A.M.

CLIENT SCREENING – THE WHY & THE HOW

The client screening process is the most helpful tool we have to ensure clients attending our seminars have the potential to bring business to multiple ALFAI firms, in addition to being a useful business development tool. We have made some changes recently to make the process less arduous and plan to have more data accessible in 2022 with our new CRM system.



Grace Garcia
MORRISON MAHONEY LLP
Boston, Massachusetts



Jessica Zaroski Bauer
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

10:15 A.M. – 10:30 A.M.

BREAK

10:30 A.M. – 10:45 A.M.

USING REFERRAL TRACKING TO MAXIMIZE YOUR ALFAI MEMBERSHIP

Using the referral tracking guidelines approved by the BOD in 2020, your firm can make the most of every dollar spent with ALFA International, with the goal of being active in the practice groups that best fit your firm's business. This session will discuss best practices and provide concrete examples of why a robust referral tracking system is critical to your firm's success in ALFAI.



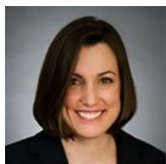
Chris Page

YOUNG MOORE AND HENDERSON P.A.
Raleigh, North Carolina

10:45 A.M. – 11:00 A.M.

THE BIG REVEAL: PART II – THE MEMBER PORTAL

ALFA International's Marketing Director will walk you through the improved member portal on the new website. You will see how to use distribution lists and where to find valuable data. You will also get a glimpse of what is on the horizon with Phase II- integrating a new CRM with the website.



Katie McCormack

Marketing Director
ALFA INTERNATIONAL
Chicago, Illinois



Jessica Zaroski Bauer

Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

11:00 A.M. – 12:00 P.M.

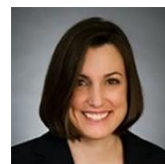
MARKETING HOT TOPICS WORKSHOP

Use this time to brainstorm with your small group on various marketing hot topics. Topics will be finalized and announced three weeks prior to the ABM.



Kevin Owens

Chair, ALFA International
JOHNSON & BELL, LTD.
Chicago, Illinois



Katie McCormack

Marketing Director
ALFA INTERNATIONAL
Chicago, Illinois



Jessica Zaroski Bauer

Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

12:00 P.M. – 1:00 P.M.

LUNCH

Bayview Terrace – 2nd Floor (InterContinental)

AFTERNOON SESSIONS: BETTER BUSINESS

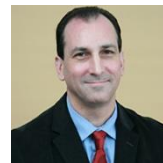
1:00 P.M. – 2:00 P.M.

FORMAL BUSINESS MEETING

Report of ALFA International Financials & Presentation of the Budget



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



Bob Reiland
Chief Financial Officer
ALFA INTERNATIONAL
Chicago, Illinois



Jessica Zaroski Bauer
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

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

Proposal for Amendments to the By-Laws and New Business



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

2:00 P.M. – 2:15 P.M.

BREAK

2:15 P.M. – 3:00 P.M.

DIVERSITY FOR BUSINESS & ROUNDTABLE DISCUSSION

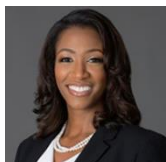
Leaders in ALFAI's Diversity, Equity & Inclusion efforts will discuss how diversity can increase your firm's business and result in a more diverse client base, while also sharing real-life examples of diversity resulting in new business. During this session, you will also have the opportunity to share examples of how your firm obtained business as a result of diversity initiatives and other unique D&I strategies with each other.



Sheila Kerwin
Chair, Diversity & Inclusion Committee
NILAN JOHNSON LEWIS PA
Minneapolis, Minnesota



Christen Blackburn
Diversity & Inclusion Committee Member
LEWIS THOMASON
Nashville, Tennessee



Jennifer Egbe
Diversity & Inclusion Committee Member
HUIE, FERNAMBUCQ & STEWART, LLP
Birmingham, Alabama

3:30 P.M. – 5:30 P.M.

NETWORKING RECEPTION AT BALLAST POINT

Ballast Point, Little Italy
2215 India Street

All ABM attendees are invited to join their fellow ALFAI colleagues for a fun afternoon at Ballast Point Brewery! Enjoy the beautiful San Diego weather while tasting a variety of Ballast Point brews or simply sit back and enjoy the outdoor patio. Located 1 mile (15-minute walk or 5-minute Uber) from the InterContinental, Ballast Point is the perfect way to continue networking in a casual environment before dinner begins. Beer, n/a beverages and snacks will be provided.



6:00 P.M. – 9:30 P.M.

40+1 COCKTAIL RECEPTION AND AWARDS DINNER

Bayview Terrace & Ballroom – 2nd Floor (InterContinental)

6:00 p.m. – 6:30 p.m. Cocktail Reception

6:30 p.m. – 9:30 p.m. Dinner & Awards Ceremony

Celebrate 40+1 years of ALFA International with a cocktail hour, plated dinner and special presentation honoring our many firsts throughout the years; followed by an awards ceremony where the ALFA International Firm and Attorney of the Year awards will be presented!

Dress: Cocktail Attire Preferred

Friday, October 22, 2021

8:00 A.M. – 9:00 A.M.

BREAKFAST BUFFET

Bayview Terrace – 2nd Floor (InterContinental)

Attorneys and spouses welcome.

CONCLUDING SESSIONS: LOOKING TOWARDS THE FUTURE

9:00 A.M. – 10:45 A.M.

ANNUAL BUSINESS MEETING SESSIONS

Bayview Ballroom – 2nd Floor (InterContinental)

9:00 A.M. – 10:30 A.M.

LAW FIRM MANAGEMENT ROUNDTABLES AND INTERACTIVE KEYNOTE CONVERSATION AND INSIGHTS

The Friday sessions are ones all attendees should make a priority to attend. This three-part session will include a kick-off from our keynote speaker, Judy Hissong, who will get attendees energized for the roundtable discussions on current managing partner topics and trends. Judy has worked with law firms of various sizes and provides a wealth of knowledge and expertise in leadership, emotional intelligence and successful business planning. Working with our Managing Partner moderators, Eddy Hayes and Scott Burke, she will facilitate a discussion that includes strategic, long range planning and accountability. After what we hope is a lively discussion, Judy will wrap things up by helping attendees look towards the future. Get ready to be inspired! Full session details are below.



Judy Hissong

President

NESSO STRATEGIES

San Diego, California

Judy Hissong is the President of [Nesso Strategies](#). A former law firm Chief Operating Officer, she helps firms become more profitable by advising leaders in strategic and leadership development challenges. Her mission is “World Domination for Good.” By creating actionable, lightbulb moments that leaders want to share and spread, she intends to improve the world one person at a time. When she is not speaking, training and consulting, Judy teaches quarterly online workshops and facilitates Leaders Lab, a free monthly video conference that enables small groups of leaders to brainstorm strategies and solutions to work through common issues that keep firms stuck.

9:00 A.M. – 9:15 A.M.

KEYNOTE PRESENTATION: GETTING THERE FROM HERE – PART 1

As we emerge from the global pandemic that interrupted life as we knew it, we are returning to a world that may be forever changed. Life and business are now “returning to normal,” but it is a NEW normal. How do we maximize the opportunities presented by our changed world? Where are the places ALFAI member firms can innovate to improve efficiencies, re-establish or recreate culture and deliver excellence?

9:15 A.M. – 10:00 A.M.

ROUNDTABLE: MANAGING PARTNER ISSUES

Scott and Eddy will lead the group in 2 – 15-minute roundtable discussions covering the important topics below. Gain insight from member firms on if/how they are tackling a hybrid workplace model along with business development tricks to diversify your practice areas. At the end of each discussion period selected tables will provide 90 second live reports on major take-aways to the larger group. Feedback from the remaining tables will be compiled and shared after the meeting.

TOPIC 1: *The hybrid workplace.* The pandemic created new expectations for remote work. Can a model be created that works for the firm, lawyers and staff? Have you newly embraced a hybrid model? What have you attempted so far? What has worked and what has not? How does a hybrid model affect firm culture? Can it be used as a tool in the retention of lawyers and staff?

TOPIC 2: *Expanding your firm’s opportunities through varied practice areas.* How can ALFAI membership be used to increase your business so you can work more globally? Can ALFAI member firm collaborations assist you in building new practices and/or growing practices that are fueled by local clients? How did member firms develop strong niche practices and how can that success be shared with other ALFAI member firms? What clients and/or business development avenues should be targeted?



Scott Burke
 MORRISON MAHONEY
 Boston, Massachusetts



Eddy Hayes
 LEAKE & ANDERSSON
 New Orleans, Louisiana

10:00 A.M. – 10:30 A.M.

KEYNOTE PRESENTATION: GETTING THERE FROM HERE – PART 2

After the roundtable discussions are complete, Judy will address ideas generated from the discussions and provide actionable takeaways for attendees.

10:30 A.M. – 10:45 A.M.

CLOSING REMARKS & MEETING ADJOURNMENT

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



Jessica Zaroski Bauer
Chief Executive Officer
 ALFA INTERNATIONAL
 Chicago, Illinois

END OF ANNUAL BUSINESS MEETING SESSIONS

Please review Business Litigation Practice Group Activities on the next page.

BUSINESS LITIGATION PRACTICE GROUP ACTIVITIES

*Separate registration is required for all events below.

12:00 P.M. – 1:00 P.M.	BUSINESS LITIGATION PRACTICE GROUP LUNCH* Pacific Ballroom B – 2nd Floor (InterContinental)		
1:00 P.M. – 5:00 P.M.	BUSINESS LITIGATION PRACTICE GROUP FACE-TO-FACE MEETING* Pacific Ballroom B – 2nd Floor (InterContinental) <table><tr><td>Kandice Hull <i>Business Litigation PG Chair</i> MCNEES WALLACE & NURICK LLC Harrisburg, Pennsylvania</td><td>John Osgathorpe <i>2022 Program Chair</i> TAYLOR DAY, P.A. Jacksonville, Florida</td></tr></table> John Newcomer <i>Business Litigation PG Marketing/Vice Chair</i> MORRIS JAMES LLP Wilmington, Delaware	Kandice Hull <i>Business Litigation PG Chair</i> MCNEES WALLACE & NURICK LLC Harrisburg, Pennsylvania	John Osgathorpe <i>2022 Program Chair</i> TAYLOR DAY, P.A. Jacksonville, Florida
Kandice Hull <i>Business Litigation PG Chair</i> MCNEES WALLACE & NURICK LLC Harrisburg, Pennsylvania	John Osgathorpe <i>2022 Program Chair</i> TAYLOR DAY, P.A. Jacksonville, Florida		
5:30 P.M. – 8:30 P.M.	BUSINESS LITIGATION PRACTICE GROUP OPTIONAL DINNER*		