

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.



Janice Brown

Chief Strategy Officer

BROWN LAW GROUP

Los Angeles, California

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-Balcells

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

8:30 A.M. – 9:00 A.M.

OPTIONAL: BUDGET Q&A AND VOTE

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.

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

9:00 A.M. – 9:05 A.M.

WELCOME TO DAY TWO OF THE ABM

Kevin G. Owens

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

9:05 A.M. – 9:35 A.M.

MARKETING & BUSINESS DEVELOPMENT UPDATE

Marketing Committee leadership and ALFA International staff will discuss the marketing and business development initiatives implemented this past year.

Melanie Cheairs

ALFA International Marketing Chair
LORANCE & THOMPSON
Houston, Texas

Ian Frank

ALFA International Marketing Vice Chair
FRANTZ WARD LLP
Cleveland, Ohio

Jessica Zaroski Bauer

Chief Operating Officer
ALFA INTERNATIONAL
Chicago, Illinois

Katie McCormack

Marketing Director
ALFA INTERNATIONAL
Chicago, Illinois

9:35 A.M. – 9:50 A.M.

PRACTICE GROUP UPDATES & UPCOMING SEMINARS

A review of the various practice group initiatives and recent and upcoming seminars will be highlighted.

Jessica Zaroski Bauer

Chief Operating Officer
ALFA INTERNATIONAL
Chicago, Illinois

Dina Cox

2021 ICS Program Chair
LEWIS WAGNER
Indianapolis, Indiana

9:50 A.M. – 10:15 A.M.

MANAGING PARTNER INITIATIVE: MANAGING LAW FIRMS THROUGH COVID-19

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

10:20 A.M. – 11:50 A.M.

THE LAW FIRM OF THE FUTURE

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 bench-marking 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.
President
THE REMSEN GROUP
Atlanta, Georgia

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.

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