

ALFA INTERNATIONAL - 2017 ANNUAL BUSINESS MEETING ROUNDTABLE

October 26-28, 2017 – The Four Seasons Hotel – Baltimore, Maryland

PROGRAM OUTLINE

Wednesday, October 25, 2017

- 7:00 p.m. – 10:00 p.m. BOARD OF DIRECTORS DINNER**
Wit & Wisdom
Private Dining Room in the Four Seasons Hotel Restaurant
- | | |
|------------------------|--------------------|
| 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.

Thursday, October 26, 2017

- 8:00 a.m. – 12:30 p.m. BOARD OF DIRECTORS MEETING**
Indigo Room (Four Seasons Hotel)
- | | |
|------------------------|-----------|
| 8:00 a.m. – 8:30 a.m. | Breakfast |
| 8:30 a.m. – 12:30 p.m. | Meeting |

WOMEN'S INITIATIVE ACTIVITIES

- 8:30 a.m. – 10:30 a.m. WOMEN'S INITIATIVE OPTIONAL BREAKFAST &
STAR-SPANGLED BANNER FLAG HOUSE TOUR**
844 E. Pratt St., Baltimore, MD
- | | |
|------------------------|----------------------|
| 8:30 a.m. – 9:30 a.m. | Networking Breakfast |
| 9:30 a.m. – 10:00 a.m. | Guided Tour |

The Women's Initiative Program activities will begin with a light breakfast and guided tour of the Star-Spangled Banner Flag House. Built in 1793, the Flag House was once the home and business place of Mary Pickersgill, who sewed the garrison flag Francis Scott Key witnessed flying over Fort McHenry that inspired him to write our national anthem. After the tour, attendees will have time to browse the exhibits independently before walking back to the hotel. *This museum is an 8 minute walk from the hotel.*

12:30 p.m. - 6:00 p.m. WOMEN'S INITIATIVE PROGRAM
Cobalt Ballroom (Four Seasons Hotel)

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

OPENING DINNER – ALL MEMBER NETWORKING RECEPTION

6:00 p.m. – 9:30 p.m. ABM REGISTRATION & WELCOME RECEPTION/DINNER
Bar Vasquez Argentine Restaurant
1425 Aliceanna Street, Baltimore, MD

6:00 p.m. – 7:30 p.m.	Networking Reception
7:30 p.m. – 9:30 p.m.	Buffet Dinner

Bar Vasquez celebrates the vibrancy and energy of Buenos Aires and reflects the Argentine love of meat and seasonal natural ingredients of the Americas in the menu. *The restaurant is conveniently located .3 miles from the Four Seasons hotel and is a 5 minute walk.*

Friday, October 27, 2017

7:30 a.m. – 8:30 a.m. BREAKFAST BUFFET
Cobalt Ballroom (Four Seasons Hotel)
Attorneys and spouses welcome

OFFICIAL START OF THE ANNUAL BUSINESS MEETING

8:30 a.m. – 5:00 p.m. Annual Business Meeting Sessions
Grand Ballroom (Four Seasons Hotel)

8:30 a.m. – 9:00 a.m. WELCOME AND STATE OF THE ASSOCIATION

Gary A. Bague
Chair, ALFA International
HAIGHT BROWN & BONESTEEL LLP.
Los Angeles, California

Peter Rogers
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

LAW FIRM MANAGEMENT-FOCUSED ABM SESSIONS

9:00 a.m. – 10:00 a.m. DEMANDING DIVERSITY: THE CLIENTS' PERSPECTIVE

More and more successful companies are unequivocal and unapologetic about achieving diversity and inclusion among outside attorneys working on their matters. Hear from corporate leaders about why it matters and how to meet the emerging needs of good clients.

S. Carolyn Ramos
Moderator
BUTT THORNTON & BAEHR PC
Albuquerque, New Mexico

Alicia Wilson
*Vice President of Community Affairs &
Legal Advisor*
SAGAMORE DEVELOPMENT
Baltimore, Maryland

John Tarpley
LEWIS THOMASON
Nashville, Tennessee

Bill Robinson
Corporate Secretary
GEICO
Washington, D.C.

Iris Jones
*Chief Business Development &
Marketing Officer*
MCNEES WALLACE & NURICK LLC
Harrisburg, Pennsylvania

10:00 a.m. – 10:45 a.m. TECHNOLOGY AND LAW FIRMS – BOON OR BANE. WHERE ARE WE HEADED?

What is technology doing and, what will it do, to the practice of law? As new technologies reach the market, the fundamentals of how we practice law are changing at an ever accelerating pace. This session will introduce approaches for addressing the impact of technology on the business of our legal practices.

Brett Cowell
COWELL CLARKE
Adelaide, Australia

Drew Bassak
MANATT, PHELPS & PHILLIPS, LLP
San Francisco, California

10:45 a.m. – 11:00 a.m. BREAK

11:00 a.m. – 12:30 p.m. FIRM INFORMATION EXCHANGE ON HOT TOPICS

Three ALFA International attorneys will lead a discussion on three hot topics that YOU, our member firms, have told us are important to you. Gain insight from other member firms on how they are tackling hiring issues and brainstorm with your colleagues on ways to maximize the benefit of ALFA International membership through increased referrals and branding. Each moderator will pose ideas and questions to the membership on their specific topic and brainstorming sessions will occur in small groups followed by a larger group discussion where specific take-aways are discussed. Each topic will be given 30 minutes of announcement, discussion and feedback. Full results will be compiled and shared after the meeting.

Topic 1: *Increasing referrals between member firms*

Moderated by John Sykes, CHARLES RUSSELL SPEECHLYS, London, England

Topic 2: *Pursuing business opportunities as an ALFA International organization*

Moderated by Elaine Moss, BROWN & JAMES, St. Louis, Missouri

Topic 3: *Dealing with recent hires, new hires and retaining young attorneys*

Moderated by Gary Hunter, GERMAN, GALLAGHER & MURTAGH, P.C., Philadelphia, Pennsylvania

12:30 p.m. – 1:30 p.m. LUNCH

FORMAL BUSINESS MEETING ITEMS

1:30 p.m. – 2:30 p.m. FORMAL BUSINESS MEETING

[Report of ALFA International Financials & Presentation of the 2018 Budget](#)

Brett K. Bacon
Treasurer, ALFA International
FRANTZ WARD LLP
Cleveland, Ohio

Peter Rogers
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

Bob Reiland
Chief Financial Officer
ALFA INTERNATIONAL
Chicago, Illinois

[Recognition of Departing Directors, Election of New Directors and Brief Introduction of All Board Members](#)

[Introduction of New Member Firms in Attendance](#)

FORMAL BUSINESS MEETING (CONT'D)

Proposal for Amendments to the By-Laws and New Business

Gary A. Bague
Chair, ALFA International
HAIGHT BROWN & BONESTEEL LLP.
Los Angeles, California

2:30 p.m. – 2:50 p.m. MARKETING OUTSIDE THE SEMINARS

A brief presentation highlighting new initiatives ALFA International has implemented this past year and marketing activities outside of the traditional seminars. A re-cap of the marketing committee meeting, the practice group marketing meeting and the initiatives generated from those meetings will also be presented.

Chris Page
ALFA International Marketing Chair
YOUNG MOORE AND HENDERSON P.A.
Raleigh, North Carolina

Jessica Zaroski Bauer
Chief Operating Officer
ALFA INTERNATIONAL
Chicago, Illinois

Mark Golman
ALFA International Vice Marketing Chair
STRASBURGER & PRICE, LLP
Dallas, Texas

2:50 p.m. – 3:30 p.m. INTERNATIONAL CHANGES & ENGAGEMENT

All International (non-U.S.) firms of ALFA International are now members of at least one ALFA International PG and are being encouraged to attend PG seminars. The International Law Practice Group Seminar has been removed in favor of required attendance at the Annual Business Meeting. A new Corporate Transactions Working Group has been established. What do these changes mean for you and your firm? How can we capitalize on this new expanded international engagement and involvement?

Gero Schneider
International Law PG Co-Chair
TIEFENBACHER
Heidelberg/Frankfurt, Germany

Ignacio Lopez-Balcells
Corporate Transactions
Working Group
BUIGAS
Barcelona, Spain

Eric Newsom
International Law PG Co-Chair
MANATT, PHELPS & PHILLIPS, LLP
San Francisco, California

Brett Cowell
Corporate Transactions
Working Group
COWELL CLARKE
Adelaide, Australia

Mark Golman
Corporate Transactions
Working Group
STRASBURGER & PRICE, LLP
Dallas, Texas

3:30 p.m. – 3:45 p.m. BREAK

3:45 p.m. – 5:00 p.m.

**PREVIEW OF UPCOMING (OR RECENT) SEMINARS AND
INNOVATIVE PG INITIATIVES**

Each practice group representative will give a quick preview (*5 minutes*) of their PG's upcoming seminar (or a recap of the recent seminar) and a comment on one unique thing their PG is doing.

Labor & Employment

Practice Group Chair

Yvette Davis

HAIGHT BROWN & BONESTEEL LLP.

Los Angeles, California

Hospitality & Retail

Marketing Chair

Melanie R. Cheairs

LORANCE & THOMPSON, P.C.

Houston, Texas

Professional Liability

Practice Group Chair

Doyle Valley

MORRISON MAHONEY LLP

Boston, Massachusetts

International Client Seminar

Program Chair

Benton Barton

HALL & EVANS, LLC

Denver, Colorado

Business Litigation

Practice Group Chair

Joe Fortner

HALLORAN & SAGE

Hartford, Connecticut

Transportation

Vice Chair

Cam Beck

MCCANDLISH HOLTON MORRIS

Richmond, Virginia

Product Liability & Complex Torts

Vice Chair

Matt Stanczyk

PLUNKETT COONEY

Detroit, Michigan

Insurance

Practice Group Chair

Lisa Mickley

HALL & EVANS, LLC

Denver, Colorado

Oil, Gas & Energy Working Group

Marketing Chair

Dan Vogel

VOGEL LAW FIRM

Fargo, North Dakota

Construction

Vice Chair/Program Chair

Grace Garcia

MORRISON MAHONEY

Boston, Massachusetts

Women's Initiative

Practice Group Chair

Kim Moore

STRASBURGER & PRICE, LLP

Dallas, Texas

Workers' Compensation

Practice Group Chair

Dawn Raynor

YOUNG MOORE & HENDERSON P.A.

Raleigh, North Carolina

The ALFA International App

Marketing Manager

Stephanie Blankenship

ALFA INTERNATIONAL

Chicago, Illinois

6:30 p.m. – 9:30 p.m.

**GET TO KNOW YOUR ALFA INTERNATIONAL
COLLEAGUES COCKTAIL RECEPTION AND AWARDS
DINNER BUFFET**

Splash Terrace (Cocktails) & Cobalt Ballroom (Dinner)

6:30 p.m. – 7:30 p.m.

Cocktail Reception

7:30 p.m. – 9:30 p.m.

Buffet Dinner

Get to know your ALFA International colleagues during a special cocktail hour on the Splash Terrace overlooking the beautiful Baltimore Harbor. Attorneys will pick a slip from a fishbowl and will need to find the ALFA International attorney that meets the criteria before the buffet opens!

Saturday, October 28, 2017

8:00 a.m. – 9:00 a.m.

BREAKFAST BUFFET

Cobalt Ballroom (Four Seasons Hotel)

Attorneys and spouses welcome

STRATEGIC SESSIONS

9:00 a.m. – 12:00 p.m.

**STRATEGIC PLANNING COMMITTEE FINDINGS AND
RECOMMENDATIONS WITH OPEN DISCUSSION AND
REACTION IN SMALL GROUPS**

Grand Ballroom (Four Seasons Hotel)

In early April, the Strategic Planning Committee began an analysis of ALFA International's current position in the legal marketplace. This was initiated in the context of an organization that is currently doing very well and while operating from a position of strength, now is the best time to embrace the future with the appropriate actions to assure maximum continuing success. The Committee has identified the 6 highest areas of development opportunity and they are listed below. We need your input on these important issues the Strategic Planning Committee has been tackling. Approximately 25 *minutes* will be spent discussing each of the following subjects in small and large group brainstorming sessions, led by a specific discussion leader for each topic.

Mike Murphy
Moderator
CARTER CONBOY
Albany, New York

REFERRAL METRICS

Sarah Lamar
HUNTERMACLEAN
Savannah, Georgia

Alistair Little
TRESSCOX
Sydney, Australia

LAW FIRM MANAGEMENT ENGAGEMENT

Tom Wolfe
PHILLIPS MURRAH P.C.
Oklahoma City, Oklahoma

**STRATEGIC PLANNING COMMITTEE FINDINGS AND
RECOMMENDATIONS WITH OPEN DISCUSSION AND
REACTION IN SMALL GROUPS (CONT'D)**

LEGAL WORLD EVOLUTION

Ron Polly
HAWKINS PARNELL THACKSTON &
YOUNG LLP
Atlanta, Georgia

S. Carolyn Ramos
BUTT THORNTON & BAEHR PC
Albuquerque, New Mexico

10:30 a.m. – 10:45 a.m. BREAK

PROGRAM RESULTS

Dick Krieg
LEWIS THOMASON
Knoxville, Tennessee

COMPETITIVE NETWORK ENVIRONMENT

Joe Swift
BROWN & JAMES, P.C.
St. Louis, Missouri

MEMBER FIRM EXPANSION

Kathy Peahl
WADLEIGH, STARR & PETERS, P.L.L.C.
Manchester, New Hampshire

11:50 a.m. – 12:00 p.m. MEETING ADJOURNMENT

Gary A. Bague
Chair, ALFA International
HAIGHT BROWN & BONESTEEL LLP.
Los Angeles, California

Peter Rogers
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

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 and there are numerous restaurants nearby.*

INTERNATIONAL LAW PRACTICE GROUP ACTIVITIES

***Separate Registration is required for all events below.**

**12:00 p.m. – 2:00 p.m. INTERNATIONAL LAW PG & CORPORATE
TRANSACTIONS WG COMBINED MEETING & LUNCH***
Cobalt Ballroom (Four Seasons Hotel)

Gero Schneider
ILPG Co-Chair
TIEFENBACHER
Heidelberg/Frankfurt, Germany

Ignacio Lopez-Balcells
*Corporate Transactions
Working Group*
BUIGAS
Barcelona, Spain

Eric Newsom
ILPG Co-Chair
MANATT, PHELPS & PHILLIPS, LLP
San Francisco, California

Brett Cowell
*Corporate Transactions
Working Group*
COWELL CLARKE
Adelaide, Australia

Mark Golman
*Corporate Transactions
Working Group*
STRASBURGER & PRICE, LLP
Dallas, Texas

2:00 p.m. – 2:15 p.m. BREAK

2:15 p.m. – 4:15 p.m. LATIN AMERICAN REGIONAL MEETING*
Indigo Room (Four Seasons Hotel)

Juan Pablo Triana
Moderator
TRIANA, URIBE & MICHELSEN
Bogota, Colombia

6:30 p.m. – 9:30 p.m. OPTIONAL DINNER*
Cinghiale
822 Lancaster Street, Baltimore, MD

6:30 p.m. – 7:15 p.m. Cocktail Reception
7:15 p.m. – 9:30 p.m. Plated Dinner

Cinghiale is a two minute walk from the hotel. Inspired by the energy of the late 1950's and early 1960's in chic Italian cities like Milano and Bologna, Cinghiale boasts a lively urban bustle combined with comfortable elegance. The cooking is authentic Italian.