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Jeff Scali  
Nixon Peabody LLP  
100 Summer Street  
Boston, MA 02110



# *Raising the* **BAR**

2005 LMA New England Annual  
Regional Conference

November 17-18, 2005  
Boston Park Plaza Hotel & Towers



# Raising the BAR

2005 LMA New England Annual Regional Conference  
November 17-18, 2005  
Boston Park Plaza Hotel & Towers  
www.lmanewengland.org

## Thursday, November 17, 2005 • *Special Pre-Conference Event* **CLOs Speak: Obtaining and Creating the Ideal Client Relationship**

**ACC** Association of  
Corporate Counsel  
Pre-Conference Event Sponsor

**2:00-4:00 p.m. Registration**  
**4:00-5:30 p.m. Program**  
**5:30-7:00 p.m. Networking Cocktail Reception**



Come early – and bring your attorneys – for an interactive panel as in-house counsel from leading companies share their views on what's important (and what's not) in developing and maintaining the ultimate client relationship. This special session offers the unique opportunity to engage in real, unscripted dialogue with the panelists to get your questions answered.

- Legal costs: Alternative billing arrangements, in-house versus outsourcing decisions, and other key factors
- Differentiation: Tips on distinguishing your firm from the competition, RFPs, "beauty contests," referrals, and more
- Likes and dislikes: What really annoys GCs about law firm practice, and what they want to see more of
- Cutting edge strategies: Knowledge management techniques, technological advancements, Web resources, alternative fee arrangements, outsourced research services, in-house litigation consultants, and more
- Diversity, pro bono and public service: Do these really matter to in-house law departments, and if so, what are they doing about it?

After the program, join us for a celebratory reception – all hosted by the Association of Corporate Counsel (ACC).

**Introduction:**  
Frederick J. Krebs  
*President, ACC*

**Moderator:**  
Susan Hackett  
*Senior Vice President and  
General Counsel, ACC*

**Panelists:**  
Barry Nagler  
*Chair, ACC Board of Directors  
Senior Vice President,  
General Counsel and  
Secretary, Hasbro, Inc.*

Kellye Walker  
*Senior Vice President,  
General Counsel and  
Secretary, BJ's Wholesale  
Club, Inc.*

Gant Redmon, Esq.  
*Vice President and General  
Counsel, Arbor Networks, Inc.*

## Friday, November 18, 2005

**8:00-8:45 a.m. Registration and Breakfast**  
**8:45-9:00 a.m. Welcome**  
Deborah Scaringi  
*President, LMA NE  
Director of Marketing, Adler Pollock &  
Sheehan P.C. (Boston, MA)*

**9:00-10:00 a.m. Keynote Address**  
Gareth Cook  
*Reporter, Health and Sciences,  
The Boston Globe (Boston, MA)  
2005 Pulitzer Prize Winner for  
Explanatory Journalism*

**10:00-10:30 a.m. Break**

**10:30-11:45 a.m. Concurrent Morning Educational Sessions**

**11:45 a.m. -12:15 p.m. Networking and Sponsor Fair**

**12:15-12:45 p.m.**

**Lunch**

**12:45- 1:15 p.m.**

**Luncheon Address**

David Gebler  
*President and Founder,  
Working Values, Ltd.  
(Sharon, MA)  
"Why Culture is a Legal Risk  
Factor for Law Firm Clients"*

**1:15-1:45 p.m.**

**Break**

**1:45-3:00 p.m.**

**Concurrent Afternoon  
Educational Sessions**

**3:00-4:00 p.m.**

**Reception and Raffle**

LEGAL MARKETING ASSOCIATION  
**LMA**  
NEW ENGLAND CHAPTER

## Concurrent Morning Educational Sessions 10:30-11:45 a.m.

### Selling the Practice Group: Moving the Bar to the Next Level

An involved practice group leader can help firms' marketing and business development efforts gain momentum. But it takes leadership, commitment and collaboration. This session offers a panel of industry practice group leaders, a marketing manager and a director of business development, with discussion points to include:

- Roles and responsibilities of Practice Group leaders and marketing/business development liaisons
- How Practice Group leaders lead, motivate, coach and mentor
- Best practices: PGLs and Marketing
- Cross-marketing from a PG level
- Nuts-and-bolts advice on working with a marketing team

#### Moderator:

Jeffrey J. Berardi, *Marketing Manager, Kirkpatrick & Lockhart Nicholson Graham (Boston, MA)*

#### Panelists:

David J. Byer, *Partner, Intellectual Property Practice Group Coordinator, Kirkpatrick & Lockhart Nicholson Graham (Boston, MA)*

Elizabeth A. Butcher, *Director of Business Development, Robinson & Cole (Hartford, CT)*  
Earl W. Phillips, Jr., *Partner, Environmental Practice Group Leader, Robinson & Cole (Hartford, CT)*

### Marketing is Not Alone: Using Financial Data to Develop Business

You can learn a lot from the numbers. Financial data (utilization, realization, leverage) can tell us which clients and practices are most profitable; time spent between doing the work, billing and payment; which practices do which work for which clients; what kind of work your firm should accept; and which clients should be "fired." This panel will demonstrate how Marketing and Business Development professionals can enhance their value to the firm by understanding and using financial data.

#### Moderator:

Charles A. "Biff" Maddock, *Principal, Altman Weil Inc. (Newtown Square, PA)*

#### Panelists:

Diane Hertneky, *Executive Director, Sullivan & Worcester LLP (Boston, MA)*  
Brian Smith, *Director of Marketing Support,*

*Day, Berry & Howard, LLP (Hartford, CT)*  
Brian G. Leary, *Partner, Gadsby Hannah LLP (Boston, MA)*

### Getting the Word Out: Meet the Press

We can always improve our relationships with the media, particularly given the dynamic changes underway in that industry. Our panel of noted journalists will discuss strategies to "break through the publicity clutter" with compelling and timely stories. We will learn tips to develop key messages for targeting reporters and editors at these prestigious New England publications.

#### Moderator:

Joan Schneider, *President, Schneider Associates (Boston, MA)*

#### Panelists:

Sheri Qualters, *Legal Reporter, Boston Business Journal (Boston, MA)*  
Paul Boynton, *Publisher, New England In-House, Lawyers Weekly (Boston, MA)*  
George Gombassy, *Business Editor, Hartford Courant (Hartford, CT)*  
Sacha Pfeiffer, *Legal Reporter, The Boston Globe (Boston, MA)*

## Concurrent Afternoon Educational Sessions 1:45-3:00 p.m.

### Strategic Planning: What's the Role of Marketing?

How do you transform a law firm from a niche industry player to a general practice firm? How do you take regional practice groups to national prominence? What do mid-size law firms need to do to be more successful? Using real world examples, this program will show you innovative ways to approach strategic planning. Anyone can do a SWOT analysis, but what types of strategies lead to meaningful change, and what role does marketing play in the process and implementation? The panelists will share their approaches and experience and they will convey the lessons learned during this process.

#### Moderator:

Jim Durham, *Chief Marketing Officer, Ropes & Gray LLP (Boston, MA)*

#### Panelists:

Patricia Luchs, *MBA, Consultant (Chicago, IL)*  
Robert Duboff, *Founder and Chief Executive Officer, HawkPartners (Boston, MA)*

### Service Providers and Law Firms: Working Together in Harmony

Selling into a law firm is unlike selling into other professions. To make this process easier on all of us, our panel of service providers and decision makers will share their tips and best practices for successfully establishing relationships and selling into legal marketing departments. Attendees to this session will understand how law firms make decisions to buy, or not to buy, their services. Newer decision makers will learn to make more informed decisions, and to understand how to get needed services through law firm committees.

#### Moderator:

Susan Jacobsen, *Director of Business Development, Corporate Legal Times (Washington, DC)*

#### Panelists:

Elonide Semmes, *Director, Professional Services Practice, PARTNERS+simons (Boston, MA)*  
Anne Malloy Tucker, *Chief Marketing Officer, Goodwin Procter LLP (Boston, MA)*  
Maureen Flanagan, *Director of Business Development, Wiggins & Dana LLP (New Haven, CT)*  
Christopher M. Turk, *Managing Account Director, Hubbard One (Chicago, IL)*

### Client Loyalty: Now That You have them, how do you maintain and add to your client relationships?

Interact with a panel who each face the threat of client disloyalty and the challenge of building client relationships in professional services organizations as diverse as accounting, consulting and internet services. Discover the common challenges and various strategies and tactics for sustaining client loyalty and cross-selling services that translate from their business environments to yours.

#### Moderator:

Lisa Rhatigan, *Vice President of Operations and Consulting, The Whetstone Group (Marion, IA)*

#### Panelists:

Rob Willms, *Group Head, Client Services and Strategy & Enablement, Digitas (Boston, MA)*  
Marc A. Busny, *MBA, Chief Marketing Officer, Tofias (Cambridge, MA)*  
Sonny Cohen, *Chief Marketing Officer, Duo Consulting (Chicago, IL)*

# CONFERENCE REGISTRATION

## Registration Fees Please check one:

### Full Conference – Thursday and Friday

- \$300 – LMA NE Member       \$400 – LMA NE Non-Member

#### Thursday Only

- \$50 – LMA NE Member       \$75 – LMA NE Non-Member

#### Friday Only

- \$275 – LMA NE Member       \$375 – LMA NE Non-Member

## Payment

Please make checks payable to LMA New England Chapter (sorry, no credit cards accepted)

Mail your check with completed registration form to:

Kristen Weller, Senior Marketing Specialist  
Choate Hall & Stewart, Two International Place, Boston, MA 02110

Or, you may fax your registration to (617) 248-4000 ATTN: Name Name, and mail check separately.

## Registration

Please print or type. For each additional attendee, please photocopy this form. Space is limited, so please register by Friday, November 4, 2005 to guarantee your spot.

Name: \_\_\_\_\_

Name for Badge: \_\_\_\_\_

Title: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

- Please indicate whether you have special dietary needs or other requirements:

## Session Choices

Please indicate which sessions you will attend (required for general planning purposes):

### Concurrent Morning Educational Sessions, 10:30-11:45 a.m.

- Selling the Practice Group: Moving the Bar to the Next Level  
 Marketing is Not Alone: Using Financial Data to Develop Business  
 Getting the Word Out: Meet the Press

### Concurrent Afternoon Educational Sessions, 1:45-3:00 p.m.

- Strategic Planning: What's the Role of Marketing?  
 Service Providers and Law Firms: Working Together in Harmony  
 Client Loyalty: Now that you have them, how do you maintain and add to your client relationships?

## Cancellation Policy

A \$25 service fee will be assessed for all conference cancellations made on or before November 4, 2005. Cancellations must be in writing and sent to Kristen Weller at the registration address above. No cancellation refunds will be given after November 4, 2005.

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# Raising the BAR

The world of law firm marketing is evolving at a rapid pace, and today's legal marketers are faced with a set of new challenges that require an increased level of expertise, innovation and skill. From business planning to client service and public relations, these challenges require us to significantly **Raise the Bar** in order to impact the organization's bottom line, regardless of firm size or scope.

Join your peers and colleagues from across New England as we bring the LMA NE Annual Regional Conference back to Boston.

## Conference Committee

**Co-Chair: Angeline Mistretta**  
*Director of Marketing, Burns & Levinson LLP*

**Co-Chair: Jeff Scalzi**  
*Marketing Manager, Nixon Peabody LLP*

**Stephen T. Benway**  
*Marketing Specialist, Nixon Peabody LLP*

**Elizabeth A. Butcher**  
*Director of Business Development,  
Robinson & Cole LLP*

**Bruce Jones**  
*President, Bruce Jones Design, Inc.*

**Stewart Hirsch, Esq.**  
*Principal, Strategic Relationships*

**Christine Montilio**  
*Marketing Director, Dwyer & Collora LLP*

**Matthew J. Prinn**  
*Marketing Specialist, Robinson & Cole LLP*

**Andria H. Smith**  
*Business Development Manager,  
Ropes & Gray LLP*

**Kristen Weller**  
*Senior Marketing Specialist,  
Choate Hall & Stewart*

## Dates

Thursday and Friday,  
November 17-18, 2005

## Times

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2:00 - 7:00 p.m.

Friday, November 18, 2005  
8:00 a.m. - 4:00 p.m.

## Registration Fees

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### Thursday and Friday

\$300 LMA NE Members  
\$400 Non-Members

### Thursday Only

\$50 LMA NE Members  
\$75 Non-Members

### Friday Only

\$275 LMA NE Members  
\$375 Non-Members

## Location

Boston Park Plaza Hotel and Towers  
64 Arlington Street  
Boston, Massachusetts 02116  
Phone: (617)426-2000  
Fax: (617) 426-5545  
[www.bostonparkplaza.com](http://www.bostonparkplaza.com)

Visit [www.lmanewengland.org](http://www.lmanewengland.org) for complete details.

## Accommodations

A limited number of single rooms are available at the Boston Park Plaza Hotel and Towers at the conference rate of \$169 per night. Please call (617) 426-2000 to make a reservation. Be sure to mention the Legal Marketing Association New England Annual Regional Conference.

## About LMA New England

The New England Chapter of the Legal Marketing Association (LMA NE), the authority for legal marketing, is dedicated to serving the educational, networking and informational needs of its members and maintaining the professional standards of those involved in law firm marketing.

For more information about LMA NE or the conference, visit [www.lmanewengland.org](http://www.lmanewengland.org).

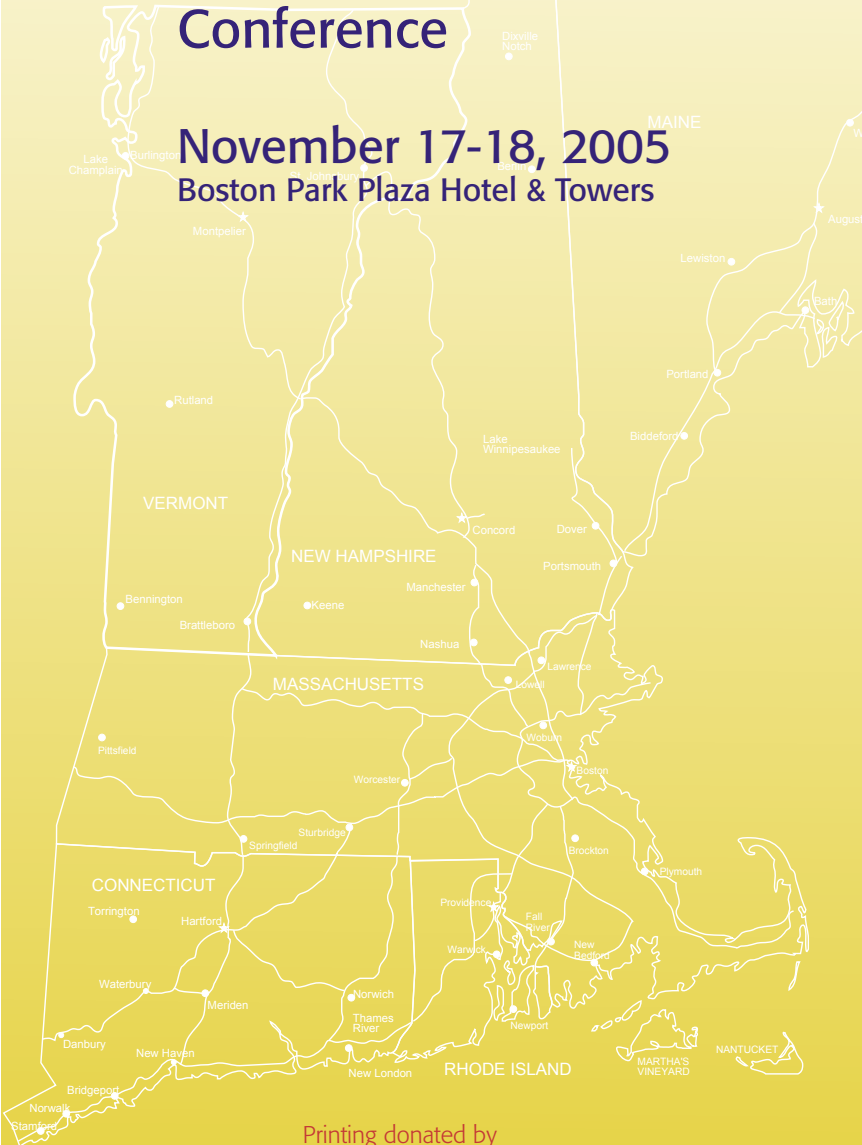
## Premier Conference Sponsors



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