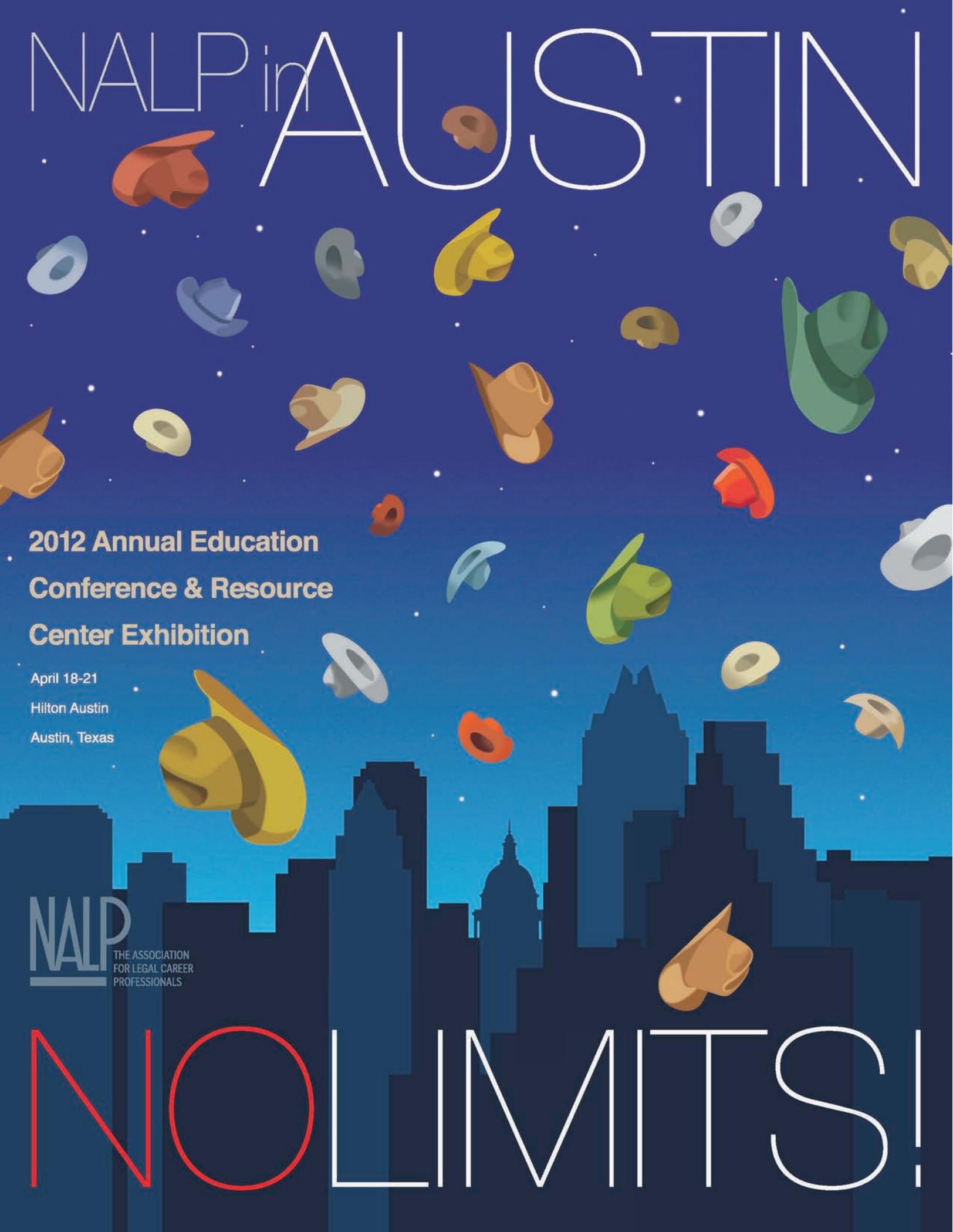


# NALP in AUSTIN



## 2012 Annual Education Conference & Resource Center Exhibition

April 18-21

Hilton Austin

Austin, Texas

**NALP**  
THE ASSOCIATION  
FOR LEGAL CAREER  
PROFESSIONALS

# NO LIMITS!

## NALP in Austin: No Limits!

The 2012 Annual Education Conference is the product of a year-long planning effort by a dedicated group of individuals who are committed to a conference with unlimited opportunities. This team listened to your feedback and has planned a conference with new networking and wellness activities, many opportunities to gather with your peers, and premier educational programming. Members of the 2012 Annual Education Conference Planning Committee are:

*Kisha Nunez, Chair, Wachtell, Lipton, Rosen and Katz*

*Amy Hancock, Vice-Chair, Andrews Kurth LLP*

*Kelly Mixon Morgan, Vice-Chair, Fish & Richardson P.C.*

*Susan B. Steele, Vice-Chair, University of Kentucky College of Law*

### Regional Coordinators:

*Lisa Blair, University of Ottawa Faculty of Law, Common Law*

*Matt DeGrushe, USC Gould School of Law*

*Marilyn F. Drees, Yale Law School*

*Bronagh Fay, Holland & Knight LLP*

*Heather S. Karns, The University of Toledo College of Law*

*Kathleen T. Pearson, Pillsbury Winthrop Shaw Pittman LLP*

*Caryn S. Schreiber, Skadden, Arps, Slate, Meagher & Flom LLP*

*Amy Schwarzenbach, Loyola University New Orleans College of Law Career Services*

*Kimberly A. Short, Ballard Spahr LLP*

*Debbie Snyder, Barnes & Thornburg LLP*

*Nicole A. Vikan, Georgetown University Law Center*

## Why should you attend the 2012 NALP Annual Education Conference?

- The NALP Annual Education Conference is the **single largest, most comprehensive, and most well-respected educational program in our profession**. The programming offered covers all areas of our profession from recruiting and career counseling to professional development, diversity and inclusion, and more.
- Specific sessions will target the **current challenges members face in a changing legal environment**, including lessons learned from the economic downturn, managing your team in unsettled times, considerations when reporting employment and salary information, developing recruiting strategies to stay on top of the changes, and working with students in distress.
- You will have opportunities to **network with representatives of peer institutions** through a conference mentor program, regional receptions, the diversity and inclusion reception, networking meals, targeted luncheons for public service and experienced professionals members, and more than a dozen meetings of other sections.
- Newcomers and veterans alike will have **an opportunity to learn about how to become involved in the work of NALP committees, sections, work groups, and leadership** during the first ever NALP Open House and Welcome Reception.
- You will learn about **innovative practices and ideas** that you can implement upon your return to directly benefit your organization.
- The conference provides an opportunity **to learn from consultants without having to pay consultant fees** – over 25 consultants are participating as faculty in 2012.
- Trying to decide which service provider to go with on a new project? You will have time to **consult with vendors and compare possible providers** in the conference's Resource Center.
- You will **solidify relationships with colleagues from schools or employers** with whom your organization seeks to develop stronger ties. With decreased travel budgets and a constantly changing environment, the opportunity to meet with representatives from numerous organizations all in one place becomes even more important.
- If you are a lawyer, you can take advantage of the conference as a **cost-effective way to earn CLE**.

## New in 2012! NALP Open House and Welcome Reception

Don't miss the first ever NALP Open House and Welcome Reception on Tuesday, April 17, from 6:00 - 7:30 pm. Come learn about all aspects of our organization and its affiliates, sign up for future volunteer responsibilities, and network with your colleagues.

## Dear Colleagues:

On behalf of the NALP Annual Education Conference Planning Committee, I am excited to tell you about the great city of Austin and the 2012 Annual Education Conference – **NALP in Austin: No Limits!** We worked hard to design conference programming with your needs and requests in mind. Keep reading to see all that we have in store for you...

- **TOP-NOTCH PROGRAMMING.** With nearly 90 concurrent programs to choose from we believe that you will have lots of opportunities to gather and share knowledge in various topic areas that have been denoted using pathway icons. There is also an opportunity to attend two exceptional extended workshops on Saturday morning, both led by nationally known consultants. Outside of the NALP conference this type of programming would cost considerably more, so we urge you to seize the opportunity to stay in Austin a bit longer.
- **PLENARY SESSIONS.** We have two thought-provoking plenary sessions scheduled. On Wednesday morning, we'll hear Nina Godiwalla, author of the bestseller *Suits: A Woman on Wall Street*, and on Friday, Jim Jones, Principal of Legal Management Resources LLC and Senior Fellow at the Center for the Study of the Legal Profession at Georgetown University Law Center.
- **NETWORKING.** In addition to the stellar programming, the conference schedule offers many opportunities to reconnect and network with old and new friends, beginning with the first ever NALP Open House and Welcome Reception on Tuesday evening and continuing with numerous opportunities throughout the conference.

- **CELEBRATIONS AND RECEPTIONS.** What would a NALP Conference be without its celebrations? On Wednesday evening, our annual Member Celebration will be at the legendary Austin City Limits Live, home of the famed PBS show Austin City Limits. On Thursday evening, we will celebrate NALP's continued commitment to diversity with the annual Diversity and Inclusion Reception. Later that night you will have an opportunity to experience why Austin is called the Live Music Capital of the World with a special late night NALP event.
- **FEELING GOOD AND DOING GOOD.** For those of you looking to exercise your body and your mind, we are happy to announce the second annual 5K Fun Run/Walk. Proceeds from the Fun Run/Walk will go to the Capital Area Food Bank of Texas, a Central Texas hunger-relief charity headquartered in Austin. We will also offer yoga classes during the conference.

We hope that you are now just as excited as we are to read all about the conference and to realize that there are **No Limits** to what you will be able to learn and accomplish at the conference in Austin. It was our pleasure serving on the 2012 NALP Annual Education Conference Planning Committee and we look forward to seeing you in beautiful Austin!

Kisha Nunez  
Chair, 2012 NALP Annual Education  
Conference Planning Committee  
Wachtell, Lipton, Rosen and Katz

## Conference Mentor Program

Is this your first or second NALP conference? The Conference Mentor Program will pair NALP professionals attending the conference for the first or second time with experienced conference attendees who can provide pre-conference advice on what to expect and how to get the most from the conference, as well as on-site assistance in navigating the

conference. The online registration system will allow newer attendees to request a Conference Mentor or experienced attendees to volunteer to be a Conference Mentor. Mentors and Mentees will be matched and notified prior to the conference.

The sign-up deadline is March 16, 2012.

## Order Conference Recordings When You Register and Save!

NALP conference attendees can purchase a CD-ROM with MP3 files of over 70 hours of conference programming recordings for just \$99 when registering online for the conference. Take this year's conference educational programming with you whenever and wherever you want! This is a savings of more than \$700 over what it would cost you to purchase each session individually.

*The \$99 price is only available as a pre-conference option when registering online.* The price for attendees will increase to \$149 on-site and \$199 after the conference. Prices for non-attendees will be \$495 (NALP members) and \$995 (nonmembers). The \$99 price is contingent on full conference registration. Purchase of the full conference program includes audio files of every session that is recorded. Because presenters have a right to decline being recorded, no guarantee can be made that any particular session will be recorded. Historically, recordings have been available for 70% to 80% of the sessions.

## Annual Fun Run/Walk!

We will again combine networking and wellness by hosting a Fun Run/Walk on Thursday, April 19, with proceeds benefiting the Capital Area Food Bank of Texas, a local organization that works to stop hunger in the Austin community and around the state of Texas. Given their high profile among the Texas network of food banks and the proximity to the state capital, CAFB has taken a lead role in advocating for public policy issues affecting people at risk of hunger, and NALP is proud to offer this event to benefit their cause.

The fee for the race is \$20 and includes a race T-shirt. You do not have to run to participate – walkers are welcome! Supplemental contributions will be accepted on-site as well.

Thank you to the Texas law firm offices that have generously supported the Fun Run.

## Special Discount on NALP/ALI-ABA Online Programs for Conference Registrants

Register for the NALP Annual Education Conference and receive a **special discount of 25%** on all NALP/ALI-ABA archived online programs! These on-demand versions of our acclaimed video webcasts address a range of important topics, all available 24/7 from the convenience of your office. Program offerings include:

- Leadership in Practice
- LPM Update
- Partners in Transition
- Leaving Lockstep: Moving Toward Competency-Based Compensation
- Fair and Effective Evaluation and Feedback Across Difference: Maintaining Diversity and Inclusion in Your Organization
- Meeting the Challenges of Lateral Integration
- Managing Legal Talent: Best Practices in Lawyer Career Development
- Professional Development 101-102

For links to all NALP/ALI-ABA on-demand professional development programs and program descriptions, go to [www.nalp.org/webcasts](http://www.nalp.org/webcasts).

## Mandatory CLE Credit

The NALP Annual Education Conference is accredited in several mandatory continuing legal education (MCLE) jurisdictions for varying numbers of credit hours. Please note that some jurisdictions do not accredit courses on law practice management. To obtain specific information on MCLE accreditation of this program, please call Crystal Finch at 800-CLE-NEWS (800-253-6397), ext. 1692 (toll-free, U.S. and Canada) or email [cfinch@ali-aba.org](mailto:cfinch@ali-aba.org).

## Programming Pathways Help You Map Out the Conference

With so many concurrent sessions it's sometimes difficult to determine which programs to attend. This brochure features pathways that allow you to choose courses based on your areas of interest. Icons included with each program title indicate the different pathways.



**Career Paths**



**Counseling**



**CSO Administration**



**Diversity and Inclusion**



**Judicial Clerkships**



**Lateral Recruiting and Hiring**



**Law Student Professional Development**



**Lawyer Professional Development**



**Leadership**



**Legal Economy**



**Management**



**Member Professional Development**



**Public Service**



**Recruiting**



**Technology**



**Hot Topics** (identifies sessions about important current events)

## Schedule

### Tuesday, April 17

2:00 - 8:00 pm

#### Registration Open

Registration will be open for the Fun Run/Walk as well.

5:30 - 6:00 pm

#### Newcomers' Welcome and Orientation Session

If this is your first or second NALP conference, join us for this session to learn how to get the most out of this week replete with educational and networking opportunities. Representatives from the Newer Professionals Section, Experienced Professionals Section, and the NALP Board will share advice on various conference activities and on how to take full advantage of your conference attendance.

6:00 - 7:30 pm

#### New in 2012: NALP Open House and Welcome Reception

Welcome to the NALP conference! Stop by the NALP Open House to learn about NALP sections, governance, the NALP Foundation, city groups, and many other facets of our great organization and its affiliates. See how you can get involved and what NALP will be doing this year and beyond. Conference mentors and mentees will have a designated area to meet, and everyone can network while enjoying light refreshments.

### Wednesday, April 18

6:30 - 7:30 am

#### Yoga

Back by popular demand, yoga sessions with your NALP colleagues led by Arthur Fama will be offered twice a day on Wednesday and Thursday, as well as on Friday morning.

7:30 am - 4:00 pm

#### Registration and Resource Center Open

Registration will be open for the Fun Run/Walk as well.

7:30 - 9:00 am

#### Continental Breakfast and Coffee Service

Start your conference experience by networking and socializing with your colleagues while enjoying a light breakfast.

9:15 - 10:45 am

## CONCURRENT SESSIONS

### A Skeptic's Guide for Mentors and Protégés



#### Leadership & Lawyer Professional Development

Some firms have formal mentoring programs and expend material resources on these programs. The frustration is that very few of these programs are as effective as anticipated, so both participants and firm miss the return on investment they should be receiving from effective mentoring. This presentation explores mentoring from the differing perspectives of the mentor and the protégé and the reasons why formal programs can fail to achieve the anticipated result. The presentation addresses mentoring strategies from both an organizational and individual perspective and will make any skeptic a believer.

*Chris De Santis, Principal, CPDeSantis.com*

### Alternative Careers: The Upside Down Pyramid



#### Career Paths & Counseling

This program is designed for CSO professionals who counsel students on the elusive "alternative career." The panelists will direct counselors to key tools and resources that can be used to pursue an alternative career and suggest ways to counsel students accordingly. The most common types of alternative careers will be discussed, homing in on opportunities in investment banking, consulting, and media/entertainment. The panelists will also showcase students who have been successful in landing an alternative job at graduation and provide student feedback on their challenges and opportunities. Presenters will also address how students can strategize so that they can transition to an alternative career down the road, interview preparation models, and networking pointers.

*Bill Chamberlain, Assistant Dean, Center for Career Strategy & Advancement, Northwestern University School of Law*

*Yvonne Denenny, Director, Office of Career Services, UCLA School of Law*

*Wendy Siegel, Director, Recruitment & Marketing, Office of Career Services, New York University School of Law*

### Assessment Tools and Innovative Interview Techniques: What Are They and How Are They Used?



#### Lawyer Professional Development & Recruiting

The cost of one bad hire is financially and emotionally draining on an institution. Using assessment tools and specific interview techniques adds another dimension to the hiring and selection process. Two firms that have successfully used these tools in both recruiting and professional development will share their experiences with you.

*Anne Mahoney, Head of Human Resources New York, Linklaters LLP*

*Jennifer Queen, Chief Recruiting & Development Officer, McKenna Long & Aldridge LLP*

### Beyond the Beltway: Opportunities in Federal, State, and Local Government



#### Counseling & Public Service

Do you work with students and alumni who are extremely interested in government opportunities? Are you eager to learn more about the work of government lawyers outside the DC area? This session will provide information about excellent but lesser-known government agencies. Lawyers from a federal field office, state government, and local government will describe the work done at their agencies, discuss the skill sets needed for these jobs, give you the scoop on opportunities and how to apply, and provide tips on what students can do to prepare themselves for these positions.

*Steven L. Grumm, Director of Public Service Initiatives, NALP, Moderator*

*Henry De La Garza, Assistant Attorney General, Office of the Texas Attorney General*

*Meghan Riley, Assistant City Attorney for the City of Austin, Texas*

*Judith G. Taylor, Supervisory Trial Attorney, Equal Employment Opportunity Commission, San Antonio District Office, Texas*

## Diverse Women: Success Strategies from Law School to Law Practice



### Diversity and Inclusion

This program expands on the 2011 conference presentation “Diverse Women: Success Strategies in Law Firms” by examining the issues diverse women face as double minorities in law school and then in firms. Nearly half of all entering law classes are female, but recent studies show women of color have little chance of rising to the most powerful ranks in law firms. How do we equip women of color for leadership and end the revolving door in law firms? Experts will discuss success strategies and brainstorm best practices to help women of color advance in their law firm careers.

*Dana Morris, Assistant Dean for Career Development, University of Maryland Francis King Carey School of Law, Moderator*

*Claudette Christian, Partner, Co-Chair of the Board, Hogan Lovells US LLP*

*Maura DeMouy, Law and Leadership Program Coordinator and Adjunct Professor of Law, University of Maryland Francis King Carey School of Law*

*Jacqueline Wilson Cranford, Director of Professional Development & Inclusion, Vinson & Elkins L.L.P.*

## Is Your CSO Spending Too Much Time in Statistical H@##?: Tips and Tricks for Surviving the Survey Struggle



### CSO Administration

US News, the ABA, NALP's ERSS, Princeton Review, Vault – with all of the data collection that we do, when do we do our jobs? Career services professionals may feel overwhelmed with all of the information that we are asked to provide to internal constituents and external parties. It is important to understand the differences between the surveys, the intended audiences, and how the various parties use our reported data. Panelists will provide tips on how to manage the data collection process and stay organized so that data can be supplied as needed with minimal disruption to an office's core mission of serving our students.

*Gary Greener, Associate Dean for Career Services, Southwestern Law School*

*Linda Kressh, Manager of Legal Recruitment, UCLA School of Law*

*Mark Weber, Assistant Dean for Career Services, Harvard Law School*

## Lateral Partner Hiring: The Final Mile of Arrival, Integration, On-Boarding, and Retaining New Partners



### Lateral Recruiting and Hiring

This program will discuss how to make a lateral partner acquisition successful. The most important step in the hiring process is integrating the new partner, matching their needs to the resources of the new firm, assembling teams of lawyers to develop and expand new and existing client relationships, and managing the small but important details of arrival and assimilation – all of which can cement the relationship between the firm and its new partners. This requires a substantial ongoing effort by recruiting professionals and partners at the office and practice group level.

*Wade Cooper, Managing Partner, Jackson Walker L.L.P.*

*Chuck Curtis, Firmwide Director of Partner Hiring and Integration, Pillsbury Winthrop Shaw Pittman L.L.P.*

*Rob Little, Hiring Partner, Gibson Dunn & Crutcher, Dallas*  
*Mardy Sackley, Director, Lateral Link*

## Maximizing the Impact of Social Media at Your Law School



### CSO Administration & Technology

Most institutions have committed to using social media in all of its varieties. The real question now is how to integrate its use to maximize its effectiveness in the CSO. Two approaches will be explored in this session. First is the creation of your own intranet that aggregates the posts, tweets, updates, and links of many diverse members of the legal community. Second is to utilize the existing structure to combine these social media into a one-stop shop. Come learn how informative materials can be streamlined and the CSO can hit the mark with more impact.

*Shawn McKenna, Director of Employer Outreach, University of North Carolina School of Law*

## Now What? When Summer Jobs Are Scarce: Skills Building, Employer Outreach, and Counseling in the New Economy



### Recruiting & Counseling & Legal Economy

With the shrinking number of law firm paid summer jobs for 2Ls, law schools need to find creative alternatives to the traditional summer job. Hear what law schools are doing to help their students gain the practical skills and networking opportunities they need to land summer employment at a time when large firms have cut down on the size of their summer programs. CSO professionals will leave this program with ideas about alternative summer employment opportunities and training programs that schools can offer to help students build resumes, networks, and practical skills. Panelists will also address how to counsel and manage student expectations regarding their summer job search.

*Heather Frattone, Associate Dean for Career Planning & Professionalism, University of Pennsylvania Law School*  
*Jessie Howell, Associate Director of Career Services, St. Thomas University School of Law*  
*Traci Mundy Jenkins, Assistant Dean, Office of Career & Professional Development, American University Washington College of Law*  
*Diane Quick, Director, Career Development Office, University of Miami School of Law*

## Professional Leadership: The Road to the Top – Getting There and Bringing Others With You



### Member Professional Development & Leadership

How does the experienced professional stay engaged while encouraging junior staff to share (and sometimes “steal”) the limelight? This can be a threatening proposition that, if ignored, may lead to the unnecessary loss of a junior member who sees no opportunity. This panel of experienced and junior professionals will discuss working together to find ways to challenge each other to create new pathways for both. It’s a win-win proposition if you work together. Come to this frank, enlightening discussion and learn what others are doing. We will explore ways to meet both objectives through NALP leadership, city groups, and within your own organization.

*Jean Durling, Chief Talent Officer, Fox Rothschild LLP, Moderator*  
*Sarah Apelquist, Director of Professional Recruitment, Fox Rothschild LLP*  
*Elizabeth Armour, Director of Employer Relations, Suffolk University Law School*  
*Christine Carlson, Senior Manager of Legal Recruiting, Jenner & Block LLP*  
*Amy Perez, Director of Judicial Clerkships and JD Advisor, University of Miami School of Law*

## “Rocket Docketeers” – Judicial Clerkships for the IP Student



### Judicial Clerkships

Intellectual property continues to be a “hot” practice area. Many students express interest in practicing IP law and seek ways to improve their skills and resumes – and to gain practical and well-regarded experience. Advisors would do well to encourage students to apply to judicial externships and clerkships with judges who have active IP or patent dockets. Such IP-heavy courts, often known for their “rocket dockets” because of the accelerated pace of IP litigation, are ideal places for students to learn more about effective litigation, drafting, and the state of the law, and are important opportunities to identify for students. One of the foremost “rocket dockets” in the U.S. is located in the Eastern District of Texas, so Austin is the ideal site for this program. This session, good for the novice to the most advanced NALPer, will provide insights on how to locate judges and jurisdictions with IP cases, the types of IP cases handled, and tips for successful applications. Law firm recruiters will become familiar with the types of skills students and judicial clerks will derive from such a clerkship, and will be able to better identify courts, and then clerks, of interest for their firms’ IP practices.

*Cara Mitnick, Assistant Dean for Career Services, University of San Diego School of Law, Moderator*  
*Katrina Maher Eash, Associate, Fish & Richardson, P.C.*  
*Judge Charles Everingham, IV, Former US Magistrate Court Judge, Eastern District of Texas*  
*Deleith Gossett, Assistant Professor of Legal Practice, Texas Tech University School of Law*



STEVE McCracken

## Why Doesn't Finance Understand Me: Collaborating Effectively with your Finance Department to Elevate Strategic Planning



### Recruiting

Why can't they see why we can't fill that position internally and need to look for a lateral candidate?

Why do my headcount reports never quite match up with the finance department's reports? It's no secret that professional personnel and financial professionals speak from different perspectives, often resulting in the production of different answers to similar questions. Whether you love, despise, or fear numbers, join us for this session directed toward mid-level and senior members to discuss the basics and beyond so that you can elevate your strategic planning efforts by using the available financial data at your firm. The presenters will be joined by a law firm senior financial analyst as they discuss using utilization reports, budgeting, employing technology, and developing forecasting models – all to support business needs. The information provided will also help attendees better describe the nuances of professional personnel and hiring to their finance team, effecting better communication and resulting in a more productive partnership.

*Christina Fox, Global Manager of Attorney Recruiting,  
Skadden, Arps, Slate, Meagher & Flom LLP*

*Carol Sprague, Director of Associate/Alumni Relations &  
Attorney Recruiting, Skadden, Arps, Slate, Meagher &  
Flom LLP*

*Mindy Yang, Senior Analyst, Skadden, Arps, Slate,  
Meagher & Flom LLP*

10:45 - 11:15 am

## Break

11:15 am - 12:30 pm

## OPENING PLENARY

### Triumph Over Challenges

Nina Godiwalla is a recognized expert on leadership, diversity, and women in the business world. She is the bestselling author of *Suits: A Woman on Wall Street*, which *The New York Times* describes as *The Devil Wears Prada* of investment banking. The book is an insider's perspective on the author's experience at Morgan Stanley from an outsider's point of view – the point of view of a woman, a second-generation Indian American, and a Texan. Come hear her stories of overcoming challenges, managing stress, and working with dynamic personalities. Her varied experience will inspire and inform us as we face the year ahead.

*Nina Godiwalla, Author of Suits: A Woman on Wall Street*

12:30 - 2:00 pm

## Networking Lunch

Reconnect with your colleagues and meet new people over lunch. Enjoy this chance to socialize and network.

12:30 - 2:00 pm

## Experienced Professionals Luncheon

Join your Experienced Professionals colleagues for a special, informal networking lunch just for you.

2:15 - 3:30 pm

## CONCURRENT SESSIONS

### Backing the Right Horse: Strategies for Identifying Associate Performance Issues, Developing Rehabilitation Plans, and Smooth Exits



#### Lawyer Professional Development

Over time, PD professionals develop a sixth sense about which associates ultimately can succeed at their firms. They can identify quickly which associates will never cross the finish line and which associates have the potential to come from behind to win, place, or show. Join us as we share ways to determine the associates who can be redeemed in the eyes of other lawyers and those who cannot. Using real evaluation forms and partner comments in case studies, this session will explore ways to identify associate performance issues early, assess whether or not the associate can be redeemed, and learn best practices for rehabilitation or smooth exits.

*Stacey Kielbasa, Director of Professional Development,  
Attorney Recruitment and Diversity, Chapman and  
Cutler LLP*

*Jeanne Picht, Director of Professional Development and  
Recruitment, Stites & Harbison PLLC*

### Giving Performance Feedback Using a Solutions Focused Approach



#### Management

In this interactive workshop, participants will learn a practical and effective method for giving performance feedback that leads to positive results and improved workplace relationships. The Solutions Focused (SF) coaching model looks at performance problems in a very different way. Rather than focusing on "what is the problem here?" leading an SF conversation requires that we start from the premise of "what's working here?" Drawing on positive psychology, the SF model focuses on strengths and future possibilities. In performance problem situations, making this paradigm shift is challenging, but it can lead to better results and energize workplace relationships.

*Lianne Krakauer, Career Coach and Leadership Consultant*

## How Career Services Offices Can “Do More with Less”



### CSO Administration

The majority of career services offices have seen their budgets significantly cut or frozen. Some have even had positions eliminated. Others, however, have had to implement new initiatives based on student needs and demands within a tight budget climate. The panelists will address how they have handled budget issues and provide suggestions for how other schools can “do more with less.” Topics will include: creative programming with smaller budgets; utilizing law school resources, university-wide resources, volunteer alumni counselors, work study students, and other resources that may be available to career services personnel; keeping staff engaged and energized while they face furloughs and salary freezes; preparing and communicating well-crafted arguments supporting funding requests to the dean and other law school administrators; and understanding the overall law school budget process and its impact on career services and on supporting new initiatives.

*José Bahamonde-González, Associate Dean,  
Administrative Affairs & Student Services, University of  
Maryland Francis King Carey School of Law, Moderator*  
*Julie Doss, Assistant Dean for Career Services, Texas Tech  
University School of Law*  
*Vicki Huebner, Assistant Dean for Law Career Services,  
Santa Clara University School of Law*  
*Mina Jones Jefferson, Assistant Dean for Professional  
Development, University of Cincinnati College of Law*

## Landing a Job with the United Nations



### Public Service

This program will provide an overview of the United Nations system, the various entry points for people who want to work there, and strategies they can use to break in. Presenters will provide a framework to help students and alumni navigate the bureaucracy of this competitive job sector and will also discuss similar opportunities outside the UN system, including ways to practice international law with the U.S. government and non-governmental organizations.

*Akua Akyea, Director – Public Interest, Career  
Development Office, Yale Law School*  
*Sara Rakita, Associate Director, Public Interest Law  
Center, NYU School of Law*  
*Additional panelists TBA*

## Launching an Immigration Law Career at the Courthouse



### Judicial Clerkships

For students interested in immigration, an immigration court clerkship is a natural launching pad for an immigration law career. This program will provide an overview of the immigration courts, the application process, and the internship and full-time opportunities available. It will briefly explore perceived barriers that keep public service minded students from applying for clerkships and offer tools CSOs can use to debunk those myths. The presentation will review current issues in immigration law and how a clerkship prepares budding lawyers for practice.

*Lorri Olan, Director, Law Career Planning and Professional  
Development, Washington & Lee University School of  
Law, Moderator*  
*Maria Estela Garcia-Yzaguirre, Attorney, Law Office of  
Maria Estela Garcia-Yzaguirre*  
*Susan Schell, Director of Career Services, Robert A. Leflar  
Law Center, University of Arkansas School of Law*  
*Additional panelists TBA*

## Off-Broadway Takes Center Stage: Promoting Your Regional School or Employer



### Recruiting & CSO Administration

Both regional legal employers and regional law schools seek to advance their market presence and recruiting successes in a highly competitive environment. The “new normal” in our industry includes fierce competition among employers for legal talent, and increased pressure to provide meaningful opportunities for students and graduates of our law schools. Regional players have particular challenges to effectively market their employers and schools. How can they distinguish themselves and shine in the crowded floodlights along with numerous “Broadway” challengers? This program will deliver concepts and tools for addressing these multi-faceted hurdles in our evolving industry.

*Elizabeth Armour, Director of Employer Relations, Suffolk  
University Law School, Moderator*  
*Mary Hoagland, Assistant Dean of Career Services &  
External Affairs, BYU Law School*  
*Elizabeth Hofmeister, Director of Legal Recruiting and  
Development, Harter Secrest & Emery*  
*Brad Sprayberry, Director of Attorney Recruiting &  
Professional Development, Gunster Yoakley &  
Stewart, PA*

## On-Ramping: How Law Schools and Employers Can Effectively Counsel, Recruit, and Integrate Experienced Lawyers as They Return to Practice



### Lateral Recruiting and Hiring & Counseling

As the legal marketplace continues to recover, experienced lawyers can add great value to an organization. This program will address counseling alumni as they re-enter practice either full-time or part-time after an extended leave, as well as how to integrate these lawyers into the workplace. The program will discuss effective counseling techniques from the school perspective, as well as ways to recruit and integrate this population from a firm perspective. This program is directed to law school members who counsel alumni and employer members who recruit lateral hires.

*Cynthia Calvert, Partner, CT Calvert & Associates and Co-Founder, Project for Attorney Retention*

*Diane Downs, Director of Attorney Development, Akin Gump Strauss Hauer & Feld LLP*

*Judith Anne Leventfeld, Associate Director of Career Services, Boston College Law School*

## Selling to Firm Leadership: Using Your Persuasive Powers and a Healthy Dose of Data



### Member Professional Development

Key to any development initiative is buy-in and official approval from firm leaders. In recent years, the approval path has become more difficult and requires a greater investment of time, research, and knowledge. And even if we're comfortable that our ideas are sound and we have sufficient arguments to overcome objections, the actual proposal pitch looms. What next? This session will provide concrete ideas for developing strategy, building consensus, delivering a persuasive message, and navigating the sea of "no's" as experienced firsthand by a professional development director and a communications consultant who coaches partners to win pitches and RFPs.

*Serena Miller, Director of Development & Recruiting, Baker Botts L.L.P.*

*Marsha Redmon, Founder & President, Marsha Redmon Communications*

## Social Media Strategy: How to Teach an "Experienced" Dog New Tricks!



### Technology

Does all the talk about social media stress you out? Do you feel like everyone around you knows all the new tricks on Facebook, Twitter, and LinkedIn, while you're still trying to figure things out? This is a great time for you to get in the game as NALP continues with its plan to roll out new social media initiatives. This session will examine various social media technologies, including LinkedIn, Twitter, Facebook, blogs, and GoogleReader, how to develop a strategy for choosing among

the technologies, and the most effective ways to reach the correct audience.

*Christopher Teague, Associate Director, Career Development Office, Suffolk University Law School, Moderator*

*Christina Fox, Global Manager of Attorney Recruiting, Skadden, Arps, Slate, Meagher & Flom LLP*

*Victor C. Massaglia, Career Counselor, University of Minnesota Law School*

## The State of Mentoring in the Legal Profession: Where We've Been and Where We're Going



### Lawyer Professional Development & Law Student Professional Development

We all realize that mentoring is a critical component on the road to success in any profession, but demands on lawyer time and the pressures of productivity make effective mentoring in the legal profession a difficult task. This session will introduce the latest NALP Foundation research on mentoring efforts throughout our industry. Participants will learn about the latest trends in mentoring programs in law firms, law schools, public interest and governmental organizations, and state and local bar associations, as well as mentoring perspectives and preferences from practicing lawyers throughout the United States and Canada. Don't miss this opportunity to hear about this new benchmarking data firsthand and discuss best practices for mentoring with colleagues.

*Mark Korf, Director of New Lawyer Development, Thomson Reuters*

*Tammy Patterson, CEO & President, NALP Foundation*

## Watch Your @#\$% Mouth! Race, LGBT, and Other Four-Letter Words and the Difficult Conversations Around Them



### Diversity and Inclusion

Career services, recruitment, and PD professionals have to tactfully manage difficult conversations with lawyers, students, faculty, and colleagues on a regular basis to strengthen and build relationships that create an inclusive, safe environment for all. This program will discuss real-life sticky situations and provide best practices for handling tough conversations with various professionals you deal with in your job. This panel of representatives from schools and employers will review current terminology in the diversity and LGBT vernacular, and help you get comfortable with the latest terms.

*Lori Lorenzo, Associate Director, Diversity & Special Programs, Career Development Office, University of Miami School of Law, Moderator*

*Jeff Becherer, Interim Assistant Dean, Office of Career Services, Benjamin N. Cardozo School of Law*

*Kito Huggins, Corporate Diversity & Inclusion Strategist, FutureWork Institute*

*Sheri Zachary, Director of Career Development, Saul Ewing LLP*

3:30 - 4:00 pm

## How to Develop a Successful City (or Suburban/Rural) Group Within Your Market!



### Leadership

Come explore how to create, develop, build, or strengthen a group whose structure is responsive to your market, location, and needs. Whether you are in a bustling city or a sleepier town, having a network of recruiting professionals is important – it facilitates the exchange of best practices, ideas, and experiences; it creates a forum for personal and professional growth and networking; it encourages relationship building among stakeholders (firms, schools, government); and it brings together newer and seasoned professionals.

*Beth Hansen, Director of Career Services, Brigham Young University Law School*

*Demetria Johnson, Director of Diversity and Associate Recruitment, Hogan Lovells US LLP*

*Amy Schwarzenbach, Career Counselor, Loyola University New Orleans College of Law*

3:30 - 4:00 pm

## ABA Update with Q&A

Scott Norberg, the Deputy Consultant to the ABA's Council of the Section of Legal Education and Admission to the Bar, will provide an update on changes being implemented and recommended by the Standards Review Committee and the Questionnaire Committee, focusing in particular on matters directly relevant to law school career services offices, including law school graduate employment outcomes data collection and reporting. Mr. Norberg will also take questions and welcomes feedback and suggestions about the Standards Review and Questionnaire Revision processes.

*Scott Norberg, Deputy Consultant to the ABA Section of Legal Education and Admission to the Bar*

4:00 - 5:00 pm

## Yoga

Join your colleagues for a yoga session led by Arthur Fama.

5:00 - 6:30 pm

## Regional Business Meetings and Receptions

Meet your regional elected leaders and hear news from your region while enjoying networking with your colleagues in a relaxed setting. *(These receptions are members-only events; members-only events are open to all employees of NALP member organizations.)*

7:00 - 10:00 pm

## Member Celebration

Our Member Celebration this year will be at the legendary Austin City Limits Live, home of the famed PBS show *Austin City Limits*. In addition to hosting Aretha Franklin, Loretta Lynn, Blondie, and Coldplay, among many others, Austin City Limits Live will now be able to say they've hosted NALP's finest! Come enjoy live music and fun with your friends and colleagues. *(Guest tickets will be available.)*



*NALP thanks  
SJL Attorney Search  
for its generous  
sponsorship of this event.*

## Thursday, April 19

6:15 - 7:30 am

## 5K Fun Run/Walk

Gather with your colleagues for the second annual Fun Run/Walk for charity and fitness! All participants should meet at the starting line at 6:15 am to prepare for a **6:30 am sharp** start. Experienced runners will be first, followed by those planning a more casual run, and then walkers will start last. Enjoy seeing downtown Austin and the lake as you run or walk a 3.1 mile course, with water stations along the way. All proceeds will benefit the Capital Area Food Bank, a local organization dedicated to stopping hunger in the Austin community and around the state of Texas.

6:30 - 7:30 am

## Yoga

Join your colleagues for a yoga session led by Arthur Fama.

7:30 - 9:15 am

## Continental Breakfast

7:30 am - 3:30 pm

## Registration and Resource Center Open

8:00 - 9:00 am

## Section/Group Meetings

9:15 - 10:30 am

## CONCURRENT SESSIONS

### Dealing with Difficult People



#### Member Professional Development

Tired of dealing with your office's dictators, gripers, and know-it-alls? Fed up with both the "yes" and "no" people who keep you from accomplishing your goals at work? Stop falling victim to people who make your day in the office more difficult than necessary. This program provides techniques for dealing with the difficult people you encounter at work and at home. You'll learn how to get opponents to cooperate, bullies to back off, and complainers to simmer down. Knowing how to manage difficult people will make you happier and more effective at work.

*Mary Crane, Owner, Mary Crane & Associates*

### Effective Lateral Partner Recruiting Through Third Party Relationship Building and Firm Branding



#### Lateral Recruiting and Hiring

This program will focus on how firm recruitment professionals and partners can most effectively engage with preferred search firms to develop and manage a powerful firm brand. In this competitive lateral marketplace, firms expend valuable time and energy on lateral efforts. We'll discuss how law firms can radically increase the likelihood of success in the lateral marketplace by investing in brand-building initiatives within their respective firm populations and – working with search firms – co-design a consistent message to be delivered thoughtfully and strategically in the marketplace. We'll provide guidance and practical ideas on how to work with search firms to ensure a firm's proverbial "best foot" is always put forward.

*Marty Smith Debusk, Partner, Andrews Kurth LLP*  
*Sang Lee, President & Managing Partner, SJL Attorney Search*  
*Tina Metis, Director of Legal Recruiting, Kelley Drye & Warren LLP*

### Emotional Intelligence and its Relevance in Managing Change



#### Management

It's a mistake to think that people resist change. The reality is that people don't necessarily resist change; it's just that they aren't given sufficient reason as to why the change is happening. More importantly, they likely don't know the who, the what, the where, and the how of going forward. Change requires people with soft skills and emotional intelligence to manage the human process, and to effectively communicate to others. Come learn about using your "EQ" to be more effective in managing change in your organization.

*Chris De Santis, Principal, CPDeSantis.com*

### Get Their Attention! Tips on High- and Low-Tech Ways to Communicate with Students and Grads



#### Law Student Professional Development & CSO Administration

Students are busy. Overwhelmed with information. How do we catch their attention without adding to their burden? How do we make our resources engaging and easy to access? This session will give creative high-tech and low-tech ideas for getting career development information to students, including online videos, DVDs, Facebook, LinkedIn, YouTube, Twitter, blogging, and good old-fashioned posters, balloons, and handouts. Through an interactive, multimedia presentation, presenters will discuss how to develop an effective communications program on a limited budget and how to make sure that your material is accessible to students and graduates with disabilities.

*Morgan Dain, Assistant Director for Law Career Development, Santa Clara University School of Law*  
*Kirsten Hill, Associate Director of Career Services, University of California, Davis School of Law*  
*Lisa Wilkins, Director of Career Development, University of the Pacific, McGeorge School of Law*

### Hot Topic: The Rise of Legal Process Outsourcers and What They Mean for Law Schools and Legal Employers



#### Recruiting & Counseling & Hot Topics

LPOs, or legal process outsourcers, play an increasingly important role in the global legal economy. Corporations and law firms are continuing to shift work to both foreign and domestic LPOs as managing the cost of legal services becomes an ever important part of the calculus throughout the legal industry. What's more, LPOs may represent an important new career track for U.S. law school graduates. Leaders from two of the world's largest foreign LPOs, companies that have U.S. operations, will talk about the rise of LPOs, what they mean for law firms competing for talent and for business, and what U.S. law school graduates need to know about this important new source of potential jobs and careers.

*Phillip W. Goodin, Vice President and General Counsel – Litigation Services, UnitedLex Corporation*  
*Bruce Masterson, Chief Marketing Officer, QuisLex*

## Navigating Choppy Waters: Diversity Programs and Employment Law Issues



### Diversity and Inclusion

How can law firms address their diversity challenges within the boundaries of the law? What does the law allow us to consider when making hiring, firing, assigning, and advancement decisions? What criteria, other than race and gender, do we have to avoid asking about or discussing in employment situations? Legal recruiting, professional development, and diversity professionals regularly address diversity-related issues in the workplace without fully understanding the potential legal ramifications for their firms. This session identifies legal pitfalls and landmines we must all be careful to avoid in the context of everyday, real-life diversity scenarios.

*Elizabeth Campbell, Partner & Chief Diversity Officer, Andrews Kurth LLP*

*Maja Hazell, Director of Diversity and Inclusion, Fried, Frank, Harris, Shriver & Jacobson LLP*

*Sylvia James, Diversity Counsel, Baker Botts L.L.P.*

## Not All Employer Outreach Is Equal! Navigating Public Service Employer Outreach



### Public Service

Do you have a grasp on traditional firm outreach? Unsure of how to plot a course for public service outreach? In this session, you will learn how to identify points of contact, how to develop an employer outreach strategy, topics to discuss during outreach, and tips for compiling and utilizing post-meeting information. Most importantly, you will learn how to maintain employer relationships and get employers to hire your students! Whether you're a solo CSO or a dedicated outreach person, this session will provide insight on developing relationships with public sector employers locally and nationally.

*Fred Fuchs, Texas RioGrande Legal Aide*

*Patricia Hodny, Director of Career Services, University of North Dakota School of Law*

*Leeor Neta, Associate Director of Public Service Programs, Golden Gate University School of Law*

*Danielle Sorken, Associate Director of Public Service Programs, Brooklyn Law School*

## Organizational Power and the Implications for Advancing Women



### Management & Diversity and Inclusion

An exaggerated pyramid exists at law firms. The higher up you look at every level of the law firm pyramid, the smaller percentage of women you find. Half of all large firms report having one or no women on their highest governing committees. Women are also largely absent from compensation and promotion committees. What will it take to increase the number of women in positions of power and influence within your organization? What are the social, cultural, and psychological factors that impact women's willingness and ability to build and exercise power? This advanced, interactive session will explore recent research findings and key examples of how women exercise power in both business and legal settings to arrive at solutions for increasing the number of women in positions of power in current legal institutions.

*Linda Chanow, Executive Director, Center for Women in the Law, The University of Texas School of Law*

## Partner Development in a Global Legal Services Environment: Views from Three Nations



### Lawyer Professional Development

It is common wisdom that firms have followed their clients doing business around the world, from regional firms to national platforms to large global firms. To continue this strategy, it takes more than a few strong leaders. Future partners will require skills, business acumen, and networks that can match the global reach of their clients. Panelists from Canada, the United States, and the United Kingdom will describe the partner development programs that have been created to meet these challenges. These initiatives go beyond orientation. They are multi-year and multi-layered. They may be the future for every competitive law firm.

*David Cruickshank, Partner, Edge International*

*Tony King, Global Head of HR Development & Director, The Clifford Chance Academy, Clifford Chance LLP*

*Norman Letalik, Managing Director, Professional Excellence, Borden Ladner Gervais LLP*

## Running a Successful Field Placement Program: An A to Z Primer on the Academic and Practical Grounding for Career Services Professionals



### Public Service & Law Student Professional Development

Many career services professionals have become involved in administering and teaching in academic field placement programs as a way to support students as they work to improve their lawyering skills and chances of securing legal employment. This program will provide an opportunity for a facilitated discussion led by two clinical/externship instructors with significant experience in creating, overseeing, and evaluating internship programs as curricular offerings. Participants will learn about applicable standards and best practices for field placements, and share information about how to create and run meaningful and successful field placement programs.

*Eden Harrington, Assistant Dean for Clinical Education & Public Service, The University of Texas School of Law*  
*Sue Schechter, Field Placement Director and Lecturer-in-Residence, University of California, Berkeley, School of Law*

10:30 - 11:00 am

## Break

10:30 - 11:00 am

## Tips for Submitting a Strong Conference Proposal



### Leadership

Interested in submitting a proposal for the 2013 Annual Education Conference in Tampa? In this special session former and current vice-chairs of the Annual Education Conference Planning Committee will offer tips for creating a well-crafted proposal.

*Amy Hancock, Director of Professional Development, Andrews Kurth LLP*  
*Kay Nash, Chief Professional Development & Recruitment Officer, Wiley Rein LLP*

11:00 am - 12:30 pm

## CONCURRENT SESSIONS

## Be a Compelling Communicator: Influence Through Dynamic Presentations and Public Speaking



### Member Professional Development

Gain tools to sharpen presentation and communication skills in this dynamic, interactive program. Learn to master voice, body, and words to make an impact. Learn the five biggest mistakes that presenters make and how to avoid them. Whether conducting training, orientations, group meetings, interviews, or one-on-one discussions, this program will guide you in the critical elements of a successful presentation. This experiential workshop will teach you how to manage your anxiety, gain confidence, and connect with listeners. Practice and coaching feedback will be provided.

*Brent Baer, President, Baer Essentials*

## Beyond the Basics: Leveraging Employer, School, State, and Federal Loan Repayment Assistance Funds



### Public Service

In this session, the Public Service Section's work group on the College Cost Reduction and Access Act will offer guidance for employers and law school administrators who want to leverage available state and federal loan repayment assistance benefits. Baylor University and the Texas Access to Justice Foundation provide a case study of creative LRAP coordination in practice. Facilitated by Heather Jarvis, this interactive workshop will include step-by-step procedures for analyzing LRAP program design, recommendations for change, and guided development of a customized action plan that attendees can use to effectively target funding.

*Heather Jarvis, Student Loan Expert, Ask Heather Jarvis, Moderator*

*Heather Creed, Assistant Dean of Professional Development & Student Relations, Baylor University School of Law*

*Lisa Melton, Special Projects Manager, Texas Access to Justice Foundation*

*Jarrod Shirk, Assistant Director, Office of Public Interest, American University, Washington College of Law*

## Building Connections Between Law Schools and the Judiciary



### Judicial Clerkships

What to do in this competitive judicial clerkship environment when being on the law review and in the top 10% just is not enough? Relationships with judges can become the key factor in improving judicial clerkship placement. So how can you get to know judges? These experts will present best practices for improving relationships between law schools and judges and increasing clerkship placement. The program will include a discussion of programs that have been particularly successful at leveraging faculty-judge relationships.

*Melissa Lennon, Assistant Dean, Office of Career Planning, Temple University Beasley School of Law*  
Additional panelists TBA

## Career Counseling Strategies for the Unique Needs of Each Student



### Counseling

Changing times require counselors to take a more individualized approach to meet the unique needs of students. This program will present an innovative model to increase student ownership of the individual personal career planning process. Central to the model is an Individual Development Plan (IDP) for each student. The portable IDP is the basis for a holistic, developmental approach to career advising and career path planning. Participants will leave with a new tool, as well as several strategies, to empower students to take control of their law school experience and get them ready for successful transitions from students to professionals.

*Lauren Dubin, Director of Public Sector Careers, Georgetown University Law Center*  
*Marcia Pennington Shannon, Principal and Master Coach, Shannon & Manch, LLP*

## Hot Topics Session: Issues in Recruiting — What's Hot, What's Not, and What's on Your Mind



### Hot Topics & Recruiting

The legal recruiting landscape did not evolve rapidly during the recession as some hoped it would, and many would agree that the small changes that did occur were not for the better. The August dilemma, for instance, seems worse than ever. This facilitated open forum will provide an opportunity to discuss the positive and negative aspects of some of the changes we are witnessing. Come join a frank conversation about what is working in the market and what issues continue to present challenges to the industry. Topics will include current recruiting timelines, resume match services, OCI, summer programs, alternative staffing models, and apprenticeships.

*Charlotte Wager, Chief Talent Officer, Jenner & Block LLP, Moderator*  
*Dyana Pinkerton Barninger, Legal Recruitment and Development Regional Manager, K&L Gates LLP*  
*Shawn Beem, Director of Professional Development, Capital University Law School*  
*Karen Laymance, Director of Attorney Recruitment and Development, Frost Brown Todd LLC*  
*Janice Shaw, Director of JD Career Advising, Columbia University School of Law*

## Increasing the Effectiveness, Clarity, Productivity, and Value of Your Organization Through Strategic Planning



### Member Professional Development

Do you feel valued by your dean or managing partner? Do you feel as if your office is always in crisis mode, that your resources are stretched thin, and that your boss won't listen? A sound strategic plan might be the solution. This program seeks to demonstrate how effective strategic planning can increase overall office effectiveness, clarity of purpose, productivity, and value to your organization. It will also provide you with the tools you need to develop a strategic plan, allowing you to become an advocate for yourself and your programs and to establish departmental relevance within your organization.

*Alfred Ray English, Associate Director of Career Services, Georgia State University College of Law, Moderator*  
*Darius Davenport, Director of Career and Alumni Services, Regent University School of Law*  
*Deborah Kerr, Partner, Affintus*  
*Michelle Wimes, Director of Professional Development and Inclusion, Ogletree, Deakins, Nash, Smoak & Stewart, PC*



ACVB PHOTO

## It Takes a Village: Social Media Success at Your Organization



### Technology

During the 2011 Conference, the G.A.P.P. Method for creating a social media strategy was introduced: Goals | Audience | Procedure | Platform. This program demonstrates the G.A.P.P. Method in action through the study of a successful social media campaign. Focusing on three stages of implementation – inception of concept, garnering internal support, and execution – panelists will discuss the importance of collaboration, measurement, and refinement. Lastly, with social media's evolving landscape, emerging new media and marketing trends will be discussed. Discover how social media can support an organization's overall business and marketing goals and position it for the future.

*Marina Feehan, Assistant Director, University of San Francisco School of Law, Moderator*

*Michael Nguyen, Attorney Resources & Recruitment Manager, Winston Strawn LLP*

*Katy von Treskow, Web New Media Marketing Manager, Winston Strawn LLP*

## Looking at Diversity through the Lens of the Assignment Process



### Diversity and Inclusion & Management

This diversity session will focus on the fundamental issue of assignments. We all know that assignments are the lifeblood of law firms. People who get good assignments grow and develop professionally; those who don't too often wither on the vine and ultimately leave the firm. This seminar will examine the factors that influence who gets plum assignments, who gets critical feedback and who doesn't, who gets a second chance, and who gets "one strike and you're out." These factors affect everyone; however, they have a disproportionate impact on women, people of color, and LGBT associates. This seminar will provide some tools and techniques for helping your firm enhance its assignment process. While focusing on how the assignment process benefits everyone, it should especially help a firm to figure out how to improve utilization, retention, and promotion rates for women, people of color, and LGBT associates.

*Mitchell Karp, Partner, VallotKarp Consulting LLC*

*Angela Vallot, Partner, VallotKarp Consulting LLC*

## Navigating U.S. Bar Exam Requirements for Foreign-Trained Lawyers



### Counseling & Recruiting

As international lawyers become an increasingly common presence in the legal market, career counselors and hiring managers find themselves answering questions about gaining admission to practice in a U.S. jurisdiction. We will address when and why a foreign-trained lawyer should take a U.S. bar exam and provide an overview of U.S. states that allow foreign-trained lawyers to sit for the Bar, including California, Massachusetts, and New York. We will also address changes introduced by the New York Bar, effective July 2013, which will have a significant impact on the approximately 4,000 international lawyers who take the NY Bar each year.

*Clara Solomon, Director, Counseling & Career Development, NYU School of Law, Moderator*

*Charles Cramton, Assistant Dean for Graduate Legal Studies, Cornell University Law School*

*Ian Kelly, Associate Director, Northwestern University School of Law*

## Practice Readiness: Innovative Immersion Programs for Lawyers



### Lawyer Professional Development & Recruiting

Law firms are searching for creative ways to accelerate associate development to enhance client and associate satisfaction. Come explore some innovative partnerships between law firms and academics to educate and train junior lawyers in business fundamentals and professional skills. Attendees will come away with an understanding of how to identify the potential value of an immersion program versus traditional internal associate training. Featured programs include Linklaters' and White & Case's partnership with Harvard Business School for partners and mid-levels and Skadden's partnership with Fullbridge for new associates.

*Carol Lee H. Sprague, Director of Associate/Alumni Relations and Attorney Recruiting, Skadden, Arps, Slate, Meagher & Flom LLP, Moderator*

*Anne Mahoney, Head of Human Resources, New York, Linklaters LLP*

*Peter Olson, Co-CEO and Founder, Fullbridge Program*  
*Timm Whitney, Global Director of People Development, White & Case LLP*

## Two Heads Are Better Than One: Partnering with Your Alumni Office to Expand Student Job Opportunities



### CSO Administration

Are you maximizing alumni relationships to their fullest potential? Alumni are the lifeblood of the law school and, often, the lifeline to viable internship and employment opportunities for students and recent graduates. The good news is that strong alumni relationships benefit multiple offices. This panel will explore proven strategies for working cross-departmentally to maximize your school's alumni relationships to benefit career services and the law school as a whole. Concrete tips and takeaways on how to integrate alumni into various aspects of career services programming and planning will also be provided.

*Robin Fulton, Director, Alumni Relations, Penn State University, The Dickinson School of Law*

*Suzanne Levy, Director for Career Services, USC Gould School of Law*

*Nicole Moncayo, Director, Employer and External Relations, Pace Law School*

12:30 - 1:45 pm

## Networking Lunch

Reconnect with colleagues and meet new people over lunch.

12:30 - 1:45 pm

## Public Service Luncheon

Join NALP's Public Service Section for lunch.

12:45 - 1:45 pm

## Section/Group Meetings

12:45 - 1:45 pm

## City Group and Law School Consortium Leaders Luncheon

A representative from each city group and law school consortium is invited to this information-sharing luncheon.

2:00 - 3:00 pm

## CONCURRENT SESSIONS

### Adding a Diversity Pipeline Program to Your Organization's Diversity Menu



#### Diversity and Inclusion

Is your organization starting a new diversity pipeline program or strengthening an existing program? Presenters will briefly introduce the diversity pipeline concept and the research-supported interventions upon which the NALP/Street Law Legal Diversity Pipeline Program relies. Participants will then separate into break-out sessions where they will share

their own experiences, ask questions of one another, and develop strategies to launch a pipeline program or fortify an existing one. You will leave this workshop with tangible best practices and an understanding of how a diversity pipeline program will enhance your organization's diversity imperative.

*Millicent Bond, NALP/Street Law Legal Diversity Pipeline Fellow, NALP*

*Megan Hanson, Senior Program Director, Street Law, Inc.*

### DOJ Decoded: Answering Questions and Debunking Myths About Getting a Job and Getting Ahead at the Department of Justice



#### Public Service & Counseling

This program is designed to be an interactive exchange, where career services professionals have a platform to raise their burning questions about getting a job at DOJ. We will provide the critical information needed to effectively counsel law students and alumni on legal employment opportunities at DOJ.

*Jamila Frone, Deputy Director, Office of Attorney Recruitment and Management, U.S. Department of Justice*

*Deana Willis, Assistant Director, Office of Attorney Recruitment and Management, U.S. Department of Justice*

### Let's Get This Party Started Right: How to Make Your Events Meaningful and Memorable Without Busting Your Budget



#### Recruiting & Lawyer Professional Development

Professional development and recruiting professionals are much more than party planners but let's face it, we are often judged on the success of our events. Hear how one firm approaches event planning to appeal to its lawyers while also streamlining the planning process. Participants will hear tips on checklist development (to suit your firm's needs), menu selection, room layout, equipment selection, and more. The presenters will discuss the differences in planning for both small- and large-scale events, and will tell you what problems may pop up along the way.

*Cynthia Jordan, Manager of Alumni & Associate Events, Dechert LLP*

*Molly Peckman, Director of Professional Development, Dechert LLP*

## Mapping Competencies in Experiential Learning Opportunities: Facilitating Student Engagement and Professional Development



### Law Student Professional Development

The recent report from NALP on law school experiential learning opportunities suggests that students and graduates may not always appreciate the value of experiential learning opportunities. Identifying the competencies each participant is likely to develop as a result of taking part in a clinic, volunteer placement, or summer job (for example) is one approach, but very few schools and firms have the necessary resources for this approach. This session is designed to assist career development offices and employers to develop materials that will encourage adult learners to identify the learning opportunities/outcomes in experiential education and guide them through the self-reflection process that leads to awareness of their own professional development.

*Chantal Morton, Consultant/Adjunct Faculty*

## NALP Update on the Legal Employment Market



### Recruiting & Legal Economy

As the legal industry continues to change at an unprecedented rate, it can be hard to stay current on all of the recent trends. In this session NALP Executive Director James Leipold will provide an update on the legal employment market, including the latest information on employment outcomes for recent law school graduates, a review of starting salaries and also associate and public interest lawyer salaries, the research findings on the most recent recruitment cycle, an analysis of the impact of the recession on the representation of women and minorities at large law firms, and a special look at the problems facing the public interest legal employment market. Don't miss this annual update on the latest NALP research findings and what they mean for you and your institution.

*James G. Leipold, Executive Director, NALP*

## Outreach for Everyone: A Top 10 List for Structuring (or Restructuring) Your Employer Outreach Efforts



### CSO Administration

A real "how-to" program, this session will be a starting point for those members looking to build an employer outreach program from scratch or to build upon an existing program. Delivering the program as a "David Letterman" style top 10 list, our diverse panel will address the practical hands-on mechanics of starting an outreach program with professionalism and humor.

*Jill Backer, Associate Director for Employer Relations, Brooklyn Law School*

*Pascale Bishop, Assistant Dean, Center for Career Development, University of Florida Levin College of Law*

*Allen Howell, Director of Career Development & Public Interest, Faulkner School of Law*

## PIE: A Paradigm for Career Development



### Member Professional Development

Most professionals assume that exhibiting top performance leads to career success, yet research shows that performance alone is not enough. This interactive session will explore the professional development paradigm of PIE: Performance, Image, and Exposure. Accelerate your own career with specific tools applicable to both law firm and law school professionals, and gain new skills to coach law school students and lawyers about the creative ways they can consider their own career positioning and progress.

*Kristine McKinney, Manager of Diversity & Inclusion, Faegre Baker Daniels LLP*

## Raising Your School's Profile in the Land of Opportunity: The Smaller Firm Market



### CSO Administration & Counseling

NALP employment data confirm that small law firms provide the single largest source of jobs for graduates in private practice. But helping students and recent graduates to capture jobs in this market means more than just providing creative workshops and programming. It involves a paradigm shift that will also require some CSOs to convince senior administration to expend time and resources on a demographic that historically has been overlooked. This session will arm career counselors with critical data and statistics that show how small firm employment will continue to increase. It will also help CSOs understand why this employment model requires a different approach when raising their school's small firm profile. Finally, it will provide advanced tools and ideas to help develop skills-based workshops that will help students develop core competencies and be better prepared for small firm practice.

*Linda Calvert Hanson, Director of Professionalism, The Florida Bar*

*Samantha Williams, Director of Employer Relations, Sandra Day O'Connor College of Law at Arizona State University*

## The Waterfall Effect: 18 Ways to Instill Perspective, Performance, and Productivity in Yourself and in Your Organization



### Leadership & Member Professional Development

Time is your organization's most valuable asset, and how we use our time is vitally important to the success of our enterprise. People who can embrace and instill in others the "Three Ps" – Perspective, Performance, and Productivity – achieve the greatest return on the time invested. The result is the Waterfall Effect – the benefits that cascade down through the organization, its people, and ultimately out to its clients and customers. This session will cover six leadership behaviors that you can embody and teach to others, and will provide 18 examples and suggested steps for how to best embrace these principles and instill them in others.

*Paul Burton, Principal, QuietSpacing*

## Top Guns: Working Together to Recruit, Retain, Develop, and Promote LGBT Law Students and Lawyers



### Diversity and Inclusion & Recruiting

Ask most law firm professionals and they will agree: recruiting and retaining law students and laterals from underrepresented groups are among their highest priorities. But what about the next step: making them into successful lawyers? It's not enough just to get LGBT lawyers in the door and keep them there; developing and promoting them is just as important. On average, only three percent of law firm lawyers are openly LGBT, but what about law firm decision makers? Come learn how law firm and law school administrators work together to successfully employ, retain, develop, and promote members of the LGBT community.

*Christopher Teague, Associate Director, Career Development Office, Suffolk University Law School, Moderator*

*Valerie Jackson, Firmwide Director of Diversity and Inclusion, K&L Gates LLP*

*Demetria Johnson, Director of Diversity and Associate Recruitment, Hogan Lovells US LLP*

*Shawn McKenna, Director of Employer Outreach, University of North Carolina School of Law*

## What They Didn't Teach You in Law School – Until Now! Building a Curriculum for Senior Associates



### Lawyer Professional Development

Law firms are experiencing rapid change: globalization, deregulation, increased consumer expectations, and new technologies. This increasingly competitive marketplace requires a new business model. In addition to technical legal competence, lawyers need to truly understand their clients' business challenges and the business side of the law. Focusing on the difficult transition from senior associate to partner, this session will share best practices for developing an effective training curriculum based on Fordham Law School's innovative approach. Going beyond the traditional law school model, Fordham has recently developed a curriculum that teaches new business and leadership skills to students and practicing lawyers.

*Dr. Silvia Hodges, Faculty, Fordham Law School*

## When Due Diligence Meets Social Media



### Recruiting & Technology

Should online social media be considered in completing due diligence when hiring a candidate? Many recruiters currently search social media when considering making a hire but don't have a formal policy in place. Participants will learn how to develop and implement an e-diligence policy at their firm. The session will also include best practices on who should conduct the searches and what

sites and search engines might be useful, as well as address the risks and considerations of using social media. Whether hiring summer associates or partners, this presentation will equip you with the tools necessary to conduct thorough e-diligence in order to help your firm avoid making a bad hire.

*Claire Forsmark, Recruiting Manager, Dorsey & Whitney LLP*

*Trisha Selden, Manager of Junior Legal Talent Recruitment, Faegre Baker Daniels LLP*

*Christina Torres, Associate, Andrews Kurth LLP*

3:00 - 3:30 pm

## Break

3:30 - 4:30 pm

## Town Hall Meeting

4:00 - 5:00 pm

## Yoga

Join your colleagues for a yoga session led by Arthur Fama.

4:30 - 5:30 pm

## Section/Group Meetings

5:30 - 6:30 pm

## NALP Celebrates Diversity and Inclusion Reception

Join colleagues and friends for NALP's annual diversity and inclusion celebration! The reception is open to all conference attendees (with guest tickets available). Mechele Dickerson, Professor and Arthur L. Moller Chair in Bankruptcy Law and Practice at The University of Texas School of Law, will offer brief remarks.

9:00 pm - 1:00 am

## Late Night Event

Party like a musician with fellow attendees with an evening of singing, dancing, and fun at NALP's annual Late Night Event. Sip and sample your way through the night as you meet and mingle with friends old and new. This entertaining night will feature the always popular karaoke and a mechanical bull for those brave enough to show off their talents. (*Guest tickets will be available.*)



*NALP thanks Major, Lindsey & Africa for its generous sponsorship of this event.*

ATTORNEY SEARCH  
CONSULTANTS

## Friday, April 20

6:30 - 7:30 am

### Yoga

Join your colleagues for a yoga session led by Arthur Fama.

7:30 am - 4:45 pm

### Registration Open

7:30 - 9:00 am

### Continental Breakfast

8:00 - 9:00 am

### Section/Group Meetings

9:00 - 10:15 am

## PLENARY

### Understanding the Current Legal Economy

The national and legal economies experienced unprecedented upheaval during the Great Recession. A dramatic drop in demand for legal services caused law firms to recalibrate their practices and their business models, often downsizing lawyer and staff headcounts in the process. In the aftermath, corporate clients continue to search for more efficient and cost-effective legal services. And now we are in something like a recovery. Or are we? In this session, an experienced observer of the legal market will discuss the current state of the legal business and rapidly changing market forces that are driving law firms to rethink their traditional strategies for success.

*James W. Jones, Principal, Legal Management Resources LLC and Senior Fellow, Center for the Study of the Legal Profession, Georgetown University Law Center*

10:15 - 10:30 am

### Break

10:30 am - 12:00 pm

## CONCURRENT SESSIONS

### Alternative Staffing Models: How to Build and Administer an Effective, Beneficial Program



#### Lateral Recruiting and Hiring

As more firms turn to alternative staffing models to fill their needs, what structures exist within law firms to manage the lateral recruitment process for, and integration of, contract, staff, and other non-partner track lawyers? What are the hiring criteria? How are they sourced, screened, and vetted? How does the professional development curriculum differ from that of partnership track lawyers? While the need to address integration and career development for this pool is increasing, it is often complicated by lack of exposure due to reduced work schedules or office location. This session will address these issues with real-life law firm examples of what does and does not work.

*Leila Kashani, Senior Business Development Director, Special Counsel, Inc.*

*Laura Saklad, Chief Lawyer Development Officer, Orrick, Herrington & Sutcliffe LLP*

*Wendy Sullivan, Client Development Manager, Update Legal*

*Carrie Weintraub, Chief Professional Development & Recruiting Officer, Holland & Knight LLP*

### Establishing Effective Partnerships Between Admissions and Career Services in a Transparent Environment



#### CSO Administration

Prospective students are asking for more sophisticated data from law schools on career outcomes for graduates. Is your admissions office effectively meeting this demand and conveying a realistic message? Is your office arming admissions with the information and data needed to communicate accurately with prospective students? Panelists will share successful strategies for creating partnerships with admissions that will result in a better match between students and your institution. Panelists will also provide suggestions for handling information requests from internal and external constituents.

*Karen Britton, Director, Admissions/Financial Aid and Career Services, The University of Tennessee College of Law*

*Lisa Key, Assistant Dean for Admissions, Career Development and Student Services, University of Missouri School of Law*

*Brian Lewis, Assistant Dean for Career Services, University of North Carolina School of Law*

## Hypothetically Speaking: Preparing Students for Prosecutor and Public Defender Interviews



### Public Service & Counseling

For students who are interviewing to work in a public defender's or prosecutor's office, the prospect of answering a hypothetical question can be a source of tremendous anxiety. This uncertainty is sometimes shared by career services professionals, especially those without a background in criminal law who may not always feel confident in their ability to prepare students for these types of questions. This program will help you understand and approach several types of hypotheticals and give you universally applicable tools to counsel your students to respond to them effectively.

*Christopher Teague, Associate Director, Career Development, Suffolk University Law School, Moderator*  
*Rachel Peckerman, Associate Director, Public Interest Law Center, NYU School of Law*  
*Rory Stein, Executive Assistant Public Defender / General Counsel, Law Offices of Carlos J. Martinez, Public Defender*  
*Jeremy Sylestine, Assistant District Attorney, Travis County District Attorney's Office*

## Judicial Clerkships as a Public Interest Career Accelerator

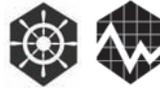


### Judicial Clerkships & Public Service

Public interest counselors often battle the stereotype that judicial clerkships are for students going on to big law firms – when, in fact, both federal and state court clerkships can be incredibly valuable (and even essential) in obtaining an entry-level public sector job or fellowship, particularly in this increasingly competitive market, or in facilitating a transition to positions with greater responsibility and challenge. A panel including a law school counselor, a public interest attorney who clerked in state and federal courts, and a federal government recruiting professional will share insights on clerkships in public interest career paths and the varied considerations that come into play for students considering clerkships along with fellowships and other public sector jobs. They will also suggest practical ideas to empower public interest counselors in their individual counseling, assessment, and programs.

*Jamila Frone, Deputy Director, Office of Attorney Recruitment and Management, U.S. Department of Justice*  
*Raman Gill, Attorney, Sumpter & González L.L.P.*  
*Eric Stern, Director of Operations, University of California, Berkeley, School of Law*  
*Additional panelists TBA*

## Lessons and Benefits of New Models of Legal Practice



### Management & Legal Economy

New and alternative legal models are developing at lightning speed and relegating traditional law firms to a bygone era. Attendees will hear from alternative firm representatives including virtual, alternative fee, and hybrid, as well as firms whose lawyers work at client sites. We will explore how alternative firms have been built on the inefficiencies and imperfections of traditional law firms and how alternative firms are more responsive to today's market. In turn, attendees will learn how traditional firms can improve productivity and profitability through lessons learned from their alternatives and how law students and lawyers can thrive under these alternative models.

*Deborah Epstein Henry, Founder & President, Law & Reorder – A Division of Flex-Time Lawyers LLC, Moderator*  
*Anastasia Boyko, Manager, Outreach and Development, Practical Law Company*  
*J. Chad Mitchell, Member & Summit Board/Executive Committee, Summit Law Group, PLLC*  
*Tonya Ponton, Director, Attorney Development, Axiom*  
*RoseAnn Rotandaro, Co-Founder and Partner, Virtual Law Partners LLP*

## Positive Partnering: Strengthening Diversity Ties Between Law Schools and Law Firms



### Diversity and Inclusion

Schools and firms face many challenges in developing, implementing, and marketing their respective diversity initiatives and outreach programs. To maximize the efficiency and effectiveness of these initiatives, schools and firms must work collaboratively. This program will help attendees understand the goals of their counterparts, and the limitations and challenges that each encounters, including the challenge of getting their respective diverse populations to participate in diversity initiatives and programs. Additionally, the program will explore the expectations for this relationship from both the school and the firm perspective and provide tips for building solid school-firm diversity ties.

*Paula Edgar, Associate Director of Career Services, Seton Hall University School of Law, Moderator*  
*Carlos Dávila-Caballero, Manager of Diversity and Inclusion, Cleary Gottlieb Steen & Hamilton LLP*  
*Donna Davis, Assistant Dean of Career Services, Thurgood Marshall School of Law, Texas Southern University*  
*Kristine McKinney, Manager of Diversity and Inclusion, Faegre Baker Daniels LLP*

## Rainmaking: Do Women Have What It Takes?



### Diversity and Inclusion & Lawyer Professional Development

Rainmaking is the key to success in most law firms and yet fewer than 10% of rainmakers at major law firms are women. It is no surprise, then, that women continue to lag behind men in leadership, compensation, and power positions in their firms. Do women lack the skill sets, the ambition, and the ability to develop and retain large client relationships? That question is being explored in a groundbreaking study of the behaviors of successful rainmakers – both women and men. Come hear experts share the information coming out of this study and recommend best practices for training and coaching to aid in your law firm's efforts to develop women rainmakers.

*Patricia Gillette, Partner, Orrick, Herrington & Sutcliffe LLP  
Caren Ulrich Stacy, President, Lawyer Metrics LLC*

## The Ins and Outs of Public Interest Advising



### Public Service & Counseling & CSO Administration

New to public interest advising?  
Part of a small or solo CSO office?

Ever wonder what the go-to public interest materials are and how to best use your limited resources to help public interest students? This session will offer insight and suggestions for counseling students interested in careers in the public sector. Recognizing the need to prioritize resources, the speakers will offer their best practices in terms of counseling, programming, written materials, time management, technology usage, working with student groups, and advocating for more resources with the school administration.

*Jessica Kitson, Associate Director, Office of Career Services, Rutgers School of Law – Newark  
Cybele Smith, Director of Public Service & Public Interest Programs, Moritz College of Law, The Ohio State University  
Layke Stolberg, Director of Career Services, William S. Boyd School of Law, University of Nevada Las Vegas*

## Time Management in “The Cloud” – Using Google Apps for Time, Project, People, and Email Management



### Member Professional Development & Technology

For years, Outlook and other server-based productivity applications have been industry leaders. But in the last few years, popular programs and services based in the cloud have been emulating the capabilities of these applications, to the point where a professional could seriously consider “leaping to the cloud.” The benefits of leaping to the cloud are much lower costs and the capability to work on any tech platform (PC, Mac, iPad, BlackBerry, Droid, etc.) anywhere you have Internet access. But can you honestly use these cloud-based apps for professional business and productivity activities? The answer is yes, and this session will show you how!

*Randall Dean, Time and Email Management Author and Speaker, Randall Dean Consulting & Training, LLC*

## We Want You (in Our Network)



### Technology

How do you capture and keep your constituency connected via the social networking platforms you, your firm, or your school use? This session includes a “straight from the source” panel of both students and associates moderated by Amanda Ellis, author and authority on social media. Learn what they think works and what does not. Get your questions answered, such as: Why do you respond to a text? Would you use an app? What makes you check a website? What can we provide (technologically) to be of help? What has your school/firm tried that you just wouldn't use?

*Amanda Ellis, President/Attorney Search Consultant,  
Amanda Ellis Legal Search  
Additional panelists TBA*

12:00 - 1:45 pm

## Business Meeting and Lunch

All members are invited to participate in the annual business meeting, which includes the Awards of Distinction presentations, elections for 2012 Board positions, and a summary of NALP activities from the past year. *(This is a members-only event; members-only events are open to all employees of NALP member organizations. Lunch will be available in a separate location for nonmembers.)*



ACVB PHOTO

2:00 - 3:30 pm

## CONCURRENT SESSIONS

### Bridge to Practice Fellowships: Everything You Need to Know



#### Career Paths

Finding a job in this market is tough, and graduates need as much help from their law schools as they can get. Awarding “Bridge to Practice Fellowships” is one way schools can help graduates get solid legal experience and skills during the period that they are looking for full-time work. This is a nuts-and-bolts session that will discuss the variety of ways that fellowships are structured: who finds the fellowships, how long they last, hours worked per week, size of stipend/wage, and more. Get your fellowship questions answered and leave with samples of fellowship applications and contracts.

*José Bahamonde-González, Associate Dean,  
Administrative Affairs & Student Services, University of  
Maryland Francis King Carey School of Law*  
*Bill Chamberlain, Assistant Dean, Northwestern University  
School of Law*  
*Mary Hoagland, Assistant Dean, BYU Law School*  
*Elizabeth C. Moeller, Assistant Dean for Career Services,  
UCLA School of Law*

### Case Study: Recruiting and Marketing Departments Working Together on Lateral Integration



#### Lateral Recruiting and Hiring

Join us for this presentation/case study to learn how a law firm's Recruiting and Marketing Departments are working together effectively to hire and integrate lateral partners. This Colorado-based law firm went from having no process or checklist in place to becoming efficient and successful, and this is your chance to learn how they did it. Learn what went well in the implementation process and what pitfalls the firm faced. This interactive session will discuss practical methods for helping lateral partners integrate even when you don't have a lot of resources available.

*Caren Ulrich Stacy, Principal, Lawyer Metrics, Moderator*  
*Jean Howery, Director of Attorney Recruitment, Brownstein  
Hyatt Farber Schreck, LLP*  
*Lisa Simon, Chief Marketing Officer, Brownstein Hyatt  
Farber Schreck, LLP*

### Hot Topics Session: After Don't Ask Don't Tell



#### Hot Topics & Diversity and Inclusion

Come join your colleagues for a roundtable discussion of the ramifications of the recent end to the U.S. military's Don't Ask Don't Tell policy. At press time, law schools are still awaiting new guidance from the AALS about their amelioration and posting obligations, if any, in the aftermath of the repeal of this discriminatory policy. And, even now as lesbian and gay law students can openly compete for JAG Corps positions, questions remain about how to provide students with maximum job opportunities while still protecting the civil rights of all students.

*Jackie Gardina, Professor of Law, Vermont Law School*  
*Erin Wright, Assistant Director, Roger Williams School  
of Law*

### Maximizing the Law School Professional Development Program: How Employers Can Increase Visibility and Schools Can Enhance the Experience



#### Law Student Professional Development & Lawyer Professional Development

Ready to act on the substantive collaboration needed between law firms and law schools? Do you want your team to help produce exceptional legal thinkers with the professional skills and “readiness” to enter the legal industry, adding value to firms and clients? Law school professional development programs are the perfect starting point! This program explains the wide range of professional development programming at law schools throughout the country. Legal employers and law schools will take away examples of how they can capitalize on embedded marketing through partnerships while developing both small- and large-scale professional development programs.

*Kristine Bridges, Assistant Dean and Director of  
Professional Development, University of Tulsa College  
of Law*  
*Suzanne Levy, Director for Career Services, USC Gould  
School of Law*  
*Kimberly Yagelski, Recruiting & Development Director,  
McDonnell Boehnen Hulbert & Berghoff LLP*

## Public Interest Hot Topics – Updates and Discussion of Major Issues!



### Public Service & Hot Topics

This interactive workshop discussion facilitated by seasoned professionals will provide an opportunity for those working in the public service arena to discuss issues of common concern. Topics, which will build upon those raised at other conference workshops and the Public Service Section meeting, are likely to include counseling students and alumni on extended searches; short-term, school-funded fellowships; the impact of CCRAA; federal and legal services hiring; and more. Attendees are encouraged to bring their ideas and add their perspective on issues raised.

*Andrew Chapin, Director of Public Interest Scholars & Counseling, Fordham Law School, Moderator*  
*Isaac Bowers, Senior Program Manager, Educational Debt Relief & Outreach, Equal Justice Works*  
*Eric Stern, Director of Operations, Career Development Office, University of California, Berkeley, School of Law*  
*Deana Willis, Assistant Director, Office of Attorney Recruitment and Management, U.S. Department of Justice*

## Skills-Based Hiring for Effective Post-Recession Lateral Associate Recruitment



### Lateral Recruiting and Hiring

During the recent recession, several classes of law school graduates were downsized, deferred, or simply not hired, creating an oversupply of junior lawyers with varying degrees of experience. In addition, large numbers of associates at all levels of seniority were under-utilized or laid off. Consequently, as firms seek to rebuild associate ranks, law school graduation year no longer accurately indicates expertise or professional development. With law firms moving away from lockstep to competency-based performance measurement, we will explore a skills-based lateral recruiting model rather than class-year hiring – and discuss how a skills-based model can address the current disconnect between associate talent supply and hiring demand.

*Valerie Fontaine, Partner, Seltzer Fontaine Beckwith, Legal Search Consultants*  
*Deborah Epstein Henry, Founder & President, Law & Reorder – A Division of Flex-Time Lawyers LLC*  
*Kay Nash, Chief Professional Development and Recruitment Officer, Wiley Rein LLP*  
*Leslie Ripley, Chief Recruiting Officer, Gibson, Dunn & Crutcher LLP*

## Take Control of Your Work Day: Get Organized and Get Things Done!



### Member Professional Development

Are you carrying a heavy workload, completing work at the last minute, being plagued by constant interruptions and inundated with information, drowning in paper, overloaded by email, handling too much of the workload by yourself, or spending too much time at the office? This fast-paced and entertaining workshop will provide practical skills and effective techniques for managing your time, projects, information, paper, and email. Learn how to take control of your workload, manage your busy schedule, focus on your priorities, meet your deadlines with less stress, and make your workday more productive.

*Lisa Montanaro, Certified Professional Organizer, LM Organizing Solutions, LLC*

## The New Law of the Land: Doing More with Less



### Management & Recruiting

The economy is turning around, but not uniformly across the country. Recruiting is growing gradually, but many firms are not planning to return recruiting budgets and personnel to their pre-recession levels. This program will address the challenges faced by recruiting personnel in this new normal. We will discuss ideas for working within tight budgets and address how to make a strong argument to firm management for needed increases. Included will be a look at whether there is, in fact, one new normal.

*Christine J. Carlson, Senior Manager of Legal Recruiting, Jenner & Block LLP, Moderator*  
*Jean Lenzner, Director, Professional Resources and Diversity, Bracewell & Giuliani LLP*  
*Joni Peet, Manager of Marketing & Legal Recruitment, Richards, Layton & Finger, P.A.*  
*Sarah Staup, Director of Professional Development, Dykema*

## What Lurks Beneath the Surface: Identifying, Acknowledging, and Combating Implicit Bias



### Diversity and Inclusion

Even though a high percentage of Americans overtly disavow discrimination of any kind, minority groups continue to face significant obstacles to equal treatment throughout society – including in school, during the hiring process, and in the workplace. This panel will discuss the idea that “implicit bias” – acting on unconscious negative attitudes or stereotypes – accounts for much of this unequal treatment. The panelists will highlight ways for attendees to identify implicit bias in their institution and explain how to help others acknowledge the existence of implicit bias. Finally, panelists will also offer programmatic solutions that combat implicit bias in the workplace.

*Ritu Bhasin, People Strategist & Diversity Specialist, bhasin consulting inc.*

*Mitchell Karp, Partner, VallotKarp Consulting LLC*

*Angela Vallot, Partner, VallotKarp Consulting LLC*

3:30 - 3:45 pm

## Break

3:45 - 4:45 pm

## CONCURRENT SESSIONS

### Bringing the Profession to Legal Education: How the Local Bench and Bar Can Help Prepare the Next Generation of Lawyers Through Mentoring



#### Law Student Professional Development

The ALI-ABA and ACLEA *Equipping our Lawyers Summit* (2009) includes a recommendation that encourages law schools to consider developing mentoring programs that connect law students with respected practitioners and judges to build the practical and formative sides of their legal education. While many law schools offer mentoring programs today in various forms, most are intended to facilitate networking with alumni. During this program, we will explore three different law school mentoring programs that focus on skill development and professionalism.

*Dave Bateson, Assistant Dean for Student Affairs, University of St. Thomas School of Law*

*Mark Korf, Director of New Lawyer Development, Thomson Reuters*

*Amy Timmer, Associate Dean of Students and Professionalism, Thomas M. Cooley Law School*

## Careers in the Military: Panel Presentation with Representatives of the Sister Services



### Career Paths & Public Service

This informative and highly engaging session will focus on the career opportunities available as a Judge Advocate in the U.S. Army and with sister services. The U.S. Army Judge Advocate General's Corps (JAGC) is the oldest and second largest law firm in the world. While selection to the U.S. Army JAGC is a highly competitive process, those who are selected find the experience priceless and unparalleled. Applicant criteria, process, deadlines, and the role of a Judge Advocate will be examined. Participants will also have an opportunity to hear firsthand about a Judge Advocate's experiences, which can span settings ranging from the office to the courtroom to a combat zone.

*Mary Card-Mina, Chief, Judge Advocate Recruiting, US Army, Office of the Judge Advocate General*

*Captain Laura DeSio, Judge Advocate Recruiting Branch, U.S. Air Force, Headquarters, United States Air Force*

*First Lieutenant Tashinda Richardson, Deputy Special Assistant for Diversity, U.S. Navy, the Office of the Judge Advocate General*

## Children's Rights, Parental Rights, and Juvenile Justice, Oh My! How Knowing the Nuances Can Get Your Students Jobs



### Public Service & Counseling

Every state in the country has a child welfare system through which lawyers are hired to prosecute abuse and neglect cases and to represent children in such proceedings, increasingly through institutional providers. Additionally, many jurisdictions (including Austin and NYC) provide representation to parents in dependency matters. Thus, this area of law has three rich sources of hiring that are under-explored by career counselors. This panel will discuss the substance of dependency work, what employers seek in hiring interns and lawyers, the hiring processes, and examples of how working in this area can lead to other public interest jobs.

*Madeleine Kurtz, Director of Public Interest Professional and Pro Bono Programs, Columbia University School of Law*

*Dawne Mitchell, Attorney in Charge, Legal Aid Society, Juvenile Rights Practice – Bronx Office*

*Joan Peterson, Lead Attorney, Family Justice Division, Travis County District Attorney's Office*

## Harnessing Alumni Power



### Lawyer Professional Development

Focusing on students and associates as future alumni should be an integral aspect of our orientation, assimilation, and cohesive talent management programs. If these relationships begin as early as the recruiting and admission processes, they will continue to develop, becoming even stronger as our “charges” transition in their roles but remain a part of our community. This session will answer the why, who, when, and how of harnessing your alumni power by providing you with the requisite tools to create new programs as well as to maintain, improve, and promote the effectiveness and success of those already in place at both schools and firms.

*Karen Amatangelo-Block, Director of Attorney Recruiting,  
Morgan Lewis & Bockius LLP*  
*Mireille Butler, Assistant Professor, Pepperdine University  
School of Law*

## How to Keep a Summer Program Relevant in the World of Increased Lateral Hiring



### Recruiting

Lateral hiring is up – WAY up. Summer programs across the country have shrunk and don't appear to be returning to pre-recession levels anytime soon. How do you keep your summer program relevant in the midst of a growing, thriving lateral market? How do you balance clients' increasing unwillingness to pay for junior associate work with the firm's need to educate and train its talent pool? We will discuss ways to retain or regain lawyer backing and management support for a student pipeline, ways to refocus resources to compensate for lack of available summer associate billable work, and ways to make your program shine in this lateral buyers' market.

*Kelly Green, Director of Professional Recruiting &  
Development, Polsinelli Shughart PC*  
*Melanie Priddy, Attorney Recruiting & Development  
Manager, Bingham McCutchen LLP*  
*Diana Ross-Butler, Attorney Recruiting & Development  
Senior Manager, Paul, Hastings, Janofsky & Walker LLP*

## Learning by Doing (Good): Pro Bono and Lawyer Professional Development



### Lawyer Professional Development & Public Service

Junior lawyers today must be more capable practitioners earlier in their careers. This is the refrain that law firms have heard from clients and other industry stakeholders in the recession's wake. Also, in the recession's wake, public interest law offices are confronting extraordinary resource challenges and ever-swelling caseloads. Pro bono partnerships offer ideal opportunities for law firm lawyers to make public interest contributions while expanding their skill sets and honing practice skills – from litigation to transactional work, from case management to client relationships. This interactive discussion will highlight successful pro bono/professional development models, review pitfalls to avoid, and explore concrete ways to integrate “PB” into your firm's “PD” curriculum.

*Steven L. Grumm, Director of Public Service Initiatives,  
NALP*  
*Maria Minor, Professional Development and Pro Bono  
Manager, Neal, Gerber & Eisenberg LLP*  
*Kelly Tautges, Director of Pro Bono, Chicago Bar  
Foundation*  
*Charlotte Wager, Chief Talent Officer, Jenner & Block LLP*

## Making the Best With Less: Maximizing Your Resources in Small to Mid-Size Firms



### Member Professional Development & Management

At many small to mid-size firms, a single professional handles everything from lawyer recruiting and professional development to outplacement and special projects alone or with a small staff. Figuring out where your limited time is best spent and where it makes sense to collaborate with others can make you more effective and valuable, not to mention less stressed. This interactive session will help you prioritize your work, determine where collaboration can add value, and make the case to firm management for additional resources. We will share our experiences working with limited resources and focus on utilizing internal and external resources to your advantage.

*Astrid Eglitis, Director of Recruiting & Professional  
Development, Maslon Edelman Borman & Brand, LLP*  
*Nora Klaphake, Assistant Dean and Chief of Staff,  
University of Minnesota Law School*  
*Laura Walvoord, Principal, The Legal Talent Group*

## Making the Business Case for Legal Project Management



### Lawyer Professional Development & Legal Economy

Law firms have responded to the economic downturn and changes in the legal market in various ways ranging from internal cost cutting to delaying the hiring of associates. Legal project management is one method law firms are exploring to address changing client demands and expectations, increasing competition for legal work, and the changing profit equation in law firms. This session is about how LPM can enhance the following strategic imperatives of the delivery of legal services: maintaining quality legal services, creating value for clients, increasing firm profitability, identifying competitive differentiators, and enhancing professional development.

*Joan Newman, Consultant, Joan Newman & Associates, LLC*

## Moving Beyond the Mainstream: A Closer Look at Three Unique Law Student Diversity Initiatives



### Diversity and Inclusion

Law firms are always seeking new diversity initiatives to implement and expand the legal industry as a whole. Representatives on this panel have implemented non-traditional approaches to diversity initiatives. Learn more about the successes and challenges surrounding Sidley Austin's 1L Diversity Summer Mentorship Program, the Twin Cities Diversity in Practice 1L Summer Rotation Clerkship, and the Clifford Chance Scholars Program. Panelists will discuss how they've attracted diverse students to non-diverse geographic locations, the merits of targeting a non-traditional group of diverse students, and how to facilitate mentorship programs with students outside of the walls of your own law firm.

*Gihan Fernando, Assistant Dean for Strategic Career Initiatives, Georgetown University Law Center, Moderator*

*Valerie Jensen, Executive Director, Twin Cities Diversity in Practice*

*Mieko Rechka, Legal Recruiting Manager, Sidley Austin LLP*

*Jason Young, Partner, Clifford Chance US LLP*

## Saturday, April 21

8:30 am - 12:00 pm

### Registration Open

8:30 - 9:00 am

### Coffee Service

Workshop attendees should plan to have breakfast on their own before the workshops begin.

9:00 am - 12:00 pm

## EXTENDED WORKSHOPS

### Coaching 2.0: Take Your Coaching Skills to the Next Level



#### Member Professional Development

Looking to advance your coaching skills? Join us for a targeted training workshop that will provide you with coaching strategies, hands-on practice, and new ways of viewing yourself as a coach. We will look at the difference between traditional and transformational coaching models and investigate why the coaching model that a coach uses can affect the attainment of sustainable results. Leave this workshop renewed by self reflection, enriched with new learning, and armed with tools for helping yourself and others reach professional and personal objectives.

*Michelle Nash, Senior Consultant and Coach, Shannon & Manch, LLP*

*Kathleen Post, Partner and Master Coach, Shannon & Manch, LLP*

*Jennifer Rakstad, Career Development Attorney, Mayer Brown LLP*

*Marcia Pennington Shannon, Principal and Master Coach, Shannon & Manch, LLP*

### Enhancing Your Leadership Effectiveness Through Developing Heightened Intercultural Fluency



#### Leadership & Diversity and Inclusion

Intercultural fluency is an important leadership skill for legal talent management professionals who want to work more effectively with students, administrators, lawyers, and clients from diverse cultures. Participants will explore their own intercultural fluency by considering six developmental stages of sensitivity: denial, defense, minimization, acceptance, adaptation, and integration. They will also learn to assess their organization's cultural sensitivity and how it helps or hinders the selection, advancement, and success of diverse legal professionals. The session facilitators will share best practices and strategies that will help raise participants' cultural competencies and enhance their leadership in increasing their organization's cultural sensitivity and effectiveness.

*Ritu Bhasin, People Strategist & Diversity Specialist, bhasin consulting inc.*

*Vernā Myers, Principal, Vernā Myers Consulting Group, LLC*

## 2012 Annual Education Conference & Resource Center Exhibition — April 18-21, 2012

	<b>EARLY BIRD RATE</b> Registering by March 21*		<b>REGULAR RATE</b> After March 21	
	<b>Member</b>	<b>Non-Member</b>	<b>Member</b>	<b>Non-Member</b>
<b>Full Conference**</b>				
Schools, Private Employers, Government	\$675	\$1350	\$750	\$1500
Affiliate Members	\$675	\$1350	\$750	\$1500
Public Interest Employers	\$475	\$700	\$525	\$750
<b>One-Day Registration **</b>				
Schools, Private Employers, Government	\$375	\$675	\$425	\$725
Affiliate Members	\$375	\$675	\$425	\$725
Public Interest Employers	\$350	\$650	\$400	\$670

\* **To qualify for the early bird rate, your registration and full payment** (by check or credit card) must be received in the NALP office by Wednesday, March 21, 2012. Registrations at the regular rate will be welcomed thereafter and on-site at the conference. When registering online, please remember to print your receipt. NALP does not invoice for conference registration fees.

\*\* **Full conference registration** includes all events and meals described in the program. **One-day registration** includes events and meals described in the program **ONLY** for the one day that you are registered.

### How to Register

Event registration is available online at [www.nalp.org](http://www.nalp.org). The system allows you to review the full online conference brochure, register and pay with a credit card or check, and book your hotel at the same time. To access the online registration system, go to [www.nalp.org](http://www.nalp.org), click on **Conferences & Events**, and then choose **2012 Annual Education Conference**. Once you have registered, a confirmation email will be sent to the email address specified in your registration.

### Cancellation Policy

Your registration fee will be refunded, less a **\$100 processing fee**, if a request is received in writing by the refund dates listed in the following schedule:

- Full refund for cancellations received by March 21 (minus processing fee).
- 75% refund for cancellations received March 22-28 (minus processing fee).
- 50% refund for cancellations received March 29 – April 4 (minus processing fee).
- No refunds after April 4.

### Programming Notes

All programs and times are subject to change. Please check the NALP website (under “Conferences & Events”) for the most up to date conference schedule.

The majority of the conference programs will be audio recorded and may be distributed, including comments from both speakers and audience. Therefore all registrants acknowledge that comments or questions made during recorded programs may be recorded.

### NALP Open Meeting Policy

NALP is committed to the free exchange of information and open meetings at its annual conference. Therefore, in addition to member participants, NALP opens registration to nonmembers, including program speakers, vendors, and members of the press. NALP will have members-only business and regional meetings and retains the right to determine whether specific section meetings will be closed to nonmembers.

**No solicitations:** This conference is specially designed to be an open forum for NALP conference attendees. Solicitation is strictly prohibited unless you are an official conference sponsor or vendor. If you are interested in being a conference sponsor or vendor, please contact Chris Brown, NALP’s Director of Meetings and Membership Services, at [cbrown@nalp.org](mailto:cbrown@nalp.org) or 202-835-1001.

## Hotel Arrangements

### Hilton Austin

500 East 4th Street, Austin, TX 78701  
Phone 512-482-8000 – Fax 512-469-0078

#### Rate:

Single or Double: \$199  
(plus 9% city tax and 6% state tax).

**Note:** NALP has also reserved a smaller room block at the **Radisson Hotel & Suites**, which is a short walking distance from the Hilton. Room rates at the Radisson are \$189 for a single and \$199 for a double (plus taxes). The Radisson is at 111 Cesar Chavez at Congress, Austin, TX 78701 (phone 512-478-9611, fax 512-473-8399).

## Special Notes about Hotel Reservations

Hotel reservation staff will not accept room reservations from individuals at the discounted room rate – **all hotel reservations must be made through NALP**. Hotel reservation confirmations will be sent separately from the Hilton Austin or Radisson Hotel & Suites approximately four weeks before the conference. Hotel rooms will not be reserved without a credit card guarantee. Discounted rates are available only until the deadline of March 21 or until the room block fills up.

**Deposit required:** The hotels will take a deposit equal to your first night's room and tax to confirm your reservation. This deposit is refundable up to one week prior to your arrival.

- You must provide a credit card number in the hotel section of your registration in order to secure your lodging accommodations and pay the first night's deposit.
- It is a common misconception that the group rate is available until the deadline (**March 21**), when, in reality, the group rate is available until the deadline or **until the block fills up** – whichever comes first. Unfortunately, once the room block is full, NALP cannot obtain additional rooms at the group rate. So, plan early and, if necessary, cancel your room as soon as you know you will not need it. You may be helping a colleague who could not get into the room block.

## Hotel Cancellation

Hotel room cancellations must be made one week prior to arrival or a charge equal to the first night's room and tax will be incurred.

## Travel Discounts

For your convenience, Professional Service Firm Travel, LLC (PSFT) will serve as the official event travel service for this conference. PSFT will research the most economical route, airline, and flight times to help get you the lowest possible fare. PSFT has special contract airfares that are available to attendees of this meeting. They also have car rental discounts available through many of the leading car rental companies

### Professional Service Firm Travel, LLC

475 Park Avenue South, 34th Floor  
New York, NY 10016

Phone: 212-592-1370 or 1-888-773-8728

Fax: 212-532-5776 – [www.psfttravel.com](http://www.psfttravel.com)

Email: [scadenhead@psfttravel.com](mailto:scadenhead@psfttravel.com) (Stacy Cadenhead)  
or [lmelendez@psfttravel.com](mailto:lmelendez@psfttravel.com) (Lisette Melendez)

PSFT reservation hours are Monday-Friday 8:30 am - 6:00 pm Eastern time. Make your reservations with PSFT by calling or emailing Stacy or Lisette (please identify yourself as attending a NALP conference). A \$35 transaction fee will be applied to all tickets purchased.



ACVB PHOTO (JEAN-MICHEL DUFAUX)

## Conference at a Glance

MORNING	AFTERNOON	EVENING
<b>TUESDAY, APRIL 17</b> Conference registration open 2:00 pm - 8:00 pm		
		Newcomers' Welcome & Orientation NALP Open House & Welcome Reception
<b>WEDNESDAY, APRIL 18</b> Registration & Resource Center open 7:30 am - 4:00 pm		
Yoga, & Cont. Bkfst	Concurrent Sessions	Opening Plenary
	Networking Lunch & EP Lunch	Concurrent Sessions
	Yoga	Regional Business Meetings & Receptions
		Member Celebration
<b>THURSDAY, APRIL 19</b> Registration & Resource Center open 7:30 am - 3:30 pm		
Fun Run/Walk, Yoga, Section/Group Mtgs & Cont. Bkfst	Concurrent Sessions	Concurrent Sessions
	Networking Lunch, Public Service Lunch & Section/Group Mtgs	Concurrent Sessions
	Town Hall Yoga Section/Group Mtgs	NALP Celebrates Diversity and Inclusion Reception
		Late Night Event
<b>FRIDAY, APRIL 20</b> Registration open 7:30 am - 4:45 pm		
Yoga, Section/Group Mtgs & Cont. Bkfst	Plenary	Concurrent Sessions
	Business Mtg & Lunch	Concurrent Sessions
	Concurrent Sessions	Concurrent Sessions
<b>SATURDAY, APRIL 21</b> Registration open 8:30 am - 12:00 pm		
Coffee	Extended Workshops	

NALP thanks our Platinum Sponsors for their educational support of this conference.



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