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presents

**Chicago Law Leaders:
A Midwest Forum on the Business of Law**

November 14, 2013

The Standard Club
Chicago, IL

Co-Chairs

Bret Baccus, *Senior Director*, Huron Legal
Kevin Joseph Burke, *Vice Chairman*, Hinshaw & Culbertson LLP
Tim Mohan, *Chief Executive Partner*, Chapman & Cutler LLP

Agenda (all times local)

8:30am – 9:10am **Registration & Continental Breakfast**

9:10am – 9:15am **Introduction**

9:15am – 9:45am **Regional Economic & Financial Trends 2014**

This session, presented by Bank of America, will offer an in depth analysis of the Midwest and national economy in 2013, including insight into regional private business trends, financial management issues, and wealth management development in the current economic climate.

Moderator:

John Compernelle, *Market Executive*, Bank of America Merrill Lynch

Presenter:

Charles Hagel, *Credit Products Executive*, Bank of America Merrill Lynch

John Q. Smith, *Senior Vice President, Wealth Management*, Merrill Lynch
Private Banking & Investment Group

John S. Stewart, *Director*, Bank of America Merrill Lynch

9:45am – 9:55am **Break**

9:55am – 11:55am **Legal Industry Trends and Client Perspectives – A Roundtable Discussion & Presentation**

This session will showcase exclusive Peer Monitor and Huron Consulting data on the Midwest legal industry in 2013. Attendees will gain valuable insight into

the professional headwinds affecting the legal industry as we look forward to 2014. Following this presentation, a select roundtable of managing partners will share their thoughts about the regional outlook for next year, as well as reflect on the long-term direction of the industry even as the ground continues to shift beneath one's feet.

Lead Presenters:

Bret Baccus, *Senior Director*, Huron Legal

Brent Turner, *Consultant*, Peer Monitor

Roundtable Moderator:

Tim Radaich, *Sr. Director, Medium Law Firm Marketing*, Thomson Reuters

Roundtable Participants:

Kevin Joseph Burke, *Vice Chairman*, Hinshaw & Culbertson LLP

Ralph E. McDowell, *Chairman*, Bodman PLC

Mitchell S. Roth, *Managing Partner*, Much Shelist P.C.

Rachael A. Rowe, *Executive Partner*, Keating Muething & Klekamp PLL

11:55am – 12:05pm **Break**

12:05pm – 1:05pm **Law Firm Performance & Evaluation: A View from Corporate Counsel**

This panel will examine existing law firm-client relationships and overall firm performance from the perspective of corporate counsel. Attendees will hear about the various metrics used by corporations to evaluate outside firms, including the types of behaviors, proclivities, strengths and weaknesses that define a rewarding (or unrewarding) relationship. Our panel will also represent third-party perspectives on how corporate counsel and firms might effectively streamline risk analyses and financial accounting to improve the bottom line and maximize efficiency.

Moderator:

Nancy Jessen, *Managing Director*, Huron Legal

Presenters:

Michael E. Byrd, *Director of Law Firm Management*, Accenture

Deloris “Dee” McClendon, *Associate Director, Global Legal Operations*, Mondelēz International

Matt Miller, *Vice President & Deputy General Counsel*, Groupon, Inc.

Paul Seeman, *General Counsel*, LAMB Partners

1:05pm – 2:05pm **Luncheon & Special Presentation**

Total Commitment: What the Latest Science Can Teach Law Firms About Building Lasting Engagement and Loyalty in Clients & People

Presenters:

Alicia Fortinberry, Ph.D., *Principal*, Fortinberry Murray

Bob Murray, Ph.D., *Principal*, Fortinberry Murray

2:05pm – 3:20pm

Some Assembly Required: Pricing, Valuation & Driving Efficiency

If industrial headwinds are any indication, the billable hour is fast becoming atavistic and ineffective. Today's cost-conscious client seeks an alternative pricing structure and more transparency from their legal service provider. But

what exactly is this business model? Are firms to abandon the billable hour for transaction-based or full contingency arrangements? What effect would such practices have on a firm's productivity and bottom line? Join us for a frank, yet practical workshop on client engagement, revenue and (pricing) revolution for law firms of all sizes.

Moderator:

Bret Baccus, *Senior Director*, Huron Legal

Presenters:

Patrick Johansen, CLM, CPP, *Director of Business Development*, Brinks Gilson & Lione

Christine A. Johnson, *Director, Client Matter Management*, Quarles & Brady LLP

Bart L. Kessel, *Partner*, Tucker Ellis LLP

Keith Maziarek, *Senior Project Manager, Pricing & Strategic Initiatives*, DLA Piper

3:20pm – 3:30pm

Break

3:30pm - 4:45pm

Leveraging the Firm's Human Capital

For all the talk of improvements in technology, efficiency, client service, and pricing at many US law firms, a less obvious—but no less important—space for reform is a firm's human capital or internal culture. According to recent studies, amidst a plateauing legal market and pervasive sense of employee disenfranchisement, success (or, in some cases, survival) for many firms is incumbent upon a holistic revamping of corporate culture. What firms are doing in the area of professional development is a key step in driving productivity and efficiency amongst employees. Come hear from a panel of managing partners, academics, and consultants about the strategies and challenges of leveraging human capital in what some have called a “free agent” professional reality.

Moderator:

Bob Murray, Ph.D., *Principal*, Fortinberry Murray

Panelists:

Thomas J. Bender, *Co-President & Managing Director*, Littler Mendelson P.C.

William D. Henderson, *Professor of Law and Val Nolan Faculty Fellow; Director, Center on the Global Legal Profession*, Indiana University School of Law

Stanley Kolodziejczak, *Partner, Co-Chair of PwC's Law Firm Services practice*, PricewaterhouseCoopers LLP

Tim Mohan, *Chief Executive Partner*, Chapman & Cutler LLP

4:45pm – 5:15pm

Champagne Roundtable Discussion

5:15pm – 6:00pm

Reception