Where is the practice of law going and just how will you and your practice fit into it? See clearly through the eyes of the global experts. Anticipate your future success!

The College of Law Practice Management and the University of Denver Sturm College of Law's Master of Science in Legal Administration program invite you to a dynamic, interactive conference designed to help you navigate the future of the legal profession.

Through presentations and small group discussions, you will learn from the profession’s most innovative law practice management minds, exchange ideas with peers and gain extraordinary insight into your future. It’s the one conference you need this year.

Who Should Attend?
This conference is for law firm leaders, managing partners, executive directors, chief marketing officers, directors of professional development, law school deans and anyone else interested in the future of the business of practicing law.

Conference Registration
Attendance is limited to 150 participants.
To register for the 2009 Futures Conference, go to www.colpm.org and click on 2009 Futures Conference. For additional information, please contact the College Administrator, Karen Rosen at 720-271-7015 or colpm@comcast.net.

College Fellow Registration: $395
Non-Fellow Registration: $595
ABA, ALA or LMA Member discount: $495
University of Denver Alumni: $495
Friday, September 25, 2009

7:30 – 8:30 am  Registration & Continental Breakfast
8:30 – 9:00 am  Welcome, Opening Remarks
9:00 – 10:30 am Legal Transformation Study Update, Ward Bower, Altman Weil, Inc.
10:30 – 11:15 am Small Group Breakout Sessions
11:30 am – 12:30 pm Evolution of the Law Firm, Bruce MacEwen, Adam Smith Esq.
12:30 – 2:00 pm  Lunch
2:00 – 3:15 pm  Career Mapping: New Paths for the Future
3:15 – 4:30 pm  Marketing for a New World
4:30 – 5:00 pm  Breakout Sessions on Career Mapping & Marketing
5:00 – 6:30 pm  Reception & Introduction of new COLPM Fellows
6:45 pm  Dinner Bashes
   (Sign up for pay-your-own-way dinners at local restaurants with College Fellows and continue the exchange of ideas.)

Saturday, September 26, 2009

8:00 – 9:00 am  Continental Breakfast
9:00 – 10:00 am Report & Recap from Small Group Breakout Sessions
10:00 – 11:00 am Tomorrow’s Legal Technology: Is There Anything it Won’t Do?
11:00 am – 12:00 pm And in Conclusion... Now What?, Harry Trueheart, Nixon Peabody
12:00 – 2:00 pm Luncheon: InnovAction Awards Presentation & Conference Wrap-Up
   Meet the winners of the 2009 COLPM InnovAction Awards
Location

University of Denver Sturm College of Law
2255 E. Evans Ave.
Yegge Commons
Denver, CO 80208

The University of Denver Sturm College of Law (DU) is an urban law school in a culturally rich city that attracts students from all over the country and the world. From its founding in 1892, DU firmly established itself as the law school that trained its graduates to “hit the ground running.” Experiential learning remains at the heart of the law school’s pedagogy, with nationally ranked programs in environmental and natural resources law, legal writing, clinical training, international law and tax law. The Sturm College of Law’s state-of-the-art building is the first in the nation to be LEED certified.

Complimentary transportation to and from the JW Marriott to the law school will be provided for conference attendees.

The College of Law Practice Management is an honorary organization that recognizes distinguished law practice management professionals who have made extraordinary contributions to the field of law practice management over an extended period of time. It’s a roster of who’s who in the law practice management field.

Hotel Arrangements

JW Marriott Denver at Cherry Creek
150 Clayton Lane
Denver, CO 80206

This luxury hotel, nestled in the Cherry Creek neighborhood, is the only Denver hotel recognized by Conde Nast Traveler-2009 Gold List of World’s Best Places to Stay. Breathtaking views of the Rocky Mountains and downtown skyline highlight the guest rooms, which feature complimentary wired and wireless internet.

Ground Transportation
Airport Shuttle: $19 one-way
Taxi: $55 one way

Hotel Reservations
Register directly with the hotel at 866-706-7814. Ask for block code COLPM /Acct 8364 College of Law in order to receive your special room rate of $199 per night (single or double).

Enjoy this great room rate for up to three days prior and three days after the conference, subject to availability.

The hotel will only hold this room block until Wednesday, September 2, 2009. After that, you must pay the regular room rate.

Denver, Colorado

The perfect blend of outdoor adventure and urban sophistication—the duality locals love about the Mile High City. With a spectacular backdrop of snowcapped peaks, Denver is as refined as it is laid-back. It’s a place where aerospace engineers rub elbows with rock climbers at local brewpubs, art festivals or while strolling their favorite pedestrian mall. And with 300 days of sunshine per year, it’s easy to see why people fall in love with Denver. Cherry Creek North is a 16-block shopping and dining neighborhood with 320 galleries, boutiques, restaurants and salons/spas.
Legal Transformation Study Update, Ward Bower, Altman Weil, Inc.

Ward will reintroduce the 2008 Legal Transformation Study and its four scenarios for the legal marketplace of 2020. He will also present highlights of the associated Strategic Radar™ monitoring and scanning reports on global developments that suggest market movement toward one or more of the scenarios, and the latest projections of the probability of each scenario dominating by the year 2020.

Evolution of the Law Firm, Bruce MacEwen, Adam Smith Esq.

Repercussions from the implosion of the financial system have not yet run their course. Who needs Wall Street law firms if there’s no Wall Street? Will global reforms suppress market activity or lead to a fresh wave of innovation? Is the traditional associate career path obsolete or gravely endangered? For much of the first decade of the 21st Century, the mantra seemed to be “Growth.” What should it be now?

Career Mapping: New Paths for the Future

People remain the key to the future. Putting together the right organizational shape and developing a talent strategy that encompasses horizontal and vertical integration at all levels is vital. How will we move beyond traditional career structures and skill sets? Our panel will delve into what a successful law firm might look like, career mapping and structure, the radical changes taking place with support staff and generational changes affecting the future.

Speakers: Sally Fiona King, Clifford Chance LLP (moderator); Sue Manch, Shannon & Manch LLP; Carol Phillips, Sidley Austin LLP; Timm Whitney, White & Case LLP.

Marketing for a New World

Web sites, press releases and advertising have become table stakes. Today’s clients, prospects and recruits live in a Web 2.0 environment. What’s next? Today’s economic environment has fundamentally changed the rules of the game for many clients. How will law firms adapt? Our panel will help you understand what the next five years will mean to law firm marketing.

Speakers: Mark Greene, Nixon Peabody LLP (moderator); Deborah McMurray, Content Pilot; Ross Fishman, Ross Fishman Marketing Inc., Norm Rubenstein, Zeughauser Group LLC; Catherine MacDonagh, Legal Sales and Service Organization; and Dr. Ann Lee Gibson, Ann Lee Gibson Consulting.

Tomorrow’s Legal Technology: Is There Anything it Won’t Do?

There’s no doubt that technology has improved the legal process, yet many lawyers have a love-hate relationship with it. Well... get used to it! Technology is here to stay and the ways in which it will profoundly change the business of practicing law are only just emerging. This blue-ribbon panel will peer into the future of legal technology and tell you now what you’ll need to know then.

Speakers: Andy Adkins, Legal Technology Institute, University of Florida, College of Law (moderator), David Hambourger, Seyfarth Shaw LLP; Dan Pinnington, LawPro; John Tredennick, CaseShare Systems.

And in Conclusion... Now What?, Harry Trueheart, Nixon Peabody

How does a smart law firm prepare? How does a lawyer facilitate the best possible future? Harry Trueheart, Chairman of Nixon Peabody LLP, will help you draft your to-do list for the FUTURE OF THE LEGAL PROFESSION.
2009 Futures Conference Presented By:

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We believe the best ideas come from relationships that cherish innovation, from passion that seeks to understand where we are going and not just where we are, from notes scribbled on napkins and not just strategic plans.

The College of Law Practice Management
2009 Futures Conference Speakers

Andrew Z. Adkins, III, Director of the Legal Technology Institute at the University of Florida Fredric G. Levin College of Law

Andy is an internationally recognized expert in legal technology. He has authored several books including, The Lawyer’s Guide to Practice Management System Software and Computerized Case Management Systems, published by the ABA, The Y2K Resource Handbook and Planning Guide for Lawyers, published by the Legal Technology Institute, and WordPerfect Law Office Solutions for Windows, published by James Publishing. His most recent publication, “You Can’t Get Much Closer Than This: Combat with Company H, 317th Infantry Regiment, 80th Division, published by Casemate Publishers, chronicles his father’s experiences during WWII. He is also the publisher of the Internet Study (1998), the ASP Study (2000), and the KM Study (2003). He is a frequent lecturer on topics of law firm technology, chaired ABA TECHSHOW 2000 and 2001, and is the current co-chair of the LegalTech conferences. Andy is a fellow and member of the board of trustees of the College of Law Practice Management.

Ward Bower, Principal, Altman Weil, Inc.


Ross H. Fishman, CEO, Fishman Marketing, Inc.

Ross helps law and professional services firms in strategic marketing planning; branding, differentiation and positioning; practice-group marketing; and the development of the related collateral materials — from web sites to advertising and brochures. Known for his educational and entertaining presentation style, he has conducted more than 250 firm retreats and training programs on five continents, from Tobago to Thailand — including once presenting on three continents within 24 hours. Ross was a commercial litigator from 1985-90 before moving to 500-attorney Winston & Strawn to practice marketing full-time. He later became marketing partner of Ungaretti & Harris where they launched the profession’s first Written Service Guarantee. Ross is a fellow of the College of Law Practice Management.
Ann Lee Gibson, Consultant, Ann Lee Gibson Consulting
Ann advises law firms on projects and issues surrounding new business development. She consults with firms and trains and coaches lawyers in the areas of high-stakes competitions, sales presentations, and competitive intelligence. She also works with firms that want to grow strategically by helping them develop competitive intelligence and proposal systems. Since Ann began her consulting practice in 1998, she has helped law firms compete for and win more than $500 million in new business. Ann is a fellow of the College of Law Practice Management.

Mark Greene, Chief Marketing Officer, Nixon Peabody LLP
Mark is a regular speaker and contributor to business and legal publications worldwide on the subjects of branding, market research, competitive intelligence, and marketing. He has served as an adjunct professor and frequently lectures at various universities. He is a certified Six Sigma Black Belt and Champion. Mark has received the Lifetime Achievement Award from the Legal Marketing Association, he serves on the board of trustees of the College of Law Practice Management, and he is a Distinguished Graduate Alumni of the University of North Carolina.

David Hambourger, Chief Information Officer, Seyfarth Shaw LLP
Dave focuses on the strategic and tactical implementation of the firm's technological resources to further client service. Previously, Dave was the technology partner for Winston & Strawn LLP. Prior to this, he was the director of the ABA's Legal Technology Resource Center. Dave has served on the Council of the ABA's Law Practice Management Section. He is a frequent speaker and author on various legal technology and management topics. Dave is a fellow of the College of Law Practice Management and served on its board of trustees.

Sally Fiona King, Regional Chief Operating Officer, Clifford Chance, LLP
Sally is the regional chief operating officer for the Americas Region covering the offices in New York, Washington DC, and Sao Paulo. Sally has overall responsibility for all business services functions within the region, including finance, technology, human resources, business development, and operations. Sally also works with the regional managing partner and practice area leaders on business planning, budgeting and forecasting for the firm’s $400 million revenue budget. She is a member of the Global Operations Group, which is responsible for the efficient day-to-day operations of the firm worldwide, and sits on several sub-committees and project boards. Sally is a fellow and member of the board of trustees of the College of Law Practice Management.

Susan Manch, Principal, Shannon & Manch, L.L.P.
Sue’s firm has provided consultation on effective lawyer development practices for more than 20 years. Her clients include the majority of the AMLaw 100’s highest-grossing law firms. Her consulting expertise extends to issues regarding lawyer recruitment and lateral acquisitions, training and professional development, mentoring, and career path guidance, performance appraisal systems, leadership, diversity, and career paths. Sue also designs and delivers customized in-house training programs for lawyers in the top firms in the United States and abroad. She has worked with domestic and international law firms on a wide range of issues.
Catherine Alman MacDonagh, President, Legal Sales and Service Organization
Catherine is a change agent with 20 years of successful professional services experience with both small and large law firms. She is a former corporate counsel who now speaks professionally and provides strategic, marketing, sales and Lean Sigma consulting services to law firms and legal departments. She develops, facilitates, and delivers programs and retreats for lawyers and the professionals who work with them. She is certified to administer the Myers Briggs Type Index. Catherine is the co-founder of the Legal Sales and Service Organization (LSSO) which focuses on sales, service excellence, and process improvement, and presents the annual LSSO’s RainDance Conference™. Catherine is a fellow-elect of the College of Law Practice Management.

Bruce MacEwen, Founder, Adam Smith Esq.
A lawyer and consultant to law firms on strategic and economic issues, Bruce founded and publishes “Adam Smith, Esq.” (AdamSmithEsq.com), which generates more than one-third of a million page views per month, providing insights on the business of large, sophisticated law firms. Bruce’s consulting practice is global, with a focus on developing strategic plans for departments, practice groups, and firms as a whole; pre-merger due diligence, and post-merger integration; aligning compensation structures with firm strategy; and advising on the consequences of increasing segmentation among the world’s leading firms. He is a frequent speaker at law firm retreats and legal industry conferences. Bruce is a fellow-elect of the College of Law Practice Management.

Deborah McMurray, CEO and Strategy Architect, Content Pilot LLC
Content Pilot LLC is a strategy and technology company that serves law firms throughout the U.S. She is a Fellow of the College of Law Practice Management and in 2008 was inducted into the Legal Marketing Association’s Hall of Fame. As the leader of Content Pilot, Deborah and her team design marketing technologies that advance business development and communication, such as Web sites and automated proposal centers, and also create branding strategies, advertising campaigns, and other print and electronic media and tools. Deborah is the co-author of the ABA’s recent book, Lawyer's Guide to Marketing on the Internet, 3rd ed. and co-editor of Lawyer's Guide to Marketing Your Practice, 2nd ed.

Carol Phillips, Director of Administration, West Coast Offices of Sidley Austin LLP
Sidley Austin LLP is an international law firm with more than 1800 lawyers, and 16 offices worldwide. Carol is a past president of the Association of Legal Administrators, an international organization of more than 10,000 members, and is an ALA Certified Legal Manager. She is a founding member of the College of Law Practice Management, was inducted as a fellow of the College in 1994, and served as a trustee of the College for three years. Carol is an active volunteer with the Law Practice Management Section of the American Bar Association. Currently, she is vice-chair of the Section’s Task Force on Lawyer’s Career Paths and Transitions.
Daniel Pinnington, Director, practicePRO with the Lawyers’ Professional Indemnity Company (LAWPRO)
Dan is a prolific writer and speaker on law practice risk management issues. He has given hundreds of presentations at law firms, CLE programs, and conferences throughout North America, and has chaired more than a dozen major conferences. He is editor-in-chief of the ABA LPM Section’s Law Practice Magazine, and chaired ABA TECHSHOW 2007. Dan is a Director at practicePRO, an innovative claims prevention initiative that provides attorneys with tools and resources to assist them in both adopting risk management strategies into their practices, and in adapting to the changing practice climate, in particular in the area of technology. Dan is a fellow in the College of Law Practice Management.

Norm Rubenstein, Consultant, Zeughauser Group LLC
Norm is widely regarded as one of the legal industry’s most experienced and innovative marketing and positioning strategists. As the chief marketing officer of three global law firms and as a consultant to numerous others, Norm has collaborated with law firm leadership on strategy designed to increase client and market share, on award-winning branding initiatives, and on the evaluation of their marketing organizations and investments. For his work at Orrick, Norm was honored with the Spherion Marketing Director of the Year Award. In 2007 he was among the inaugural honorees of the Legal Marketing Association’s Hall of Fame. Norm is a fellow of the College of Law Practice Management.

John Tredennick, Founder and CEO, Catalyst Repository Systems
Catalyst provides secure, web-based software to help corporations manage electronic discovery and work together on complex legal matters. Prior to founding Catalyst, John was a trial lawyer and partner at Holland & Hart, a large national law firm. Widely recognized as a legal technology pioneer, he has written or edited five books and hundreds of articles on legal technology and has spoken to audiences on four continents. John is a former Chair of the ABA’s Law Practice Management Section and past editor of Law Practice Management magazine. John founded and edited Law Practice Today, a widely-read ABA Webzine that focuses on electronic discovery and other legal technology and management issues. John is a fellow of the College of Law Practice Management.

Harry Trueheart, Chairman, Nixon Peabody LLP
Harry has served as the chief executive of the firm for 14 years, in prior years as chairman of its Policy Committee and in a variety of other leadership capacities. Under Harry’s leadership Nixon Peabody has grown to be a national and international firm with offices in major US and international markets. Nixon Peabody has been recognized as a Fortune 100 Best Place to Work, and the firm was an early adopter of modern management principles and technology in the practice of law. Harry is frequent speaker on law firm management issues. He is a fellow of the College of Law Practice Management and served on its board of trustees.

Timm Whitney, Director of Attorney Recruiting & Professional Development, White & Case LLP
Tim is responsible for the interface between recruiting and associate development and the financial impact of both on the Firm’s profitability, and works closely with the leadership of the Americas business unit, COO and the Firm’s chief financial officer. Prior to joining the White & Case he was at McKinsey & Co. leading the Northeast recruiting efforts and managing the professional development opportunities available to consultants through the firm’s global mobility program. In addition to his recruiting and professional development experience, Timm was the executive director for 7 years of Hill, Betts & Nash, a small to medium size firm in New York.