



NALSC® 2016 Annual Conference

Thursday, March 17th - Saturday, March 19th
Hilton Fort Lauderdale Beach Resort



"R3: Recruiting, Receptions and Relaxation"

REGISTER NOW AND SAVE

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R3: Recruiting, Receptions and Relaxation



A LETTER FROM YOUR NALSC® PRESIDENT WARREN SMITH:

Dear NALSC® Members,

We are excited to return to Florida, which has been one of the most requested (and best attended) venues for conferences in the past decade. I had the opportunity to visit the newly opened Hilton Fort Lauderdale Beach Resort last year, and the location (and views) are truly breathtaking. You won't want to miss out on this rare opportunity to enjoy amazing weather, great industry specific content, and fantastic networking opportunities with some of the top recruiting professionals in North America. What could be better than attending a Conference geared towards hands-on, practical training at this beautiful luxurious beachfront resort where every room features an ocean view and every reception takes place outdoors in the tropical breeze? As a principal city of the South Florida metropolitan landscape, Ft. Lauderdale has a great deal to offer from business to pleasure. Planning a vacation around the Conference will allow attendees plenty of time to enjoy both the NALSC® program as well as the balmy weather, gorgeous beaches, warm surf and varied South Florida attractions.

Join colleagues and friends for an exciting three-day program combining a perfect synchronization of invaluable continuing education and exciting networking receptions. Taking into consideration all of your requested topics, Conference sessions will feature practical solutions on how to continue to strengthen your recruiting business. You will have the opportunity to observe and participate in powerful presentations and interactive discussions. Launching our Conference, we welcome Co-Managing Shareholders of both the Miami and West Palm Beach Offices of Greenberg Traurig LLP Jaret L. Davis, Esq. and Tracy L. Gerber, Esq. who will delve into best practices for the "Onboarding Process." Rounding out the afternoon we will engage in recruiting conversations around lively *Roundtables*. On Friday, our sessions will feature critical topics such as *Lateral Searches for Members of the Lost Generation*, *The Recruiting Rollercoaster*, *Cybersecurity*, *Recruiting the Millennial Candidate*, and *Websites: The Good, The Bad, and The Ugly*. In addition, we are honored to have renowned and dynamic Keynote Presenter Howard I. Flack, Esq., Lateral Recruiting & Integration Partner at Hogan Lovells, speak on the topic "The Lateral Partner Checklist and Beyond: On Becoming a Key Strategic Advisor." Finally, Saturday's lively *Town Hall Meeting* will address current recruiting topics and all of your burning questions. Overall our program will inspire and energize you in an effort to incorporate a higher level of education and to infuse a versatile range of topics appealing to both veteran as well as new recruiters.

Come and enjoy our traditional favorite functions combined with a few new surprises. Relax with friends and colleagues at our Welcome Cocktail Reception on a beautiful terrace overlooking the ocean; kick back in our Karaoke/Hospitality Suite; enjoy a Friday outdoors luncheon complete with an exciting raffle; shop at our Silent Auction; and toast to a memorable event over Friday Cocktails and Gala Dinner on a balcony "offering dramatic views of the azure water and splendor of the South Florida beaches." Enjoy mingling with our sponsors and vendors, catching up with fellow recruiters and meeting our newest members as well. We have carefully considered all of your requests to put together a Conference you won't want to miss!

I would like to thank the Board of Directors as well as Headquarters who have all worked tirelessly to produce a fantastic Conference. I would also like to thank our sponsors for their generous and continued support, and to extend a very special thank you to our friends at ALM and lawjobs.com for their generous contributions. I look forward to having you join us for this Conference that will be educational and entertaining! We expect it will be a great success.

All the best,

Warren Smith, LL.B., President of the NALSC® Board of Directors

MISSION STATEMENT:

The National Association of Legal Search Consultants is a national professional organization that is committed to upholding the highest ethical standards in the legal search field. In addition to maintaining a strong Code of Ethics, NALSC® is dedicated to:

- *Raising the image of the legal search profession through national public relations;*
- *Providing education & information on trends & issues in the marketplace.*

ABOUT THE

CONFERENCE:

NALSC®'s Annual Conference is the leading legal placement industry's education and networking experience. Participants and attendees will represent the spectrum of the legal placement and law firm community as well as our valued sponsors, vendors, and speakers. All will make the journey to the luxurious beachfront Hilton Ft. Lauderdale Beach Resort where every room features an ocean view and every reception will take place outdoors in the tropical breeze. Attendees will learn, train, share, network, conduct business and renew their energy and spirit. As the following pages outline, NALSC® 2016 in Ft. Lauderdale will showcase the best of NALSC® and in the legal placement industry.

Thursday, March 17th**2:00pm – 3:00pm** **Registration and Information****3:00pm – 3:15pm** **President's Welcome***Warren Smith, LL.B. NALSC President / The Counsel Network-Canada***3:15pm – 4:15pm** **Opening Session****"The First 90 Days: Enhancing the Onboarding Process"**Sponsored by: **Greenberg Traurig LLP***Speakers:**Jaret L. Davis, Esq., Co-Managing Shareholder Miami Office - Greenberg Traurig LLP**Tracy L. Gerber, Esq., Co-Managing Shareholder WPB Office - Greenberg Traurig LLP*

A formalized onboarding platform is essential for the successful integration of new hires. This session will focus on critical onboarding topics such as organizational socialization, developing inter- and intra-firm relationships, proper workflow and management of time. Our presenters will provide real-life examples and best practices for integration into the landscape of a top AmLaw firm's offices ranging in size from forty attorneys to over one hundred fifty attorneys.

4:15pm – 4:30pm**Coffee Break** – Please visit Sponsor Tables, Sponsor Spotlight, Silent Auction and Coffee StationSponsored by: **LegallyLooking.com****4:30pm – 5:45pm****"Interactive Roundtable Discussions: Learning From Your Colleagues"**Sponsored by: **Akerman LLP; Bilzin Sumberg Baena Price & Axelrod LLP; Cadwalader, Wickersham & Taft LLP; Chadbourne & Parke LLP; Dechert LLP; Duane Morris LLP; Gibson Dunn & Crutcher LLP; Lowenstein Sandler LLP; Michelman & Robinson, LLP; Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.; and Nixon Peabody LLP**

Recruiters and experts from around the country will lead discussions on a variety of topics currently scheduled to include: Cold Calling; Candidate Profiling; Top Tips for Building Lasting Client Relationships; Should I Work On It? A Guide to Analyzing Searches; The Associate Checklist: Questions You Must Ask; Rainmaking; Law Firm Mergers: What Recruiters Should Do If a Group Starts Evolving into a Potential Merger; Ask the Hiring Partner/Chairman; and Top Five Takeaways for Recruiting Partners.

6:00pm – 8:00pm**Cocktail Reception on the Oceanfront Terrace**Sponsored by: **ALM & lawjobs.com**

Mingle with your peers over a relaxing cocktail, delicious hors d'oeuvres and a fantastic outdoor venue in the tropical breeze.

8:00pm - 10:00pm**Karaoke and Hospitality Suite**Sponsored by: **Leopard Solutions**

Back by popular demand, the Hospitality Suite has returned plus Karaoke! This will be a fun, lively and entertaining end to the first day of our Conference.



R3: Recruiting, Receptions and Relaxation



Friday, March 18th

8:00am – 9:00am

Breakfast and Business Meeting

9:00am – 10:00am

“Finding the Unicorn: Lateral Searches for Members of the Lost Generation”

Sponsored by: [Above The Law](#)

Speakers:

Leah Kopco Healey, Legal Recruiting Manager - Schulte Roth & Zabel LLP

Trisha Weiss, Director of Legal Recruiting – Shearman & Sterling LLP

This panel will discuss creative approaches to recruiting associates in the class years where the traditional talent pool is in short supply due to hiring freezes and staff reductions that were a result of the economic downturn. Practical takeaways will include productive tips for legal recruiters and law firms, as well as best practices for creating a successful partnership between the two.

10:00am – 10:15am

Coffee Break – Please visit Sponsor Tables, Sponsor Spotlight, Silent Auction and Coffee Station

Sponsored by: [LegallyLooking.com](#)

10:15am – 11:15am

Keynote Presentation:

“The Lateral Partner Checklist and Beyond: On Becoming a Key Strategic Advisor”

Sponsored by: [AttorneyPeople](#)

Keynote Speaker:

Howard I. Flack, Esq., Lateral Recruiting & Integration Partner - Hogan Lovells

When it comes to lateral partner recruiting, the LPQ is just one part of a complex puzzle. In this panel, Lateral Recruiting & Integration Partner Howard Flack, will share his decades of experience recruiting top talent at Hogan Lovells and the importance of how interpersonal relationships and objective financial and client data are all used in the process. This program will go “beyond the numbers” of the LPQ and delve into the finer details of what can “make a deal” or “break a deal.” As part of his presentation, Howard will use real life stories and anecdotes to illustrate the techniques he uses on a daily basis to ensure his firm’s success.

11:15am – 11:30am

Coffee Break – Please visit Sponsor Tables, Sponsor Spotlight, Silent Auction and Coffee Station

Sponsored by: [LegallyLooking.com](#)

11:30am – 12:30pm

“The Recruiting Rollercoaster: Dealing with Daily Emotional Highs and Lows”

Sponsored by: [Invenias](#)

Speakers:

Dan Binstock, Esq., Partner - Garrison & Sisson, Inc.

Stacy Boegem, JD, Founder - The Happiness Agenda

Scott Love, CPC, Founder - The Attorney Search Group, Inc.

Recruiters face the highest highs and lowest lows ... often all before 11 am. The highs are wonderful but the lows are sometimes dreadful. And let’s face it, nobody likes talking about deals falling apart. Recruiting can be tough at times whether its candidates going silent, turned down offers, or unexpected surprises (such as learning about the “other candidate” or “other recruiter” at the 11th hour). However, even during the lowest lows, it is important to keep the perspective that recruiters have the expertise and industry knowledge to positively impact the careers of many attorneys. This panel will discuss the setbacks, losses, and angst we all deal with, and will offer specific strategies to help accept, bounce back, and grow from unavoidable adversities.

12:30pm – 1:45pm

Luncheon on the Patio with Raffle

Raffle for Apple iPad Air 2 prize sponsored by [The Cluen Corporation](#)



Friday, March 18th

1:45pm – 2:30pm

“Somebody’s Watching: Nuts & Bolts of Cybersecurity ”

Sponsored by: [TFI Resources](#)

Speaker:

Alfred J. Saikali, Esq., Partner - Shook, Hardy & Bacon L.L.P.

As technology progresses at breakneck speed, we are constantly hearing phrases like “data breach,” “network intrusion,” “malware,” “hackers” and “super-viruses” on a frequent basis. Our speaker, who is an expert in the law and cybersecurity, will teach us the fundamentals of data privacy and data breaches. He will explain, in lay terms, that our own information and that of our clients and candidates is at risk, 24 hour per day, 365 days per year. As recruiters, we need to know about this growing threat and how to proactively reduce the chances of being harmed so we can better be prepared for 2016 and beyond.

2:30pm – 2:45pm

Coffee Break – Please visit Sponsor Tables, Sponsor Spotlight, Silent Auction and Coffee Station

Sponsored by: [LegallyLooking.com](#)

2:45pm – 3:45pm

“Recruiting the Millennial Candidate: Millennial-Friendly Approaches”

Sponsored by: [Kelley Drye & Warren LLP](#)

Speakers:

Stephanie Casker, Recruiting Administrator - Kelley Drye & Warren LLP

Marcelyn Cox, Esq., Assistant Dean for Career Development – University of Miami School of Law

Chelsea Leon, Business Operations Manager and Recruiter - Levitt & Associates, Inc.

Shannan K. Rahman, Esq., Managing Director - The Partners Group

Recruiting in our multi-generational workforce makes it crucial to understand how differently millennials learn and communicate from their counterparts. Learning “millennial-friendly” approaches is essential for success in our ever-changing recruiting arena. Our panel of experts will address this important subject from the law school, law firm and legal recruiting firm perspectives.

3:45pm – 4:15pm

Coffee Break/Silent Auction Checkout – Please visit Sponsor Tables, Sponsor Spotlight & Coffee Station

Sponsored by: [LegallyLooking.com](#)

4:15pm – 5:15pm

“Websites: The Good, The Bad and The Ugly ”

Sponsored by: [Kirkland & Ellis LLP](#)

Speakers:

Aleksandar “Sasha” Jovicic, CEO - Executive Digital LLC

Rosy Lopez, Founder & CEO - Rosy Strategies

Warren Smith, LLB., Managing Partner – The Counsel Network-Canada

Kenneth E. Young, Esq., Principal - Young Mayden, LLC

As a follow-up to Ross Fishman’s outstanding Keynote presentation from 2015, this panel will delve into how two recruiters updated their websites to convey their optimal branding messages. In addition, our experts will share key marketing tactics as well as the technical necessities for updating your website on a timely and cost-effective basis.

6:00pm – 7:00pm

Gala Cocktail Reception on the Sunrise Rotunda

Sponsored by: [Kelley Drye & Warren LLP](#)

Join our group for a wonderful evening of good cheer and sparkling refreshments with a panoramic view.

7:00pm - 9:00pm

Gala Dinner on the Sunrise Balcony

Sponsored by: [ALM & lawjobs.com](#)

Nothing could be more enjoyable than an ideal elegant outdoor setting and delicious dinner with friends.

Saturday, March 19th

8:30am – 11:00am

Breakfast & “Town Hall Meeting: An Informal Open Forum”

Town Hall Meeting Sponsored by: [Firm Prospects, LLC](#)



2016



ANNUAL CONFERENCE REGISTRATION FORM

March 17th – 19th (Begins Thu. 3pm; Farewell Sat. 11am)

Name (as you wish to appear on a name badge)

Firm Name

City, State

Email

Phone

Special Dietary Needs

First time attending a NALSC® event? (Yes / No)



505 North Fort Lauderdale Beach Boulevard
Fort Lauderdale, FL 33304

	BY 2/15/16	AFTER 2/15/16	TOTAL AMOUNT
FULL CONFERENCE (includes sessions, meals & receptions)			
Member Name: _____	\$799	\$899	
Additional Member Firm Attendees: _____ _____	\$749/pp	\$849/pp	
Non-Member Name: _____	\$1,099	\$1,199	
GUESTS			
Thurs Cocktail Reception Guest: _____	\$149	\$199	
Fri Gala Cocktails+Dinner Guest: _____	\$199	\$249	
TOTAL: \$			
Payment Information			
Type of Payment: () Check Enclosed () American Express () Master Card () Visa			
Credit Card Number _____ Exp. Date _____			
CSV# _____ (Security Code: 3 digits at end of Visa or MC number on back of card; or 4 digit number on front of Amex)			
Signature of Cardholder _____			

Travel / Hotel Info / Ground Transportation / Dress Code: Book plane and hotel reservations EARLY as our room block is limited. Room reservations may be made at our \$329/night rate by calling (800)-HILTONS and referencing 'NALSC ANNUAL CONFERENCE' (group code NAL) or online via http://www.hilton.com/en/hi/groups/personalized/F/FLFHH-NAL-20160316/index.html?WT.mc_id=POG. Standard taxi fare is approximately \$20-\$25, and a 15 minute ride from Ft. Lauderdale-Hollywood International Airport (FLL) to the hotel. Casual business attire is requested.

Attendees must endeavor to (1) preserve the public's respect & confidence in NALSC® and its members; (2) promote personal integrity, honesty, & responsibility in all conduct & dealings as an attendee; (3) provide an environment of mutual respect among all recruiting professionals; & (4) refrain from behavior or conduct that would be deemed disruptive, harassing or offensive to any attendee during any official NALSC® function, meeting or seminar.

Important- Please Read: Waiver & Disclaimer

NALSC® assumes no liability for loss or damage to property, financial or bodily injury, death, or any other negative consequence that may result, directly or indirectly, from anyone's attendance at, or participation in, the NALSC® 2016 Annual Conference. In return for the right to attend the NALSC® 2016 Annual Conference, registrants and attendees waive all claims they may ever have against NALSC®, and its officers, directors, employees and agents, asserting any liability relating to the NALSC® 2016 Annual Conference.

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