



NALSC® 2018 Annual Conference

Thursday, April 12th - Saturday, April 14th
J.W. Marriott Austin



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2018 ANNUAL CONFERENCE



A LETTER FROM YOUR NALSC® PRESIDENT KEN YOUNG:

Dear NALSC® Members,

We are very excited to travel to Austin, Texas where the climate, location and eclectic music scene are truly exceptional. You won't want to miss this rare opportunity to receive great industry-specific content and hands-on, practical training as well as fantastic networking opportunities with some of the top recruiting professionals in North America while enjoying this beautiful downtown venue. Austin 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 capitol building, dining/entertainment district, Lady Bird Lake and varied Texas attractions.

Join colleagues and friends for an exciting three-day program featuring many of your requested topics. The powerful presentations and interactive discussion sessions will provide practical solutions for strengthening your recruiting business. Launching our Conference, recruiting colleagues will delve into Marketing Methods via an engaging live audience poll. Completing the afternoon, we will engage in recruiting conversations at our collaborative Roundtables. Friday sessions will cover critical topics such as the Code of Ethics/Sensitive Situations; "Everyone is in Sales -Building a Sales Culture! Every Conversation is a Selling Moment;" Headhunter's Guide to Law Firm Economics; How Will the New Tax Legislation Affect our Businesses?; Networking vs. Owners' Breakouts; and Employment Law Update (including prohibitions on salary discussions and more). Finally, Saturday's spirited Town Hall Meeting will provide legal recruiters with an opportunity to raise general questions and issues of concern. Overall, our program will inspire and energize you with a versatile range of topics appealing to both veteran and new recruiters.

Relax with friends and colleagues at our Sunset Cocktail Reception on a beautiful rooftop poolside terrace; get your game on with poker, blackjack, craps and roulette in the Hospitality Suite; enjoy a Friday Luncheon with an exciting door prize drawing; shop at our Silent Auction; toast to a memorable event over Friday Cocktails at Austin's notable Corner Restaurant and savor splendid fare during the Gala Dinner at Osteria Pronto Bella Vista. Enjoy mingling with our sponsors and vendors, catching up with fellow recruiters and meeting our newest members. This is a Conference you won't want to miss.

I would like to thank the Board of Directors as well as Headquarters who all have worked tirelessly to produce a fantastic Conference. Thanks also to our sponsors for their generous and continued support, and 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, entertaining, and relaxing! We expect it will be a great success.

All the best,

Ken Young

Kenneth E. Young, Esq., 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 J.W. Marriott Austin featuring a premier location, unmatched service, and top notch amenities; plus receptions outdoors in the warm climate and in the heart of the dining and entertainment district. Attendees will learn, train, share, network, conduct business and renew their energy and spirit. As the following pages outline, NALSC® 2018 in Austin will showcase the best of NALSC® and the legal placement industry.

Thursday, April 12th

2:00pm – 3:00pm REGISTRATION AND INFORMATION

3:00pm – 3:15pm PRESIDENT'S WELCOME / WHAT'S NEW ON THE HORIZON FOR RECRUITERS
Kenneth E. Young, Esq., NALSC President and Principal - Young Mayden, LLC

3:15pm – 4:15pm OPENING SESSION: MARKETING METHODS LIVE POLL
Sponsored by: **Greenberg Traurig LLP**

Panelists:

Cheryl Brown, Esq., Managing Director - Wegman Partners
Barbara Mayden, Esq., Principal - Young Mayden, LLC
Jason J. Yuen, Esq., Founder - Yuen Partners, LLC

We will launch the Conference with an interactive and lively session on marketing methods. Do we cold call, conduct email blasts, use social media, visit/call on law firms, host events? What works and what doesn't? Can most marketing be done with a phone or with a laptop, or ultimately are personal meetings and relationships more effective? Instant polling with live audience participation will add an engaging element to this interesting and relevant recruiting topic.

4:15pm – 4:30pm COFFEE BREAK – Please visit Sponsor Tables, Silent Auction and Coffee Station
Sponsored by: **LegallyLooking.com**

4:30pm – 5:45pm INTERACTIVE ROUNDTABLE DISCUSSIONS: LEARNING FROM YOUR COLLEAGUES AND CLIENTS

Sponsored by: **Akerman LLP; Bilzin Sumberg Baena Price & Axelrod LLP; Cadwalader, Wickersham & Taft LLP; Crowell & Moring 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.; Nixon Peabody LLP; Orrick, Herrington & Sutcliffe LLP; Reed Smith LLP; Seyfarth Shaw LLP; Shearman & Sterling LLP; Vedder Price P.C.; White & Case LLP; and Wilson Sonsini Goodrich & Rosati**

Recruiters and experts from around the country will lead discussions on a variety of topics. The two kinds of roundtables will be recruiter-led tables and law firm client-led tables. For recruiter-led tables, topics are currently scheduled to include: "What to Ask Your Partner Candidates;" "Working with Law Firm Consultants-on Mergers or Otherwise;" "Landing In-house Searches;" "Understanding the Millennial Associate" and "Modern Resources for the Modern Legal Recruiter." For each of the four law firm client-led tables, the topic is currently scheduled to include "Ask the Firms Your Burning Questions." There will be two rotations so attendees may attend two topics.

6:00pm – 8:00pm SUNSET COCKTAIL RECEPTION ON THE ROOFTOP POOLSIDE TERRACE
Sponsored by: **ALM & lawjobs.com**

Mingle with your peers on the warm outdoor rooftop terrace over a relaxing cocktail, delicious hors d'oeuvres and fantastic views of Lady Bird Lake and the State Capitol.

8:00pm - 10:00pm GAME NIGHT AND HOSPITALITY SUITE
Sponsored by: **Leopard Solutions**

Get your game on with exciting poker, blackjack, craps and roulette! This will be a fun, lively and entertaining end to the first day of our Conference.



2018 ANNUAL CONFERENCE

Friday, April 13th

8:00am – 9:00am BREAKFAST AND BUSINESS MEETING

9:00am – 10:00am CODE OF ETHICS / SENSITIVE SITUATIONS sponsored by: **Above The Law**

Moderator: Dan Binstock, Esq., NALSC Chair of Ethics and Partner-Garrison & Sisson

Panelists:

Jennifer Carrión, Legal Recruiting Mgr - Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, P.C.

Corin Lindsley, Esq., Managing Director - ELR Legal Search LLC

Patrick Moya, President - Quaero Group

Our Chair of Ethics will summarize the most frequently relied on provisions of the NALSC Code of Ethics®. Panelists will then present real-life recruiter dilemmas in a “what would you do” format. Speaking as legal recruiters & law firm professionals, panelists will ask for audience suggestions/viewpoints and offer ultimate decisions that were made. This highly interactive program will provide an opportunity for engaging discourse, sharing of best practices, and practical strategies you can apply to your day-to-day practice.

10:00am – 10:15am COFFEE BREAK – Please visit Sponsor Tables, Silent Auction and Coffee Station
Sponsored by: **LegallyLooking.com**

10:15am – 11:30am KEYNOTE “EVERYONE’S IN SALES - BUILDING A SALES CULTURE! EVERY CONVERSATION IS A SELLING MOMENT” sponsored by: **Kelley Drye & Warren LLP**

Keynote Speaker: Todd Cohen, CSP, Principal - Sales Leader LLC

Make more placements and increase your bottom line by building a thriving sales culture. This highly engaging keynote and workshop combination is based on *Everyone’s in Sales*, the first book dedicated to building a sales culture written by speaker and author Todd Cohen. With humor, vulnerability, and personal stories, Todd smashes the negative stereotype of sales and demonstrates that “every conversation is a selling moment!” This timely and motivational message creates the mindset that everyone “sells” by doing what they do so well each day and with every conversation and interaction. By providing actionable business creation tools, Todd will show each attendee how they can individually impact both a client’s and a candidate’s decision to say “yes.”

11:30am – 11:45am COFFEE BREAK – Please visit Sponsor Tables, Silent Auction and Coffee Station
Sponsored by: **LegallyLooking.com**

11:45am – 12:45pm HEADHUNTER’S GUIDE TO LAW FIRM ECONOMICS IN 2018 sponsored by: **Kortivity**

Moderator: Nicholas Rumin, Esq., Founder - Rumin Search Consulting LLC

Speaker: Gary Wingens, Esq., Chairman & Managing Partner - Lowenstein Sandler LLP

Profits per partner, realization rates, equity shareholders, capital contributions, draws and compensation models are all part of the law firm economic lexicon. It is universally agreed that if you don’t understand the ins and outs of how a law firm works, it is much more difficult to be a successful recruiter. Back by popular demand, our esteemed speaker will delve into the mechanics of law firm operations, finances and profitability.

12:45pm – 2:00pm LUNCHEON / APPLE IPAD PRO DOOR PRIZE sponsored by: **The Cluen Corporation**

2:00pm – 2:45pm HOW WILL THE NEW TAX REFORM LEGISLATION AFFECT OUR BUSINESSES?
Sponsored by: **Evergreen Contract Resources**

Speaker: Patrick L. O’Daniel, Esq., Partner - Norton Rose Fulbright LLP

Learn the basics of the new significant tax reform legislation recently passed by Congress for 2018. How will it affect different entities in general? How will it impact companies vs. individuals? What are the parameters of the provision aimed at small businesses? Become informed so that you can meet with your own tax professional & plan accordingly.

Friday, April 13th

- 2:45pm – 3:00pm COFFEE BREAK – Please visit Sponsor Tables, Silent Auction and Coffee Station
Sponsored by: LegallyLooking.com
- 3:00pm – 4:15pm BREAKOUT SESSIONS
- SPEED SHARING / NETWORKING SKILLS** sponsored by: Kirkland & Ellis LLP
Speaker: *Todd Cohen, CSP, Principal - Sales Leader LLC*
- A session for attendees who want to meet fellow colleagues from across the nation in brief face-to-face interactions for the purpose of networking and conferring on best recruiting practices. The object is to be memorable and resonate so you are top of mind for referrals and network building! Share your name, company, business model, location, recruiting expertise, and more. Similar to speed dating, attendees will switch chairs in order to maximize the number of business introductions. Speaker Todd Cohen will facilitate the session teaching effective networking skills in conjunction with the speed sharing activity.
- FOR OWNERS ONLY–WHAT WORKS AND WHAT DOESN'T?** sponsored by: Invenias
Speakers: *David S. Garber, Esq., President - Princeton Legal Search Group, LLC and Kenneth E. Young, Esq., Principal - Young Mayden, LLC*
- Search firm owners can share best practices about running a successful search business. Topics will include a discussion of how different firms are structured (e.g. Are there dedicated business development and marketing roles? Does the company structure include researchers, cold callers, support staff?); recruiting and retention of recruiters; compensation models; training of recruiters; and best resources (e.g. web designers, freelancers, contact management systems, etc.).
- 4:15pm – 4:30pm COFFEE BREAK/SILENT AUCTION CHECKOUT- Please visit Sponsors & Coffee Station
Sponsored by: LegallyLooking.com
- 4:30pm – 5:30pm EMPLOYMENT LAW UPDATE sponsored by: Firm Prospects
Moderator: *Jane Pollard, Esq., Principal - Momentum Search Partners*
Panelists:
Allison Bowers, Esq., Co-founder - Hutcheson | Bowers LLLP
Christopher D. Durham, Esq., Partner - Duane Morris LLP
Jerrold F. Goldberg, Esq., Shareholder - Greenberg Traurig, LLP
Peyton N. Smith, Esq., Partner - McGuireWoods LLP
- Employment laws are changing at a rapid pace and major developments are happening every year. This panel will explore some of the latest key trends regarding prohibitions on salary discussions now in effect in many states, the equal pay law, potential liability for failure to hire after a positive drug test, & making hiring decisions based on social media profiling. It will be timely, relevant and a must-attend session to help recruiters stay current in a constantly changing and challenging area of the law.
- 6:00pm – 7:00pm COCKTAIL RECEPTION AT THE CORNER RESTAURANT
Sponsored by: Kelley Drye & Warren LLP
- 7:00pm - 9:00pm GALA DINNER AT OSTERIA PRONTO BELLA VISTA
Sponsored by: ALM & lawjobs.com



Saturday, April 14th

- 8:30am – 11:00am BREAKFAST/TOWN HALL MEETING: AN OPEN FORUM FOR LEGAL RECRUITERS
- Farewell -

ANNUAL CONFERENCE REGISTRATION FORM

April 12th – 14th (Begins Thu. 3pm; Farewell Sat. 11am)



2018



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

Firm Name

City, State

Email

Phone

Special Dietary Needs

First time attending? (Y/N)

	BY 2/28/18	AFTER 2/28/18	TOTAL AMOUNT
FULL CONFERENCE (includes all sessions, meals & receptions)			
Member Name: _____	\$799	\$899	
Additional Member Firm Attendees: _____ _____ _____	\$749/pp	\$849/pp	
Non-Member Name: _____	\$1,099	\$1,199	
GUESTS (of attendees)			
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 _____			

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.

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® 2018 Annual Conference. In return for the right to attend the NALSC® 2018 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® 2018 Annual Conference.

Hotel Info / Ground Transportation / Dress Code: Book plane and hotel reservations EARLY as our room block is limited. Room reservations within the NALSC block may be made at the JW Marriott Austin for \$299/night. Simply book online via <https://aws.passkey.com/go/NALSC18> or call (844) 473-3959 and reference 'NALSC 2018 Annual Conference.' Standard taxi fare is approximately \$20 and a 20 minute ride from Austin-Bergstrom International Airport (AUS) to the hotel. Casual business attire is requested.

Please Mail, Email or FAX completed form:

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