



# NALSC® 2019 Annual Conference

Thursday, March 14<sup>th</sup> - Saturday, March 16<sup>th</sup>  
M Resort Spa Casino • Las Vegas



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# 2019 ANNUAL CONFERENCE

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## Thursday, March 14th

- 2:00pm – 3:00pm    **REGISTRATION AND INFORMATION**  
Totes sponsored by: **Above The Law**
- 3:00pm – 3:05pm    **PRESIDENT’S WELCOME** by *Dan Binstock, Esq., Partner - Garrison & Sisson, Inc.*
- 3:05pm – 4:30pm    **OPENING SESSION: APPLYING STRATEGIC & AMLAW DATA-DRIVEN TRENDS TO YOUR RECRUITING PRACTICE**  
Sponsored by: **Goulston & Storrs PC**  
*Speakers:*  
*Kent Zimmermann, Partner - Zeughauser Group*  
*Nicholas Bruch, Director & Principal Analyst - ALM Intelligence*
- We will launch the Conference with two sought-after speakers who will share their insights and sophisticated knowledge on legal market trends in the AmLaw and Global 100. Kent Zimmermann, who has handled numerous law firm combinations, will offer his wisdom on the current law firm market and how recruiters can benefit from his unique perspective. Kent will be followed by an encore program by Nicholas Bruch, who will summarize and update his past presentation on how recruiters can analyze and best apply AmLaw 100/200 data to their day-to-day recruiting practices.
- 4:30pm – 4:45pm    **COFFEE BREAK – Please visit Sponsor Tables, Silent Auction and Coffee Station**  
Sponsored by: **LegallyLooking.com**
- 4:45pm – 6:00pm    **CLIENT JOURNEY MAPPING INTERACTIVE WORKSHOP**  
*Speaker: Yolanda Cartusciello, Partner - PP&C Consulting, LLC*  
Sponsored by: **Akerman LLP; Bilzin Sumberg Baena Price & Axelrod LLP; Brown Rudnick 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.; Morrison & Foerster LLP; Nixon Peabody LLP; Orrick, Herrington & Sutcliffe LLP; Perkins Coie LLP; Reed Smith LLP; Seyfarth Shaw LLP; Shearman & Sterling LLP; Sheppard Mullin Richter & Hampton LLP; Vedder Price P.C.; White & Case LLP; and Wilson Sonsini Goodrich & Rosati**
- This highly interactive session provides a technique to help you better understand and align with your clients. When mapping out the journey of your clients’ experience with your organization from their point of view, you are immersed in thinking like the client and can develop improvements that originate organically. With Yolanda’s extensive background in consulting and law firm leadership roles, her strategies will resonate with legal search firms and law firm recruiting professionals.
- 6:00pm – 8:00pm    **SUNSET COCKTAIL RECEPTION ON LUX TERRACE WITH DAZZLING SKYLINE VIEW**  
Sponsored by: **ALM, lawjobs.com & ALM Intelligence Legal Compass**
- Mingle with your peers over a relaxing cocktail, delicious hors d’oeuvres, warm breezes and fantastic views of the Las Vegas skyline.
- 8:00pm - 10:00pm    **HOSPITALITY SUITE WITH ELVIS, MAGIC & PHOTO OPS**  
Sponsored by: **Leopard Solutions**
- Cocktails and fun will continue Vegas-style. Joining our group will be none other than Elvis and a roving magician! Also, a photo booth will allow for plenty of pictures. This will be a lively and entertaining end to the first day of our Conference.



# 2019 ANNUAL CONFERENCE

Friday, March 15th

- 8:00am – 9:00am **BREAKFAST AND BUSINESS MEETING**  
Breakfast sponsored by: **Kilpatrick Townsend & Stockton**
- 9:00am – 10:00am **ADVISING YOUR WOMEN CANDIDATES FOR OPTIMAL SUCCESS**  
Sponsored by: **Greenberg Traurig, LLP**  
*Moderator: Karen Kaplowitz, Esq., Founder - New Ellis Group*  
*Panelists:*  
*Rachel J. Anderson, Esq., General Counsel, Office of the Attorney General, and Professor of Law (on leave), William S. Boyd School of Law*  
*Debra R. Bernard, Esq., Partner - Perkins Coie LLP*  
*Barbara Mayden, Esq., Principal - Young Mayden, LLC*  
*Michael Nguyen, Northern California Legal Recruitment Manager - Greenberg Traurig, LLP*
- How do you advise your women candidates so you make more placements and maximize their career trajectories? There may not be major differences in advising men and women candidates but addressing the nuances will increase your productivity. Panelists will discuss assessing the target firms' commitment to diversity, handling moves precipitated by improper conduct, disclosing pregnancy (or not), accurately presenting (and not under-selling) portable business, negotiating optimal compensation packages, and more.
- 10:00am – 10:15am **COFFEE BREAK – Please visit Sponsor Tables, Silent Auction and Coffee Station**  
Sponsored by: **LegallyLooking.com**
- 10:15am – 11:15am **KEYNOTE PRESENTATION** sponsored by: **Kelley Drye & Warren LLP**  
*Keynote Speaker: Cara Hale Alter, Founder & President - Speech Skills*
- To succeed in today's highly competitive legal recruiting field, being credible isn't enough. You need to look and sound the part. This program examines the power of the "subtextual" conversation—body language, vocal patterns, and mannerisms that can raise or lower one's status when working with candidates or clients. Based on 20 years of research, nonverbal communication expert Cara Hale Alter outlines explicit "codes of conduct" for projecting credibility, developing trust, and demonstrating strength and confidence in all of your face-to-face interactions. This seminar will teach you how to cultivate personal gravitas, recognize/prevent the "tells" of nervousness and intimidation, strike a balance between authority and approachability, exhibit composure under pressure, and avoid unintentional behaviors that may lower your status.
- 11:15am – 11:30am **COFFEE BREAK – Please visit Sponsor Tables, Silent Auction and Coffee Station**  
Sponsored by: **LegallyLooking.com**
- 11:30am – 12:30pm **BREAKOUT SESSIONS**
- FINANCIAL STRATEGIES FOR LEGAL RECRUITERS: PLANNING FOR UPS & DOWNS**  
Sponsored by: **Goodwin Procter LLP**  
*Moderator: Hristo (Chris) Sotirov, Financial Advisor - Edward Jones Investments*
- A certified financial advisor will address legal recruiters in commission-based businesses and discuss strategies on how to best handle inconsistent finances. The dialogue will focus on managing budgets, cash flow, and investment opportunities most appropriate for recruiters.
- BEST RECRUITING PRACTICES THAT ACTUALLY MAKE A DIFFERENCE**  
Sponsored by: **Invenias**  
*Moderator: Raphael Franze, Esq., Founder - LegalSummit Search Consultants, Inc.*
- In an interactive forum, attendees are invited to share best practices that make the biggest and most positive impacts in their day-to-day practice. A prize will be given to the person whose tip is voted the most useful.

## Friday, March 15th

12:30pm – 2:00pm LUNCHEON / APPLE IPAD PRO DOOR PRIZE sponsored by: **The Cluen Corporation**

2:00pm – 3:30pm TRICKY & DELICATE SITUATIONS / BEST HANDLING OF COMPLICATED SCENARIOS  
Sponsored by: **Firm Prospects** and **Kortivity**

*Moderator: Ross Weil, Partner - Walker Associates*

***Panelists:***

*Heather L. Cannady, Director of Legal Recruitment - Brown Rudnick LLP*

*Kathren Davis, Legal Recruiting Manager - Seyfarth Shaw LLP*

*Wade H. Hooper, Chief Strategic Growth Officer - Kilpatrick Townsend & Stockton LLP*

*Carryn Sheen, Director of Firmwide Lateral Partner Recruiting - Crowell & Moring LLP*

This panel will focus on complex and potentially tricky situations. Using real-world examples from law firms as a starting point, we will open up the floor to share various perspectives on how to best approach & handle the delicate situations with which we all struggle.

3:30pm – 3:45pm COFFEE BREAK/SILENT AUCTION CHECKOUT- Please visit Sponsors & Coffee Station  
Sponsored by: **LegallyLooking.com**

3:45pm – 5:00pm ATTORNEY MENTAL HEALTH IN RECRUITING  
Sponsored by: **Kirkland & Ellis LLP**

***Panelists:***

*Joseph E. Ankus, Esq., President - Ankus Consulting, Inc.*

*Brian Cuban, Esq., Best-selling author of The Addicted Lawyer & Shattered Image*

*Mark J. Neuberger, Esq., Of Counsel Labor & Employment Litigation - Foley Lardner, LLP*

This interactive panel will explore attorney mental health and our role as legal recruiters. Each speaker has a specific expertise in the area of mental health and will explain how recruiters can be a catalyst for starting the dialog on destigmatizing and addressing the myriad of mental health issues related to lawyers, law firms and the practice of law. Topics will include the laws around — and how to handle the growing number of situations with candidates that involve — mental health, addiction, anxiety, depression, eating disorders and substance use.

5:30pm – 6:30pm COCKTAIL RECEPTION AT VILLAGGIO DEL SOLE TERRACE  
Sponsored by: **Kelley Drye & Warren LLP**

Settle in to good cheer and breathtaking vistas as we wind down our Friday's program.

6:30pm - 8:30pm GALA DINNER AT ANTHONY'S PRIME STEAK AND SEAFOOD  
Sponsored by: **ALM, lawjobs.com & ALM Intelligence Legal Compass**

Revel in a refined and upscale environment for delicious, gourmet cuisine and good friends.



## Saturday, March 16th

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

- Farewell -

# ANNUAL CONFERENCE REGISTRATION FORM

March 14th–16th (Begins Thu. 3pm; Farewell Sat. 11am)



M Resort - Las Vegas  
12300 S Las Vegas Blvd, Henderson, NV 89044

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

Firm Name

City, State

Email

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Special Dietary Needs

First time attending? (Y/N)

	By 2/8/19	AFTER 2/8/19	TOTAL AMOUNT
<b>FULL CONFERENCE (includes all sessions, meals &amp; receptions)</b>			
Member Name: _____	\$799	\$899	
Additional Member Firm Attendees: _____ _____	\$749/pp	\$849/pp	
Non-Member Name: _____	\$1,099	\$1,199	
<b>GUESTS (of attendees)</b>			
Thurs Cocktail Reception Guest: _____	\$149	\$199	
Fri Gala Cocktails+Dinner Guest: _____	\$199	\$249	
<b>TOTAL: \$</b>			
<b>Payment Information</b>			
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® 2019 Annual Conference. In return for the right to attend the NALSC® 2019 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® 2019 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 M Resort for \$180/night + tax (resort fee is waived). Simply book online via <https://reservations.travelclick.com/99803?groupID=2262624> or call (866) 551-1540 or (702) 797-1998 and reference 'NALSC 2019 Annual Conference.' It is approximately a 15-minute ride from McCarran International Airport (LAS) to the hotel. Casual business attire is requested.

Please Mail, Email or FAX completed form:

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