



National Association of  
Legal Search Consultants

2020

NALSC®

# Annual Conference

*March 26 to March 28*

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**March 26, 2020**  
Event begins 3pm

**March 28, 2020**  
Event ends 11am

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**The Westin Nashville**  
807 Clark Pl  
Nashville, TN 37203

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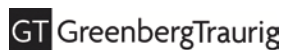
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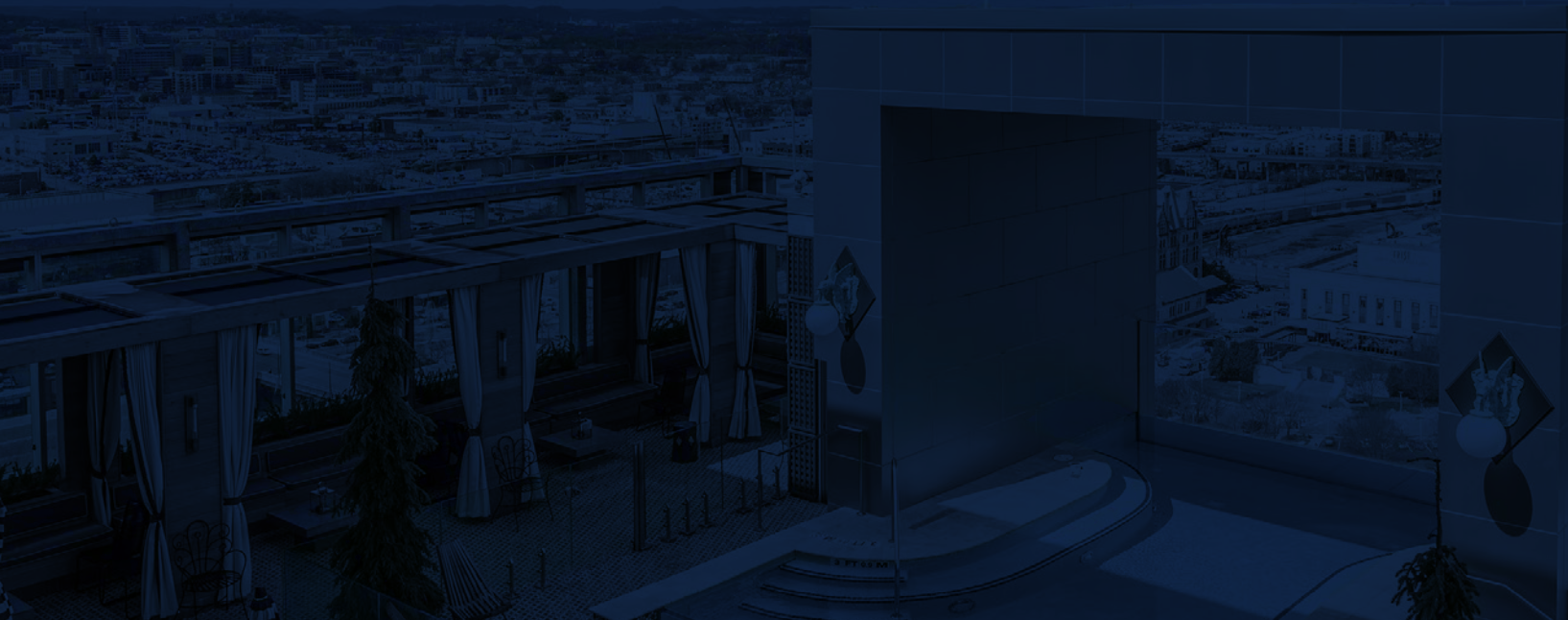
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# Annual Conference

THURSDAY  
MARCH 26

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2:00pm - 3:00pm

## Registration and Information

*Totes sponsored by Chambers | Associate*

3:00pm - 3:15pm

## President's Welcome

DAN BINSTOCK, ESQ. - NALSC PRESIDENT/PARTNER, GARRISON & SISSON, INC.

3:15pm - 4:00pm

## Opening Session: Recruiting and Retaining Diversity Candidates

ROBERT J. GREY, JR., ESQ., PRESIDENT - LEADERSHIP COUNCIL ON LEGAL DIVERSITY

Recruiting and retaining diversity candidates is critical to both search firms as well as law firms. This session will discuss how we can better recruit diversity candidates and assist our clients in diversity retention. Practical examples will be incorporated such as if a specific diversity candidate has used a recruiter in their job search and why it was successful (or not). For those on the law firm side, Mr. Grey will discuss firms that have successfully implemented broader criteria, diversified their sources, and the practical steps taken to accomplish these changes.

*Sponsored by Kirkland & Ellis LLP*

4:00pm - 4:15pm

## Coffee Break

*Please visit Sponsor Tables, Silent Auction and Coffee Station | Sponsored by LegallyLooking.com*

4:15pm - 5:30pm

## Interactive Roundtable Discussions

Roundtable topics are currently scheduled to include: Ethics Relating to Recruiting; Blogging; Recent Legal Recruiting Cases; Emotional Intelligence; Recruiting in the Up and Down Market; #MeToo and Our Responsibility as Recruiters; Identifying a Niche/Specialty to Build Your Brand; and How You Can Promote a Firm to an Associate Based on their Perceived Priorities.

*Sponsored by Akerman LLP; Baker McKenzie; Bilzin Sumberg Baena Price & Axelrod LLP; Brown Rudnick LLP; Cadwalader, Wickersham & Taft LLP; Crowell & Moring LLP; Dechert LLP; Duane Morris LLP; Dykema Gossett PLLC; Gibson Dunn & Crutcher LLP; Hogan Lovells LLP; K&L Gates LLP; Loeb & Loeb LLP; Lowenstein Sandler LLP; Michelman & Robinson, LLP; Morrison & Foerster LLP; Nixon Peabody LLP; Orrick, Herrington & Sutcliffe LLP; Perkins Coie LLP; Pillsbury Winthrop Shaw Pittman LLP; Reed Smith LLP; Sheppard Mullin Richter & Hampton LLP; Stroock & Stroock & Lavan LLP; White & Case LLP; and Wilson Sonsini Goodrich & Rosati*

5:30pm - 7:30pm

## Cocktail Reception on the Rooftop Lounge

Mingle with your peers over a relaxing cocktail, delicious hors d'oeuvres, warm breezes and fantastic views of downtown Nashville.

*Sponsored by ALM, lawjobs.com, and ALM Intelligence Legal Compass*

7:30pm - 9:30pm

## Hospitality Suite with Brass Trio, Line Dancing, and Photo Ops

Cocktails and fun will continue Nashville-style! A brass trio and line dancing will set the honky-tonk vibe. 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.

*Sponsored by: Leopard Solutions*

FRIDAY  
MARCH 27

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8:00am - 9:00am

## Breakfast and Business Meeting

*Breakfast sponsored by Kilpatrick Townsend & Stockton LLP*

9:00am - 9:45am

**Trending: New Practice Areas and Salary Ban Updates**

BARBARA A. JONES, ESQ., PARTNER AND CO-CHAIR OF THE FIRM'S INTERDISCIPLINARY BLOCKCHAIN & CRYPTOCURRENCY PRACTICE GROUP - GREENBERG TRAUIG, LLP  
 H. MARK LYON, ESQ., PARTNER AND CHAIR OF THE FIRM'S ARTIFICIAL INTELLIGENCE AND AUTOMATED SYSTEMS PRACTICE GROUP - GIBSON, DUNN & CRUTCHER LLP  
 SPEAKER ON SALARY BAN LAW - TBD

It is crucial for our recruiting community to keep pace with the rapidly changing legal landscape. This session will explore what is trending in the legal market, particularly new practice areas Artificial Intelligence, Blockchain and Cryptocurrency, as well as salary ban law updates. Panelists will discuss the behind-the-scenes process such as how firms create a new practice group, what goes into it, who leads it, how do firms staff them, do firms retrain lawyers from within, and how recruiters can play a role in this process (both externally and internally). This panel will also provide an update on how salary ban law has evolved, what states are included, and more murky situations (i.e. if a candidate volunteers salary information, recruiters make interstate placements, etc.).

*Sponsored by Greenberg Traurig, LLP and Seyfarth Shaw LLP*

9:45am - 10:00am

**Coffee Break**

*Please visit Sponsor Tables, Silent Auction and Coffee Station | Sponsored by LegallyLooking.com*

10:00am - 11:00am

**Switching Sides: Lessons Learned on Recruiting, Marketing, and Time Management**

**MODERATOR:** EVAN ANDERSON, FOUNDER AND CEO - PLACED  
**SPEAKERS:** ABBE MALD BUNT, PRESIDENT - BUNT LEGAL SEARCH  
 KAREN KUPETZ, ESQ., SENIOR DIRECTOR OF LEGAL RECRUITING - GOULSTON & STORRS PC  
 MELISSA PETERS, ESQ., SENIOR MANAGER OF LATERAL RECRUITING - K&L GATES LLP

This session will feature former law firm recruiting professionals who switched to become legal recruiters as well as former legal recruiters who are now working on the law firm side. The conversation will focus on unique insights they have gleaned, what they wish their former "recruiting self" had the benefit of knowing from the other side, and how you can learn from these lessons. Topics will include better understanding what is on each others' plates, what types of marketing strategies actually work when developing clients, and optimizing recruiting efforts.

*Sponsored by Goulston & Storrs PC*

11:00am - 11:15am

**Coffee Break**

*Please visit Sponsor Tables, Silent Auction and Coffee Station | Sponsored by LegallyLooking.com*

11:15am - 12:15pm

**Concurrent Breakout Sessions:****For Legal Search Firm Recruiters Only: Legal Recruiting Horror Stories, Ghosting, Due Diligence and Constructive Take-aways**

**MODERATOR:** JOELLE SCHULZE, J.D., PRINCIPAL - HR LEGAL SEARCH, LLC

In this interactive breakout session, attendees will share recruiting horror stories and important lessons learned. NALSC will give a prize for the best (or worst) story. We will also discuss handling challenging issues such as "ghosting" (when law firms or candidates go silent), how to appropriately follow up without being annoying, and how to find out the real reason candidates or firms may be avoiding you. This topic will segue into candidate diligence strategies and how to avoid horror stories in your own business.

*Sponsored by Firm Prospects*

**For Law Firm Recruiting Professionals Only: How to Become More Invaluable to Your Partners**

**MODERATORS:** ROSEMARY ANDRESS-SANBORN, LATERAL PARTNER RECRUITING MANAGER - CROWELL & MORING LLP  
 KATHREN A. DAVIS, REGIONAL SENIOR LEGAL RECRUITING MANAGER WEST COAST - SEYFARTH SHAW LLP  
 SHANNON DAVIS, DIRECTOR OF LEGAL RECRUITING - MINTZ, LEVIN, COHN, FERRIS, GLOVSKY AND POPEO, P.C.  
 KATIE LOPER, ATTORNEY RECRUITING MANAGER - KILPATRICK TOWNSEND & STOCKTON LLP  
 MICHAEL NGUYEN, DIRECTOR, TALENT ACQUISITION - GREENBERG TRAUIG, LLP  
 ABIGAIL RADDATZ, ESQ., DIRECTOR OF ATTORNEY RECRUITING AND DEVELOPMENT - SNELL & WILMER LLP

In this interactive breakout session, attendees will explore proven techniques to serve as a consultant/advisor to your partners in the recruiting process for top talent. Transition from being "very helpful" to being "absolutely essential." Topics will include establishing recruiting timetables, accountability models, and communication strategies to bridge the gaps between candidates, recruiters, and the hiring committee.

*Sponsored by Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C*

12:15pm - 1:30pm

**Luncheon** *Apple iPad Pro Door Prize sponsored by The Cluen Corporation*

1:30pm - 2:45pm

**Keynote - Game of Phones: Build Better Rapport and Make Better Placements****KEYNOTE SPEAKER:** STEVE HUGHES, CSP - HIT YOUR STRIDE, LLC

In today's fast-paced 24/7 world of legal recruitment, it's more important than ever to build instant rapport and connect with people (especially on the phone). Game of Phones is an interactive keynote that draws on the latest scientific research and real-world examples to help you be more influential and make better first impressions in a more powerful way. You'll walk away with practical insights you can use right away in your practice, whether on the search firm or law firm side.

*Sponsored by Kelley Drye & Warren LLP*

2:45pm - 3:00pm

**Coffee Break***Please visit Sponsor Tables, Silent Auction and Coffee Station | Sponsored by LegallyLooking.com*

3:00pm - 4:15pm

**LPQ's and the New ABA Opinion on the Process Surrounding Lateral Moves****MODERATOR:** BARBARA MAYDEN, ESQ., PRINCIPAL - YOUNG MAYDEN

**SPEAKERS:** TIMOTHY M. LUPINACCI, ESQ., CHAIRMAN AND CEO - BAKER, DONELSON, BEARMAN, CALDWELL & BERKOWITZ, PC  
ROBERT V. SARTIN, ESQ., CHAIRMAN - FROST BROWN TODD LLC  
ROGER D. WYLIE, ESQ., FIRM MANAGING PARTNER - KILPATRICK TOWNSEND & STOCKTON LLP  
TINA B. SOLIS, ESQ., PARTNER - NIXON PEABODY, LLP  
CHRISTINA E. KUROW, ESQ. - NIXON PEABODY, LLP

An essential element of hiring is the Lateral Partner Questionnaire (LPQ). During this session, experts Timothy Lupinacci, Robert Sartin, and Roger Wylie will discuss how recruiters can best assist candidates to complete LPQ's, dealing with unclear/overly broad language, how recruiters can help law firms with the LPQ process, and how law firms can help recruiters as well. In addition, veteran legal recruiter Barbara Mayden will elaborate on the Lateral Firm Questionnaire (LFQ) and how candidates can incorporate it into the process. Lastly, advisors Tina Solis and Christina Kurow will explain the new ABA opinion on the process surrounding lateral moves- a topic both timely and critical to our legal recruiting industry.

*Sponsored by Cozen O'Connor P.C.*

4:15pm - 4:30pm

**Coffee Break***Please visit Sponsor Tables, Silent Auction Checkout, and Coffee Station | Sponsored by LegallyLooking.com*

4:30pm - 5:15pm

**Recruiter Role Play with Real Time Audience Q&A****MODERATOR:** DAVID S. GARBER, ESQ., PRESIDENT - PRINCETON LEGAL SEARCH GROUP, LLC.**Q&A FACILITATOR:** DAN BINSTOCK, ESQ., PARTNER - GARRISON & SISSON, INC.*ROLE PLAYERS WILL INCLUDE YOUR RECRUITING COLLEAGUES AND LEADERS FROM THE LEGAL COMMUNITY.*

How do top recruiters evaluate talent and consistently work with the best candidates? How do the most successful recruiters truly understand and trust their candidates? Do you have a proven method for preparing candidates for interviews? Do your candidates consistently shine and hit it out of the park when they interview with your clients? Do you ever wonder how top performers in the legal recruiting industry routinely close a high percentage of deals? In this session, experienced recruiters will role play three scenarios followed by interactive audience Q&A. Scenarios will include a recruiter evaluating a candidate; preparation of a candidate for a critical interview; and negotiating an offer and securing an acceptance.

*Sponsored by Goodwin Procter LLP*

5:30pm - 6:30pm

**Gala Cocktail Reception**

Settle in to good cheer as we wind down our Friday's program in the elegant Vanderbilt Lobby.

*Sponsored by Kelley Drye & Warren LLP*

7:00pm - 9:00pm

**Gala Dinner at the M. Restaurant and Bar**

Revel in an upscale environment for award-winning gourmet Southern fare with good friends.

*Sponsored by ALM, lawjobs.com, and ALM Intelligence Legal Compass*SATURDAY  
MARCH 28

8:30am - 11:00am

**Breakfast and Town Hall Meeting Featuring "Recruiting Cases in the News"****MODERATORS:** VALERIE FONTAINE, ESQ. - SELTZERFONTAINE; KENNETH E. YOUNG, ESQ., PRINCIPAL - YOUNG MAYDEN



**2020 ANNUAL CONFERENCE REGISTRATION FORM**  
**March 26th–28th** (*Begins Thu. 3pm; Farewell Sat. 11am*)  
**Westin Nashville** (*807 Clark Place, Nashville, TN*)

Name (as you wish to appear on a name badge) \_\_\_\_\_ Firm Name \_\_\_\_\_ City, State \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Special Dietary Needs \_\_\_\_\_ First time attending? (Y/N) \_\_\_\_\_

In order to register for this event, please check one of the following boxes that applies:

Search Firm       Law Firm       Sponsor with products or services created for legal search firms

	<b>BY 2/7/20</b>	<b>AFTER 2/7/20</b>	<b>TOTAL AMOUNT</b>
<b>FULL CONFERENCE</b> ( <i>includes all sessions, meals &amp; receptions</i> )			
Member Name: _____	\$799	\$899	
Additional Member Firm Attendees: _____ _____	\$749/pp	\$849/pp	
Non-Member Name: _____	\$1,099	\$1,199	
<b>GUESTS</b> ( <i>of attendees</i> )			
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# _____ ( <i>Security Code: 3 digits at end of Visa or MC number on back of card; or 4 digit number on front of Amex</i> )			
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.*

**New Non-Member Attendee Policy:** Non-member search firms and non-member law firms who [1] have not attended any of the past six NALSC events, or [2] work at a company or law firm who has not had anyone attend any of the past six NALSC events are welcome to register as part of NALSC's new "first-time/one-time" non-member attendee policy. However, if you join NALSC or become a qualifying sponsor within 60 days after an event, you will be credited the difference between the member & non-member registration fee(s) towards your membership and/or sponsorship.

**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® 2020 Annual Conference. In return for the right to attend the NALSC® 2020 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® 2020 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 Westin Nashville for \$295/night + tax. Simply book online via <https://book.passkey.com/event/49970911/owner/14419593/home> or call (855) 214-4563 or (615) 248-2800 and reference 'NALSC 2020 Annual Conference.' It is approximately a 20-minute ride from Nashville International Airport (BNA) to the hotel. Casual business attire is requested.

**Please Mail, Email or FAX completed form:**

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