

# NALSC 2021 Virtual Fall Symposium



**IMPORTANT UPDATE:** This program has been changed to be fully virtual (via Whova). Unfortunately, due to the spike in the COVID Delta variant, NALSC is no longer offering an in-person Cocktail reception or option to watch streamed sessions gathered together. We thank Seyfarth Shaw LLP for generously offering to host NALSC, but have made the difficult decision to cancel in-person activities for this event.

## THURSDAY OCTOBER 21 (DAY 1 OF 2)

---

11am–12:00pm ET **Exhibitor Booths Open Early**

12:00–12:15pm ET **Welcome, Door Prize Drawing, and Fellowship**

*Door Prize Drawing of two Apple Airpod Pro's Sponsored by The Cluen Corporation  
Marina Sirras Fellowship Presentation Sponsored by Perkins Coie LLP and NALSC*

12:15–12:55pm ET **Opener: Navigating Your Personal Brand Growth And Leadership Trajectory In the Hybrid Landscape**

Paula T. Edgar, Esq. – CEO of PGE Consulting Group LLC

Your personal brand is the representation of you as a professional- your skills, experiences and how you package them and present them to colleagues & potential clients. Everyone has a brand- whether you think you do or not.

This interactive keynote presentation will explain the importance of focusing on your personal brand in order to develop as a leader and differentiate yourself from others in your field. The presentation will also offer valuable insight on how to leverage your individual characteristics and networks both virtually and in-person for career success as a legal search consultant!

*Sponsored by Leopard Solutions*

12:55–1:05pm ET **Visit Exhibitor Booths and Passport Contest**

1:05–1:45pm ET **The Conflicts Analysis Process and How to Avoid Common Pitfalls**

Moderator: Cheryl A. Brown, Esq. - Managing Director at Wegman Partners

Nicholas Abood, Esq. - Director, Business Intake and Conflicts at Goodwin Procter LLP

Ashley E. Hellinger, Esq. - Senior Conflicts and Business Intake Compliance Counsel at Duane Morris LLP

Richard Jackson, Esq. - Director of Conflicts, Lateral Intake Manager at Morrison & Foerster LLP

All recruiters should understand both ethical and business conflicts, as they affect associates and partners. Speakers can address what kind of client info they want from candidates up front (deal breakers) and what can wait until after the offer. This session will also feature waivers, Chinese Walls, and other strategies.

*Sponsored by Kirkland & Ellis LLP and Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.*

1:45–1:55pm ET **Visit Exhibitor Booths and Passport Contest**

1:55–2:35pm ET **Cold Feet: Why Candidates Stay/Accept Counter Offers, and Addressing this Earlier in the Process**

Moderator: Jennifer Gillman, Esq. - President of Gillman Strategic Group LLC

Rosemary Andress - Firmwide Lateral Partner Recruiting Manager at Crowell & Moring LLP

Kat Davis - Senior Manager of Lateral Partner Acquisition at Perkins Coie LLP

Liz Stone, Esq. - Founder of Stone Legal Search

This session will address candidates getting offers but deciding to stay put (with or without getting a counteroffer) from both the search firm and internal recruiter points of view. Topics will feature 'pain points' other than money as well.

*Sponsored by Chambers|Associate and Firm Prospects*

2:35–2:45pm ET **Visit Exhibitor Booths and Passport Contest**

2:45–3:30pm ET **The Pandemic- Now What? The New Normal from Traditional Law Firms**

Moderator: Nancy L. Newman, Esq. - Founder of Newman Hawkins Legal Search

Tracy M. Billows, Esq. – Chicago Office Managing Partner at Seyfarth Shaw LLP

Joshua M. Davis, Esq. – Director at Goulston & Storrs PC

Roger D. Wylie, Esq. – Firm Managing Partner at Kilpatrick Townsend & Stockton LLP

This is a hot topic. Moving forward, firms are pivoting and re-modeling their stance in order to best accommodate, retain and recruit attorneys. Speakers will enlighten us with their varying approaches to Return to Office policies and their new standards now and for the future.

*Sponsored by Kilpatrick Townsend & Stockton LLP, Goulston & Storrs PC and Seyfarth Shaw LLP*

3:30-4:30pm ET **Exhibitor Booths Remain Open**

## FRIDAY OCTOBER 22 (DAY 2 OF 2)

---

11am–12:00pm ET **Exhibitor Booths Open Early**

12:00–12:40pm ET **LinkedIn & Clubhouse for Recruiting, Networking, and Marketing**

Beth Granger - Beth Granger Consulting : Intrepid Social

LinkedIn can be used to network, market, and recruit- but are you missing features or techniques that can make it easier and more effective? Plus, what is this new platform called Clubhouse and how does it fit into your already busy day? You will leave this session with actionable insights to start using immediately on LinkedIn and an introduction to Clubhouse, so you know if it makes sense to add it to your strategy.

*Sponsored by Goodwin Procter LLP and Greenberg Traurig, LLP*

12:40–12:50pm ET **Visit Exhibitor Booths and Passport Contest**

12:50–1:50pm ET **Interactive Breakout Sessions** [Please Attend Two]

- **Understanding Partner Compensation** with Ariel D. Cudkowicz, Esq. – Partner at Seyfarth Shaw LLP  
For successful partner recruiting, it is helpful to gain an understanding of law firm economics and how and why various factors are considered and weighted such as origination credit. Definitions of the types of compensation and systems used will be discussed as well.
- **Recruiting Metrics for Search Firms** with Jon Bartos - President, Managing Dir at SearchPath Global/GPS  
Learn goals & metrics to measure success as well as sources for candidates, clients, and job orders.
- **Educational law firm-centric and recruiter-centric sessions presented by Leopard Solutions**  
Laura Leopard – Founder/CEO at Leopard Solutions & Phil Flora – VP, Sales & Marketing at Leopard Solutions
- **Educational sessions presented by ALM/lawjobs** with Adam Sklanka – Director of Sales at ALM Media, LLC
- **Writing a Business Plan** with Marie DeForest Garcia, Esq. – Partner at DeForest Koscelnik & Berardinelli  
Drafting and preparing business plans is an important step for career building as well as in legal recruiting.

*Interactive Breakout Sessions sponsored by Akerman LLP; Baker McKenzie; Bilzin Sumberg Baena Price & Axelrod LLP; Brown Rudnick LLP; Cadwalader, Wickersham & Taft LLP; Cozen O'Connor P.C.; Crowell & Moring LLP; Dechert LLP; Duane Morris LLP; Dykema Gossett PLLC; Gibson Dunn & Crutcher LLP; Hogan Lovells LLP; K&L Gates LLP; Kelley Drye & Warren LLP; Latham & Watkins, LLP; Loeb & Loeb LLP; Lowenstein Sandler LLP; McGuireWoods LLP; Michelman & Robinson, LLP; Morrison & Foerster LLP; Nixon Peabody LLP; Orrick, Herrington & Sutcliffe LLP; Pillsbury Winthrop Shaw Pittman LLP; Reed Smith LLP; Sheppard Mullin Richter & Hampton LLP; Stroock & Stroock & Lavan LLP; and Wilson Sonsini Goodrich & Rosati*

1:50–2:00pm ET **Visit Exhibitor Booths and Passport Contest**

2:00–2:40pm ET **Cultural Competency and Recognizing and Eliminating Bias in the Recruiting Space**

Genhi Givings Bailey, Esq. - Chief Diversity & Inclusion Officer at Perkins Coie LLP

*Sponsored by Chambers|Associate, Faegre Drinker Biddle & Reath LLP, and Leopard Solutions*

2:40–2:50pm ET **Visit Exhibitor Booths and Passport Contest**

2:50–3:30pm ET **Keynote - Getting Your Foot in the Door: Reach More Prospects More Easily Through Referrals and Other Proven Methods** by Bill Cates, CSP, CPAE - President of Referral Coach International and Author

Getting your foot in the door with new prospects is not getting easier. If your approach isn't highly relevant and compelling, you'll likely be ignored. In this high-content, high-energy session, you will discover the mindset needed to reach ideal clients; the fastest way to gain a prospect's attention; 5 ways to promote introductions to get them without asking; how to ask for introductions without pushing or begging; how to talk about what makes you different in that will get you noticed; and what some of your fellow NALSC members are doing to reach ideal prospects. This is an action-oriented session that should have an immediate impact on your ability to get your foot in the door and earn the right to a prospect's attention.

*Sponsored by Faegre Drinker Biddle & Reath LLP and Kilpatrick Townsend & Stockton LLP*

3:30–4:30pm ET **Virtual Networking Cocktail Reception**

*Sponsored by ALM, lawjobs & ALM Intelligence*

4:30pm ET **Farewell**