

# NALSC® 2023 Annual Conference

THURSDAY MARCH 30

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2:00-3:00pm CT **Registration** *Totes sponsored by Chambers; "Cool Tech Ideas" Whiteboard sponsored by Perkins Coie LLP*

3:00-3:45pm CT **Opening Session**

**"Your Story Changes Everything: Talking about Yourself for Meaningful Professional Relationships"**

**-If someone asked "Why should I trust you?", what would you say?**

[Chris Graham, LL.B.](#) - Founder of TellPeople

Stories about yourself—that demonstrate your values—are an effective way to establish trust and build meaningful relationships with clients and colleagues. (After all, people form relationships with you, not your work product.) These types of stories are especially helpful in developing recruiting relationships between consultants and their law firm clients; between consultants and potential candidates; and for candidates in presenting themselves to potential employers. But what can you say about yourself? How do you know which parts of your life are interesting? Is it OK to be funny? Should you be vulnerable? This session answers these questions using the same tools used by successful TEDx speakers.

Specific learning outcomes include understanding:

- How to identify stories that illustrate your values and help people recognize they share your values
- How to tell a good story about yourself, including how to create opportunities to share that story
- How to be funny and vulnerable
- How to coach colleagues, candidates and clients to develop and share their own meaningful stories

Professional speaker, attorney, and comedian Chris Graham will present an opportunity for participants to learn useful skills in a format that's engaging and fun. It will involve a mix of stories and case studies, relevant examples, simple exercises, coaching, and discussion. The goal is for participants to learn practical skills, practice what they've learned, and talk about what they've practiced. At the end of the Session, participants will have specific, functional tools they can use right away, and feel confident in their ability to develop trust and instill confidence when talking to any audience.

*Opening session sponsored by Faegre Drinker Biddle & Reath LLP*

3:45-4:00pm CT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Cozen O'Connor P.C and Greenberg Traurig, LLP*

4:00-4:45pm CT **"A Practice Group Leader's Perspective for Lateral Recruiting"**

Moderator: [Scott T. Love](#) – President of The Attorney Search Group

[Susan Raridon Lambreth](#) - Co-Founding Principal of LawVision

[Travis Parham, Esq.](#) - Partner at Waller Lansden Dortch & Davis, LLP

This session will feature an informal conversation on this important topic, and how it can help legal recruiters make better placements with long term mutual value. Scott Love will moderate the discussion with expert Susan Lambreth while practice group leader Travis Parham will add dimension and perspective.

*Sponsored by Troutman Pepper Hamilton Sanders LLP and Quarles & Brady LLP*

4:45-5:00pm CT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Cozen O'Connor P.C and Greenberg Traurig, LLP*

5:00-6:00pm CT **Interactive Roundtable Discussions** *(two rotations)*

Legal recruiting topics currently include: Growing a Legal Search Firm, Virtual Law Firm Recruiting, Tips for Tough Conversations, Professional Development for External Recruiters, Sticky Situations and the NALSC Code of Ethics®, Practicing Law Remotely and Ethically, Candidate or Law Firm: Who the Recruiter Represents Balancing Contract / Confidentiality / Ethical Considerations, Continuing the Conversation on Why Should I Trust You, Maximizing Transparency: Enhancing Communication Efforts Between Candidates and Firms, Optimal Communication Between Internal and External Recruiters, DEI and NALSC, LinkedIn and Recruiting, and more.

*Sponsored by Pirical*

6:00-8:00pm CT **Networking Rooftop Reception** *Sponsored by ALM, lawjobs.com, and ALM Intelligence*

8:00-10:00pm CT **Hospitality Suite with Line Dancing and Nashville Musical Entertainment** *Sponsored by Leopard Solutions*

## FRIDAY MARCH 31

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8:00-9:00am CT **Breakfast / Business Meeting** (all attendees welcome and encouraged to attend)

*Sponsored by Goodwin Procter LLP and Kirkland & Ellis LLP*

9:00-9:45am CT **"Successful Candidate Interviews"**

Moderator: [Cheryl A. Brown, Esq.](#) – Principal of The LOCH Group Legal Search

Panelists:

[Carol Crossdale, Esq.](#) – Founder of CrossdalePaul

[Pooja Krumenacker, Esq.](#) - Founder and CEO of Balanced Legal Solutions, Inc.

[Tedi Mason](#) - Director of Lateral Partner and Counsel Recruiting at Faegre Drinker Biddle & Reath LLP

[Joycelyn Stevenson, Esq.](#) – Nashville Office Managing Partner at Littler Mendelson, P.C.

From submission to interview process- how does each side prepare “their side” for these meetings. The external recruiter perspective includes a discussion and tips for pre-interview preparation, during the interview, and post-interview. The law firm perspective includes preparing the firm’s interviewers, tips for recruiters/candidates, evaluation/feedback after the interview, do’s/don’ts. The in-house perspective varies as well primarily with interview prep focusing on the company, its products, and nuts-and-bolts of the business. Specific topic will range from virtual vs in-person, one vs. multiple interviewers, law firm vs in-house prep, partner vs associate prep, what to share vs what not to share, etc. Finally, we will cap off this session with real-life interview stories.

*Sponsored by Firm Prospects*

9:45-10:00am CT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Cozen O’Connor P.C and Greenberg Traurig, LLP*

10:00-10:45am CT **"Partner & Associate Recruiting Timelines... What's the Other Side Doing?"**

Moderator: [Arthur Polott, Esq.](#) – Founder of Gateway Legal Placements

Panelists:

[Charles Robert Bone, Esq.](#) – Partner at SpencerFane LLP

[Melissa Peters, Esq.](#) – Founder of MP Legal Search

[Bahareh Samanian, Esq.](#) – Founder of Bahareh Legal LLC

[Joel Shulman, Esq.](#) – Regional Senior Legal Recruiting Manager at Seyfarth Shaw LLP

To continue the conversation- panelists will offer their perspectives as the moderator ping-pongs the conversation from after the interview process and through conflicts, soft offer, hard offer, negotiations, reference checks, background checks, and start date. What exactly does each side manage behind the scenes? For partners, we will also delve into the LPQ process (delays, definition of terms, what is “really” being asked, missing data, supplementing information, etc.).

*Sponsored by Rimon, PC and Seyfarth Shaw LLP*

10:45-11:00am CT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Cozen O’Connor P.C and Greenberg Traurig, LLP*

11:00-11:45am CT **Concurrent Breakout Sessions:**

**"Strategies for Associate Recruiting"**

[Alicia Vargas](#) - Founder of Vine Attorney Search

[Laura S. DeRise, Esq.](#) - Director of Attorney Recruiting at Bass, Berry & Sims PLC

**"Partner Recruiting in 2023 Including the U-LPQ"**

[Shannon Davis](#) - Chief Legal Recruiting and Integration Officer at Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, PC

[Mitchell Satalof](#) – President of Juris Placements, Inc. and President of NALSC

[Tina B. Solis, Esq.](#) – Partner at Nixon Peabody LLP

*Sponsored by Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, PC*

11:45a-1:00pm CT **Luncheon**

*Luncheon sponsored by Kilpatrick Townsend & Stockton LLP and Sterlington, PLLC*

*Door Prizes sponsored by The Cluen Corporation*

- 1:00-1:45pm CT **Keynote Presentation:**  
**“Gina Passarella Looks into her Crystal Ball: Trends on Movement, Economics, and More”**  
[Gina Passarella Cipriani](#) - Editor-in-Chief, Global Legal Brands at ALM Media, LLC  
*Keynote sponsored by Practus, LLP*
- 1:45-2:00pm CT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Cozen O’Connor P.C and Greenberg Traurig, LLP*
- 2:00-2:45pm CT **“Reimagining Your Traditional, Non-Traditional, and Digital Sourcing Techniques”**  
Introduction by: [Valerie Fontaine, Esq.](#) – SeltzerFontaine LLC  
Moderator: [Dan Binstock, Esq.](#) – Garrison & Sisson, Inc.  
  
Back by popular demand, Dan Binstock as “NALSC’s beloved Phil Donahue-esque audience runner,” will entice and incentivize the audience with a robust discussion about traditional and non-traditional sourcing techniques. Learn creative approaches that your colleagues have successfully implemented to source and message candidates. Also, harness the breadth, relevance and power of social platforms to attract, connect and engage clients and candidates by leveraging LinkedIn, videos, webinars and online tools.  
  
*Sponsored by Davis Wright Tremaine LLP and Offit Kurman*
- 2:45-3:00pm CT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Cozen O’Connor P.C and Greenberg Traurig, LLP*
- 3:00-3:45pm CT **“The Recruiter Angle – About Integration During the Recruiting Process”**  
Moderator: [Ross Weil](#) – Partner at Walker Associates  
Panelists:  
[Carmen Kelley](#) – Global Director Lateral Attorney Recruiting at Morrison & Foerster LLP  
[Karen Kupetz, Esq.](#) - Senior Director of Legal Recruiting at Goulston & Storrs PC  
[Jessica Munitz, Esq.](#) - Principal at Munitz Legal Search & Consulting LLC  
[Todd J. Rolapp, Esq.](#) – Managing Partner at Bass, Berry & Sims PLC  
  
This panel will delve into integration plans during the recruiting process. What are the best questions to ask about integration to help your candidate make the best decision? What is the search firm recruiter’s role before and during the integration process? How can search firms help make placements stick?  
  
*Sponsored by Goulston & Storrs PC and Morrison & Foerster LLP*
- 3:45-4:00pm CT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Cozen O’Connor P.C and Greenberg Traurig, LLP*
- 4:00-5:00pm CT **Interactive Roundtable Discussions: Skills-Based and Strategic Development/Tactical Topics** *(two rotations)*  
Skills-based and strategic development/tactical topics are currently scheduled to include: Cold Calling Strategies, Interview Prep Strategies, Pay Transparency/Why Should Compensation be a Secret?, Post Closing Follow-up Strategies, Candidate Presentation Strategies, Developing Search Narrative Strategies, Best Practices for Departing Attorneys, Post-pandemic Recruitment: Navigating Lateral Partners' Needs in a New World by Sterlington, and more. In other words, what we all do in the average day with candidates and employers, how we can all improve those skills by learning from each other.  
  
*Sponsored by Honorary Sponsors: Akerman LLP; Baker & Hostetler LLP; Bass, Berry & Sims PLC; Bilzin Sumberg Baena Price & Axelrod LLP; Cadwalader, Wickersham & Taft LLP; Cooley LLP; Crowell & Moring LLP; Dechert LLP; Duane Morris LLP; Gibson Dunn & Crutcher LLP; Herrick, Feinstein LLP; Hogan Lovells US LLP; Kelley Drye & Warren LLP; Latham & Watkins, LLP; Loeb & Loeb LLP; Lowenstein Sandler LLP; McCarter & English, LLP; Michelman & Robinson, LLP; Miles & Stockbridge P.C.; Moore & Van Allen PLLC; Nixon Peabody LLP; Orrick, Herrington & Sutcliffe LLP; Pillsbury Winthrop Shaw Pittman LLP; Reed Smith LLP; Rutan & Tucker, LLP; Stroock & Stroock & Lavan LLP; Wilson Sonsini Goodrich & Rosati*
- 6:00-7:00pm CT **Networking Reception and Tour of the Country Music Hall of Fame and Museum** *Sponsored by Chambers*
- 7:00-9:00pm CT **Gala Dinner at the Country Music Hall of Fame and Museum** *Sponsored by ALM, lawjobs.com & ALM Intelligence*

## SATURDAY APRIL 1

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- 8:30-11:00am CT **Breakfast Town Hall Meeting** *Sponsored by Brown Rudnick LLP*

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