

# NALSC® 2025 Fall Symposium

**THURSDAY SEPTEMBER 25**

**AT THE DENVER OFFICES OF POLSINELLI**

6:00-8:00pm MT **Welcome Networking Reception at Polsinelli**

*We greatly appreciate our esteemed host and sponsor Polsinelli.  
Also, a special thank you to Platinum sponsors ALM, LAWJOBS, and ALM Intelligence*

**FRIDAY SEPTEMBER 26**

**AT THE WESTIN DENVER DOWNTOWN**

8:00am MT **Continental Breakfast, Registration and Exhibitor Booths Open**

*Totes sponsored by Chambers  
Breakfast sponsored by Faegre Drinker Biddle & Reath LLP and Practus, LLP*

9:00-9:15am MT **Welcome by NALSC President [Melissa Peters, Esq.](#), Founder of MP Legal Search  
Welcome by Polsinelli**

9:15-10:00am MT **Opening Session: “What’s Happening? Legal Industry and Hiring Trends”**

Opening Speakers: [Patrick Fuller](#), Chief Strategist at ALM Intelligence and [Fiona S. Trevelyan, Esq.](#), President & CEO of the NALP Foundation

Fiona Trevelyan, President & CEO of the NALP Foundation, and Patrick Fuller, Chief Strategist at ALM Intelligence, set the stage by presenting up-to-the minute research on what’s going on in the legal industry along with law firm and in-house lateral lawyer movement.

*Opening Session sponsored by Greenberg Traurig LLP and Morrison & Foerster LLP and Offit Kurman, P.A.*

10:00-10:20am MT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Brown Rudnick LLP and Cozen O’Connor P.C.*

10:20-11:05am MT **“Building a Magnetic Personal Brand to Elevate Legal Recruiting Success”**

Speaker: [Kait LeDonne](#), Personal Branding Expert and Professional Speaker

Personal branding and LinkedIn expert Kait LeDonne delivers practical, real-world strategies to help legal recruiters stand out, work more efficiently, build stronger business relationships, and achieve better results. Kait brings a unique perspective with extensive experience in personal branding and familiarity with the legal industry through her comprehensive work with attorneys and recruiters.

*Sponsored by Pirical and Troutman Pepper Locke LLP*

11:05-11:25am MT **Coffee Break and Sponsor Tables** *Coffee break sponsored Davis Wright Tremaine LLP and Goodwin Procter LLP*

11:25-12:55pm MT **Concurrent Breakout/Roundtable Sessions** (two rotations so attendees can attend two topics)

**Breakouts** taking place concurrently with Interactive Roundtables:

• **“The Anatomy and Lifecycle of the Deal”**

Speakers: [Gary Miles](#), President and CEO at Miles Partner Placement; [Lisa M. Pilotto](#), Chief Recruiting Officer at Polsinelli

These experts reveal secrets from both sides of the table, specifically the strategy, process, timeline, and nuances of making the deal. Learn how to anticipate trouble spots and work around them, know what to do before even reaching out to a law firm/search firm; and understand your value and how to communicate it. Get the roadmap for building a strong search firm/law firm relationship of trust, teamwork, collaboration, cooperation, and transparency.

*Breakout session sponsored by Fennemore*

- **“The Job is Perfect! How do I Get Candidates to Respond?”**

Speaker: [Amy Goldstein, Esq.](#), Founder of Grayson Allen, Inc.

Veteran legal recruiter and lawyer career coach Amy Goldstein of Grayson Allen, Inc. discusses how to build credibility in the marketplace to help overcome the challenge of competing with the inundation of irrelevant messages, emails and texts we all receive every day. Plan on a collaborative conversation about best methods for outreach for hot, warm and cold contacts; messages that capture attention; and how and when to follow up—because it is rarely “one and done.” For search firms only.

*Breakout session sponsored by Firm Prospects*

- **“Group Interactive Discussion: Navigating Sticky Situations”**

Moderators: [Dan Binstock, Esq.](#), Partner/Co-Owner of Garrison Sisson and [Shannon Davis](#), Chief Legal Recruiting and Integration Officer of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.

Join us for a highly interactive session designed to tackle the real-world challenges legal recruiters face every day—where clear answers are often elusive. Facilitated by Dan Binstock and Shannon Davis, this dynamic discussion will invite high levels of audience participation in exploring complex scenarios, sharing suggested approaches, and developing best practices. Come prepared to engage, exchange ideas, and leave with practical insights you can apply immediately.

*Breakout session sponsored by Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.*

**Interactive Roundtables** taking place concurrently with Breakouts

- **Partnership Agreements and Their Role in Lateral Recruiting** – Moderated by [Tina B. Solis, Esq.](#) and [Christina E. Kurow, Esq.](#)  
Decoding, what should we look out for, what is and is not enforceable, how to advise our candidates either joining or leaving law firms.
- **To Scale or Not to Scale Your Recruiting Business, Reprise** - Moderated by [Alyssa Lerner, Esq.](#)  
Back by popular demand, search firm owners discuss growing your firm (or not).
- **Recruiting Nuts & Bolts** - Moderated by [Connie Rinaldi, Esq.](#)  
Workshop featuring key aspects of recruiting such as negotiation, client service, advocacy/overcoming objections.
- **Proper Due Diligence in Lateral Law Firm Partner Movement** - Moderated by [Mark Jacobson, Esq.](#)  
What to do, or not do, to make more placements that stick.
- **Pick Your Headhunter’s Brain, Reprise** - Moderated by [Melissa Peters, Esq.](#) and [Ross Weil](#)  
Back by popular demand, veteran legal recruiters reveal inside info on what your law firm competitors are doing.
- **Going Up Against the Big Guys** - Moderated by [Jennifer Gillman, Esq.](#)  
How smaller and mid-sized firms can successfully compete for talent when they can't match BigLaw compensation.
- **Working with Bots** – Moderated by [Byron Hsu](#)  
Level up your recruiting practice through the use of technology and understanding how to engineer the most effective AI prompts.
- **Law Firm Integration** – Moderated by [Lesli Hutchinson](#)  
Integration and the lateral recruitment process.

*Interactive Roundtables Sponsored by: Akerman LLP; Baker & Hostetler LLP; Bass, Berry & Sims PLC; Benesch Friedlander Coplan & Aronoff LLP; Bilzin Sumberg Baena Price & Axelrod LLP; Buchanan Ingersoll & Rooney PC; Cadwalader, Wickersham & Taft LLP; Cox, Castle & Nicholson LLP; Duane Morris LLP; Fried, Frank, Harris, Shriver & Jacobson LLP; Gibson Dunn & Crutcher LLP; gunnercooke LLP; Hogan Lovells US LLP; Jones Day; Kelley Drye & Warren LLP; Latham & Watkins, LLP; Loeb & Loeb LLP; Lowenstein Sandler LLP; McGuireWoods LLP; Michelman & Robinson, LLP; Moore & Van Allen PLLC; Nixon Peabody LLP; Pillsbury Winthrop Shaw Pittman LLP; Polsinelli; Reed Smith LLP; Rimon, PC; Robinson & Cole LLP; Stradley Ronon Stevens & Young, LLP; Vedder Price P.C.; Wilson Sonsini Goodrich & Rosati; Womble Bond Dickinson*

1:00-2:00pm MT **Luncheon and Door Prize Drawings**

*Luncheon sponsored by Crowell & Moring LLP and Leopard Solutions  
Door Prize Drawings sponsored by The Cluen Corporation*

2:00-3:00pm MT **KEYNOTE – “Thriving through the Chaos: Science-Based Tools to Emotionally and Cognitively Thrive and Maximize Your Productivity”**

Speaker: [Jarrett Green, Esq.](#), Founder of NKBconsultancy.com

Tailored to legal recruiters and backed by scientific evidence, former Skadden lawyer Jarrett Green’s presentation will show us how to experience less stress and more greatness—more happiness, heightened focus, improved productivity, optimized cognition, and enhanced overall success in our work and lives. Since leaving law practice, Jarrett earned a master’s degree in psychology; co-founded USC’s Gould School of Law’s Mindfulness, Stress Management & Peak Performance Program; and consults and leads programs for nearly half of the AmLaw 100 as well as for many Fortune 500 companies.

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

3:00-3:20pm MT **Coffee Break & Exhibitor Booths** *Coffee break sponsored by Hanson Bridgett LLP and Quarles & Brady LLP*

3:20-4:05pm MT **“Understanding the Business: A Nuanced Approach to Recruiting Financial Terminology”**

Moderator: [Blane Prescott](#), Consultant and Managing Shareholder with MesaFive, LLC

Panelists:

[Scott Fletcher](#), Chief Operating Officer and Chief Financial Officer of Polsinelli

[Danielle Kruger, J.D.](#), Search Director of Pye Legal Group

[Lucy Stark, Esq.](#), Partner at Holland & Hart LLP or [Chris Balch, Esq.](#), Partner and Firm Chair at Holland & Hart LLP

[Chad Williams, Esq.](#), Co-Managing Partner at Davis Graham & Stubbs LLP

To succeed in legal recruiting, we need to truly understand our clients’ business. Top legal industry consultant Blane Prescott leads a panel of law firm leaders as they demystify law firm finances and how they work, including the definitions of terms (i.e., realization rates, working atty hours, etc.) and how that can vary from firm to firm. And, Danielle Kruger explains what economic considerations affect in-house lawyer hiring and compensation.

*Sponsored by Bullhorn and Goulston & Storrs PC and Potomac Law Group, PLLC*

4:05-4:35pm MT **Champagne Toast, Coffee Break and Sponsor Tables**

*Champagne toast/Coffee Break sponsored by Kirkland & Ellis LLP and Eversheds-Sutherland*

4:35-5:20pm MT **“Best Practices for Interviewing and Acquiring Lateral Talent”**

Speakers: [Eva Wisnik](#), Founder of Wisnik Career Enterprises, Inc. with [Jessica Grayson](#), Chief Growth Officer at Stradley Ronon Stevens & Young LLP

This interactive session will provide recruiters with the Who, What, Where, and When to support an efficient and successful decision-making process. Eva Wisnik, founder of Wisnik Career Enterprises, Inc., has trained attorneys at more than 90 law firms in interviewer skills and Jessica Grayson, Chief Growth Officer at Stradley Ronon, will share practical insights and tools to help you to implement strategic recruiting processes that reap the desired results.

*Sponsored by Perkins Coie LLP and Seyfarth Shaw and Federate Legal Inc. (Recruiter Partnerships Division)*

5:30-6:30pm MT **Wine & Cheese Closing Reception**

*Sponsored by Falcon Rappaport & Berkman LLP*

**- Farewell -**