

A Lean, Mean, Profitable Machine

{ *Success in a
Challenging
Environment* }

The ADC Annual Law Firm Management Seminar will address the challenges faced by law firms in today's economic environment with the constraints imposed by new health care laws, shifting lifestyle expectations for young lawyers, and pressures on clients' bottom lines by both the economy and government. Additionally, firms have the benefits of increased efficiencies due to improved technology. However, many law firms are not taking full advantage of the opportunities provided by new technology, nor are they prepared for some of the pitfalls.

The seminar this year will be held at the backdoor of the wine country in Santa Rosa at the stylish Hyatt Vineyard Creek Hotel and Spa on August 16 and 17, 2013. The seminar offers the opportunity to network with colleagues from different firms of varying sizes and to hear the latest thoughts from leaders in law firm management. Many of your colleagues are facing the same challenges and the exchange of viewpoints among the group should provide interesting ideas to take back and implement.

This year's topics will include a presentation on the anticipated impact of Obamacare on our firm's bottom line and what we can expect with regards to costs and administration of health care plans within the firm. Mike Briare of Tevis Insurance Solutions with offices in both Northern and Southern California will walk us through those aspects of Obamacare which have already been settled, as well as discuss the likely path the Affordable Care Act will take as to those issues which have not yet been solidified. We anticipate a lively question and answer session associated with this topic.

Special Thanks

J. Scott Donald • Spinelli, Donald & Nott

Hotel Information

Hyatt Vineyard Creek Hotel

170 Railroad Street
Santa Rosa, CA 95401
(707) 284-1234
www.vineyardcreek.hyatt.com

ADC Room Rates:

\$199
(plus taxes and fees)
Please make your reservations
by July 18, 2013

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Association of Defense Counsel
of Northern California & Nevada
2520 Venture Oaks Way
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Law Firm Management Seminar 2013

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August 16-17, 2013

Hyatt Vineyard Creek Hotel & Spa
Santa Rosa, CA



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2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833
(916) 239-4060 • (916) 924-7323 – Fax • www.adcncn.org

Law Firm Management Seminar 2013

A Lean, Mean, Profitable Machine – Success in a Challenging Environment

August 16-17, 2013 • Hyatt Vineyard Creek Hotel & Spa, Santa Rosa, CA

Friday, August 16, 2013

8:00 am – 8:45 am **Registration and Continental Breakfast**

8:45 am – 9:00 am **Opening Remarks**
ADCNCN President, Gregory D. Pike,
Knox Ricksen LLP

9:15 am – 10:50 am **OBAMACARE –
What Do We Know?
What Should We Expect?**

Many employers including managing partners of law firms believe that the single most impactful issue America faces this year is health care. The employer mandate takes effect on January 1, 2014, and, as a result, companies deciding on the kind of health care, if any, to offer employees must understand how the Affordable Health Care Act, commonly referred to as “Obamacare,” will impact their bottom line and influence their ability to provide their families and the families of their employees with affordable and good quality health care. Mike Briare, president of Tevis Insurance Solutions, a leading consultant in the field of health insurance, will explain the anticipated impact of Obamacare both from a standpoint of cost as well as the impact on our firms’ administrators.

10:50 am – 11:00 am **Break**

11:00 am – 12:30 pm **THE MARKETING MIX –
Avenues Available to Today’s Firm
for Successful Marketing**

A panel of experts will present and discuss the most significant aspects of marketing a law firm: strategic marketing planning; branding; media and public relations and website/internet marketing. A valuable overview of the optimum marketing mix and up-to-the-minute advice of what is current and cutting edge in law firm marketing today. Anne Bothwell, a pioneer of law firm marketing who has more than 25 years of experience in all aspects of marketing will head a panel that also includes Nicholas Gaffney, a lawyer and former journalist who now directs the San Francisco office of Infinite PR where he designs, executes and manages strategic communications programs for professional service providers of all types including attorneys. Finally, Rob Kahn of Fenwick & West will discuss the implementation of marketing, communications, research and business development services that increase awareness of firms and allow attorneys to build strong practices.

12:30 pm – 2:00 pm **Seminar Sponsored Lunch**

2:00 pm – 3:30 pm **BUILDING FOR THE LONG HAUL –
Trends in Hiring, Retaining, Training
and Marketing Associates**

This will be a unique opportunity to hear from both hiring partners and associates at firms large and small regarding hiring, training and retaining associates. The panel is led by Renée Welze Livingston, the founding member of Livingston Law Firm who among other distinctions has served on the Board of Directors for the National Association of Minority and Women Owned Law Firms since 2003.

3:30 pm – 3:45 pm **Break**

3:45 pm – 5:15 pm **SMART PHONES, TEXTS AND E-MAILS –
Important Considerations for Today’s
Technology**

Join employment law specialist Marie Trimble Holvick of Gordon & Rees when she discusses with her panel the legal, ethical and economic risks imposed on the law firm by the use of portable electronic devices. She and her panel will discuss the advantages and disadvantages inherent in practices that have moved away from providing company owned technology to their associates as opposed to relying on the associates to provide their own devices such as cell phones, iPads and laptop computers. Points of discussion will include the problems inherent in the dual use of such devices where employees are using them for both personal and business purposes.

5:15 pm – 6:30 pm **Networking Reception, Wine Tasting**

Saturday, August 17, 2013

8:00 am – 9:00 am **Continental Breakfast**

9:00 am – 9:30 am **Results of the Law Firm Management
Survey**
J. Scott Donald, *Spinelli, Donald & Nott*

9:30 am – 12:00 pm **Roundtable Discussions of Current Issues
for Managing Law Firms Big and Small**

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Registration Fees

\$340 – ADC Member/Managing Partner
 \$295 – Firm Administrator/Non-Attorneys

\$440 – Non-Member/Managing Partner
 \$250 – ADC Member from Same Firm

Register Online at www.adcncn.org

Attendee: _____

State Bar # _____

Firm: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Cancellations: Registrant must cancel in writing at least one week prior to the seminar. Refunds less \$50 processing fee.

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