



Register by August 30
and Save!

*Developed Under Pressure.
Polished to Perfection.*

ABA Women Rainmakers Mid-Career Workshop



October 22-24, 2010

JW Marriott, Washington DC
www.womenrainmakers.org/workshop

Presented by the



Thanks to our sponsor!



Legal professionals understand the pressures of their careers, and like a gemstone, effort and polish can create a brilliant result.

ABOUT THE WORKSHOP

The ABA Women Rainmakers Mid-Career Workshop is a three-day event that targets an experienced audience, providing opportunities to sharpen rainmaking and business skills through hands-on programs, networking sessions, and small group discussions. Taking place October 22-24, 2010, in Washington, DC, this year's Workshop will provide comprehensive programs in three areas:

- **Business Fundamentals** – legal professionals need to understand business strategy and how it affects a law practice, their clients' businesses, and their careers
- **Rainmaking** – learn how to hone your skills to attract more clients
- **Personal Development** – meet with a professional coach to evaluate your career goals and create a plan for achieving them

Join innovative and inspiring women lawyers and business development experts for this one-of-a-kind Workshop and fine tune the skills you need to succeed.

Register online at
www.womenrainmakers.org/workshop

REGISTRATION AND PRICING

	Early Bird Pricing (By August 30)	Regular Pricing (After August 30)
LPM Member	\$595.00	\$695.00
Event Promoter (with Discount Code)	\$595.00	\$695.00
Standard Rate (ABA Member/Non-Member)	\$695.00	\$795.00
LPM Member Group Pass*	\$535.50/per registrant	\$625.50/per registrant
Standard Group Pass*	\$625.50/per registrant	\$715.50/per registrant

*Group Passes are available for a minimum of three or more LPM, ABA or Non-Member registrants. Please note that each person needs to complete a registration form individually and submit the forms collectively. If your group is interested in a discounted registration rate, please make copies of the included registration form.

KEYNOTE LUNCHEON



FEARLESS WOMEN - KEYS TO SUCCESS AND LEADERSHIP IN THE LEGAL PROFESSION

Introduction: ANDREA HARTLEY, Shareholder, Akerman Senterfitt, Miami, FL

Keynote: CHARISSE LILLIE, Vice President, Community Investment, Comcast Corporation, Philadelphia, PA

Charisse Lillie has had a fascinating career, which has spanned government, academia, a corporate law firm and a corporation. In her keynote presentation for the 2010 ABA Women Rainmakers Mid-Career Workshop, she will talk about lessons learned along the way, as both a lawyer and a corporate executive. The importance of fearlessness, the value of having a plan and the significance of establishing and maintaining a personal brand, all key tenets of Ms. Lillie's success philosophy, will be highlighted as we follow her journey. She will also share some insights about her current role in Community Investment at Comcast, trends in corporate philanthropy, and how Comcast's approach to its corporate social responsibility addresses her personal goals for professional success.

Schedule-at-a-Glance

Friday, October 22, 2010

12:00 p.m. – 5:00 p.m.	Registration
2:00 p.m. – 3:45 p.m.	Welcome Tea
4:00 p.m. – 5:00 p.m.	Opening Plenary Session: How to Channel Your Inner Rainmaker Rockstar
6:30 p.m.	Rainmaker's Dinner (Ticket Required)

Saturday, October 23, 2010

8:00 a.m. – 5:00 p.m.	Registration
8:00 a.m. – 5:00 p.m.	Workbook Café
8:00 a.m. – 9:00 a.m.	Plenary Breakfast Session: The Total Package – A View From the Business Side
9:00 a.m. – 10:00 a.m.	Coaching Sessions
9:00 a.m. – 11:00 a.m. (Dual Track)	Business Fundamentals: The Lawyer's Guide to Financial Issues ❖ Rainmaking: The Rainmaker's Communication Skill Set ❖
10:00 a.m. – 11:00 a.m.	Coaching Sessions
11:00 a.m. – 11:30 a.m.	Networking Break
11:30 a.m. – 12:30 p.m. (Dual Track)	Business Fundamentals: Law, Government and Business ❖ Rainmaking: Mining Gems of Client Information on the Internet ❖
11:30 a.m. – 12:30 p.m.	Coaching Sessions
12:30 p.m. – 2:00 p.m.	Keynote Luncheon: Fearless Women – Keys to Success and Leadership in the Legal Profession
2:30 p.m. – 4:30 p.m. (Dual Track)	Business Fundamentals: Career and Business Strategy Workshop: Designing and Implementing Innovative Business Strategies Rainmaking: Sales Effectiveness Training
5:30 p.m.	"Dine Around Town" (Dinner reservations will vary)
8:00 p.m.	Monuments by Moonlight Tour (Ticket Required)

Sunday, October 24, 2010

8:00 a.m. – 2:00 p.m.	Registration
8:00 a.m. – 2:00 p.m.	Workbook Café
8:30 a.m. – 9:30 a.m.	Plenary Breakfast Session: Targeted Success – Collaborating Effectively with Business Executives
9:30 a.m. – 10:30 a.m. (Dual Track)	Business Fundamentals: Analyzing Risk: Tough but Practical Decision Making ❖ Rainmaking: Building Buzz – How I Do it
10:30 a.m. – 11:00 a.m.	Networking Break
11:00 a.m. – 12:00 p.m. (Dual Track)	Business Fundamentals: Crafting a Standout RFP Response ❖ Rainmaking: Building Strategic Alliances ❖
12:00 p.m. – 1:30 p.m.	Conclusion Plenary Lunch: How To Keep Moving Your Career To the Next Level

❖ CLE Credit Requested

Friday, October 22, 2010

4:00 p.m. – 5:00 p.m.

OPENING PLENARY SESSION: HOW TO CHANNEL YOUR INNER RAINMAKER ROCKSTAR

Welcome/Introduction:

VEDIA JONES-RICHARDSON, Principal,
Olive & Olive P.A., Durham, NC

Speaker: CAROLE STOVALL, President
and CEO, SLS Global, Washington, DC

It's not easy being a rainmaker!
Selling yourself does not come
naturally to everyone. Hear from a
business development coach as she
discusses how to find your inner
motivation and cultivate the mentality
to sell yourself.

Saturday, October 23, 2010

8:00 a.m. – 9:00 a.m.

PLENARY BREAKFAST SESSION: THE TOTAL PACKAGE — A VIEW FROM THE BUSINESS SIDE



Speaker:
**ROSEMARY
TURNER**,
President and
COO, Metro
Philadelphia
District UPS,
Philadelphia, PA

In today's legal world, business skills
are critical for competitive advantage.
Rosemary Turner, COO of UPS's
largest regional division, will share her
view of how a business operates and
how business decisions are made.

Saturday, October 23, 2010

BUSINESS FUNDAMENTALS

9:00 a.m. – 11:00 a.m.

THE LAWYER'S GUIDE TO FINANCIAL ISSUES

Understanding Financial Statements: What the Numbers Really Mean

Speakers: BARRIE DRUM, Forensic Accounting Consultant, Baltimore, MD;
KYLE MIDKIFF, Principal, Nihill & Riedley, P.A., Philadelphia, PA

Hot Topics & Trends in the World of Finance

Speaker: LISA YOUNG, Partner, Ernst & Young LLP, Philadelphia, PA

Lawyers are expected to understand the law, but understanding financial
issues can make you a more valued lawyer. In two substantive one-hour
segments you will hear from experts in the financial industry as they first
explain the basics of financial statements and how to interpret them and
then discuss recent financial trends that pertain to your client's business
and your law practice.

11:30 a.m. – 12:30 p.m.

LAW, GOVERNMENT AND BUSINESS

Moderator: ANDREA HARTLEY, Shareholder, Akerman Senterfitt, Miami, FL

Panelists: JENNIFER BUTLER, Partner, Alston & Bird LLP, Washington, DC;
AMANDA DEEVER, Partner, Prism Public Affairs, Washington, DC;
JOANNA V. HAMRICK, General Counsel, Energy Plus Holdings, LLC,
Philadelphia, PA

Understand how changes in law and policy evolve, how they impact the
needs of clients and the role of the lawyer in facilitating effective responses.

2:30 p.m. – 4:30 p.m.

CAREER AND BUSINESS STRATEGY WORKSHOP: DESIGNING AND IMPLEMENTING INNOVATIVE BUSINESS STRATEGIES

Facilitators: SUSAN LETTERMAN WHITE, J.D., M.S., Letterman White
Consulting, Narberth, PA; **NATALIA KIRPIKOVA**, Director, Chicago Advisory
Group, LLC, Rockville, MD; **JENNIFER P. LYMAN, J.D., M.S.**, Clinical Law
Professor and Consultant, Washington, DC

An immersive workshop to identify your best opportunities for career and
business success, see the fit with your strengths, and create a strategic
action plan steeped in creativity and innovation. In this workshop, you will:

- Develop a vision for yourself or law firm
- Identify specific goals
- Identify and evaluate your personal strengths and weaknesses and
environmental opportunities and threats, including organizational
dynamics, and measure the impact on reaching your goals
- Create an action plan to reach at least one of your goals

RAINMAKING

9:00 a.m. – 11:00 a.m.

THE RAINMAKER'S COMMUNICATION SKILL SET

Moderator: ANDREA MALONE, Marketing Manager, Volpe and Koenig, P.C., Philadelphia, PA

Panelists: GRACE ZANDARSKI, Voice and Speech Faculty, Yale School of Drama, New Haven, CT; SARA CANUSO, President, A Suitable Solution, Philadelphia, PA; KAREN FRIEDMAN, Head of Improvement, Karen Friedman Enterprises, Inc., Blue Bell, PA

How effectively are you communicating? Your communications attributes can have a positive or negative effect on your career. Discover how to develop your communication skills and sensibilities to manage your impression, speak your client's language and get your point across.

11:30 a.m. – 12:30 p.m.

MINING GEMS OF CLIENT INFORMATION ON THE INTERNET

Speakers: CAROLE LEVITT, President, Internet for Lawyers, Rio Rancho, NM; MARK ROSCH, Vice President, Internet for Lawyers, Rio Rancho, NM

Learn how to find useful nuggets of information to support your efforts to develop new clients and to improve your relationship with the clients you already have.

2:30 p.m. – 4:30 p.m.

SALES EFFECTIVENESS TRAINING

Speaker: KAREN LIPUMA, President, Sales Effectiveness Training, Philadelphia, PA

An experienced sales trainer and consultant will conduct small interactive training sessions on "The Sales Process and Directional Probing" as it relates to rainmaking.

Sunday, October 24, 2010

8:30 a.m. – 9:30 a.m.

PLENARY BREAKFAST SESSION: TARGETED SUCCESS — COLLABORATING EFFECTIVELY WITH BUSINESS EXECUTIVES

Speaker:

RENEE SELMAN,
President, Catalina Health Resource,
St. Petersburg, FL

True collaboration works best when everybody achieves a benefit. In this plenary session, Renee Selman, who heads the world's largest personalized health media network, will help you learn how to establish the strategic considerations that support synchronicity in business relationships.

COMING SOON FROM LPM -

www.lawpractice.org/publications

- *Women Rainmaker's Best Marketing Tips, Third Edition*
- *The Lawyer's Guide to Professional Coaching*

Sunday, October 24, 2010

BUSINESS FUNDAMENTALS

9:30 a.m. – 10:30 a.m.

**ANALYZING RISK: TOUGH BUT PRACTICAL
DECISION MAKING**

Moderator: MELANIE DAMIAN, Partner/Co-Founder, Damian & Valori LLP, Miami, FL

Panelists: ELLEN FINE, Senior Counsel, CNA, New York, NY; MATTHEW J. MCLEES, ESQ., Safety & Risk Control Manager, ARAMARK, Philadelphia, PA; MARY MUSACCHIA, Partner, Corvette & Musacchia, Research Triangle Park, NC

The way in which business professionals and lawyers approach risk can be very different. This program will examine the different elements of risk analysis, to develop an understanding of how business people approach risk and the lawyer's role as an advisor.

11:00 a.m. – 12:00 p.m.

CRAFTING A STANDOUT RFP RESPONSE

Speaker: PETER DARLING, President, Peter Darling Consulting, San Carlos, CA

Receiving a Request for Proposal (RFP) is often a promising indication that you are on your way to securing a new client...but you haven't succeeded yet. Learn how to understand RFP requests and prepare the winning response.

12:00 p.m. – 1:30 p.m.

CONCLUSION PLENARY LUNCH: HOW TO KEEP MOVING YOUR CAREER TO THE NEXT LEVEL

Moderator: FAYE PATTERSON, Managing Partner, PSA Consultants, W. Conshohocken, PA

Panelists: CAROLYN B. LAMM, 2009-2010 ABA President, Partner, White & Case LLP, Washington, DC; RENEE SELMAN, President, Catalina Health Resource, St. Petersburg, FL; RICHARD FLURI, Director, Human Resources, Drinker Biddle & Reath, Philadelphia, PA

In today's dynamic world, there's no standing still – you're either getting ahead or falling behind. In this closing session, a dynamic panel will share their experiences in plotting a course of action to propel your career forward.

RAINMAKING

9:30 a.m. – 10:30 a.m.

BUILDING BUZZ – HOW I DO IT

Moderator: BERNIE MUNLEY, Member, Eckert Seamans Cherin & Mellot, LLC, Philadelphia, PA

Panelists: DEBORAH HAYES, Managing Director of Communications, The Pew Charitable Trusts, Philadelphia, PA; DEBBIE FOSTER, President, InTouch Legal, Largo, FL; YVETTE TAYLOR-HACHOOSE, President/Owner, The Law Offices of Yvette E. Taylor-Hachoose, LLC, Washington Crossing, PA

There are various methods of making yourself known in order to attract and retain profitable clients. Many of these marketing strategies and tactics are very effective. Successful lawyers will choose the approach that best suits their personal styles. Our panel of experts will discuss how to use speaking engagements, writing opportunities, blogging, social networking and other tools to develop your reputation and bring in a steady stream of clients to grow your practice.

11:00 a.m. – 12:00 p.m.

BUILDING STRATEGIC ALLIANCES

Moderator: LEONA FRANK, Founding Partner, Frank Law Office, Indianapolis, IN

Speakers: KAREN KAHN, Founder, Threshold Advisors, LLC, Westport, CT; ANDI GROMES, Leadership and Business Coach, Threshold Advisors, LLC, Marina Del Ray, CA

We may all be within “six degrees of Kevin Bacon” – but can you implement this theory to your advantage? It's all about relationships. As a rainmaker, it's up to you to think about your professional and personal relationships strategically and how you can benefit both yourself and your contacts to further your professional development.

PERSONAL DEVELOPMENT

Workbook Café

Each registrant will receive a complimentary workbook prior to the Workshop. It will be comprised of preliminary questions and exercises designed to make you think about your capabilities and to assess your current skills. During the Workshop, a designated area will be assigned for registrants to further develop their workbooks, engage in collaborative discussions and brainstorm with others about business development plans.

Coaching Sessions

Meet with experienced professional coaches who will offer advice to bring success to your career. There will be a limited number of coaching sessions available during the Workshop on a complimentary first-come-first-serve basis. If you are interested in attending one of the coaching sessions, please select this option during the registration process.

MCLE Credit

Accreditation has been requested for this program from every state with mandatory continuing legal education requirements for attorneys. Lawyers seeking credit in Pennsylvania must pay a fee of \$1.50 per credit hour directly to the PA CLE board. The ABA pays applicable fees in other states where the sponsor is required to do so. In states where a late fee may become applicable, the ABA pays this fee as well. **Please be aware that each state has its own rules and regulations, including its definition of "CLE."** Please check with your state agency for confirmation of general CLE as well as ethics credits approval for any programs. Certificates of attendance will be available at the conclusion of the program for both attendees and speakers. Please call Svetlana Kramarova at 312-988-5644 for questions pertaining to the number of credit hours requested.

Sponsorship Opportunities Available!

ABA Women Rainmakers is celebrating 20 years of outstanding participation by some of the most dynamic attorneys in the profession and we are seeking sponsors for the ABA Women Rainmakers Mid-Career Workshop. We are offering sponsorship packages that provide extensive exposure to a target audience of respected women who are committed to representing quality in their profession. Visit www.womenrainmakers.org/ sponsorship to see the full selection of sponsorship packages and benefits available.

NETWORKING AND SOCIAL OPPORTUNITIES

Welcome Tea

Get to know other attendees before the sessions begin at our introductory Welcome Tea. Enjoy the opportunity to network early and make new contacts with whom you can interact for the next two days.

Rainmaker's Dinner (Ticket Required)

At the end of the first day, join your new set of networking contacts for an engaging dinner. Purchase a ticket for \$40 and enjoy a short cocktail period for networking before sitting down for an elegant meal. A limited number of tickets are available – don't miss your first night to make some rain!

"Dine Around Town"

Attendees can spend time with the speakers of the ABA Women Rainmakers Mid-Career Workshop and other fellow rainmakers during this dutch-treat dining outing. Reservations will be made at select restaurants in Washington, DC – simply sign up for a dinner outing onsite and meet your dining companions to travel together to your selected restaurant.

Monuments by Moonlight Tour (Ticket Required)

When the sun goes down, a different view of Washington, DC emerges as its landmarks are illuminated. For \$35, experience a professional tour that will take you to see some of the city's most popular monuments and enable you to see the city in a different light. Along the way, you'll be transported back in time as you ride along the same streets that the presidents have traveled, and hear historical tales and anecdotes about the city's fascinating history.



American Bar Association
Law Practice Management Section
321 N. Clark Street
Chicago, IL 60654

NON-PROFIT ORG.
US POSTAGE
PAID
AMERICAN BAR
ASSOCIATION

ABA Women Rainmakers Mid-Career Workshop



October 22-24, 2010

JW Marriott, Washington DC

www.womenrainmakers.org/workshop

ABA
Women
Rainmakers

About the ABA Law Practice Management Section (LPM)

LPM has a unique role in the American Bar Association because its resources are targeted to every practicing attorney and legal professional, regardless of practice area. Membership in LPM offers access to innovative and practical information about the business of practicing law. To view the complete list of LPM benefits, including exclusive access to join ABA Women Rainmakers, visit www.lawpractice.org.

**Don't miss the early bird
deadline - August 30!**