



*The Legal Sales and Service Organization (LSSO) was established in August 2003 and is the industry's only organization exclusively focused on sales, service excellence and process improvement. Ten years later, LSSO's RainDance Conference continues to bring together thought leaders with effective sales and service strategies and tactics you can apply immediately.*

**Complimentary Pre-Conference Workshop (Space Limited - Registration Required)**

**9:00 AM Workshop Registration\*\***

**9:30 AM From Sherpa to Guide ~ Building Coaching Programs that Motivate Your Lawyers to Act**  
Help your lawyers bring in more business by creating a coaching program that enables them to take responsibility for their own books of business. In addition to the fundamentals, you will dive deep into the lawyer personality and discuss ways to leverage unique traits of the non-salesperson to bring in business.

***Silvia L. Coulter, Principal**  
LawVision Group*

***Craig A. Brown, Principal Consultant**  
LawVision Group*

**RainDance Conference Agenda: June 4th ~ Day 1**

**11:00 AM RainDance Conference Registration**

**12:00 PM Welcome Lunch**

**12:45 PM Opening Remarks: Celebrating 10 Years**  
*Conference Co-Host: **Alvidas Jasins, Client Relationship Executive**  
Ropes & Gray LLP*

**1:00 PM Opening Keynote: Lessons Learned from an NBA President ~ Fine Tuning Your Sales and Service Strategy**  
What does legal sales and service have to do with the NBA award-winning Boston Celtics? Come hear Celtics Team President Rich Gotham discuss strategies for attracting, retaining and gaining loyalty from Boston Celtics fans and how to leverage every selling situation imaginable. You'll leave this session energized and challenged to think about new ways to reach clients and compete effectively.

***Rich Gotham, Team President**  
Boston Celtics*

**2:00 PM Past is Prologue: A Future with Chief Strategy Officers**  
The first Chief Strategy Officer joined our industry more than a decade ago. Today, more than a dozen law firms employ a CSO. Our session will explore this novel leadership position and how it is becoming part of the fabric of law firms. You will hear the latest hiring trends. You will learn the basic business theories. You will hear from a current AmLaw 100 CSO on his firm's approach. And, you will play an interactive game designed to highlight both the responsibilities of, and the skills needed to be, a successful CSO. The session will conclude with a discussion of common areas of overlap and collaboration between a CSO and Business Development/Marketing.

***Patrick Johansen, CLM, CPP, Director of Business Development**  
Brinks Hofer Gilson & Lione*

***Steven R. Petrie, Chief Strategy Officer**  
Faegre Baker Daniels LLP*

**3:00 PM Networking Break**

**3:15 PM Pricing Tools and Metrics Case Study and Workshop**

Understanding the dynamics of effective pricing is a critical component of every business developer's role. Clients no longer accept the billable hour as the default fee arrangement – they demand value, cost certainty and fee arrangements tailored to meet their specific business needs. This interactive session will outline the key steps involved in developing a winning pricing proposal, including how to develop an accurate budget and an effective alternative fee arrangement. We will also engage in mock pricing exercise where participants will learn to apply effective pricing strategies, including using budget templates, historical data and other tools.

*Christopher Ende, Senior Manager, Project Management & Pricing  
Goodwin Procter LLP*

**4:15 PM Attendee Best Practice Workshop #1**

*Beth Cuzzone, Director of Client Service & Business Development  
Goulston & Storrs*

**4:45 PM Closing Remarks**

*Conference Co-Host: Darryl Cross, Vice President, Performance Development  
LexisNexis*

**5:00 PM Generation Generosity Welcome Reception**

**RainDance Conference Agenda: June 5th ~ Day 2**

**8:00 AM Breakfast/Opening Remarks**

**8:30 AM Opening Keynote: Tuning Into Your Clients**

We've all heard a lot of feedback from clients. Come listen and learn from a client who is frank, honest and won't hold back about what it takes to not only earn but to keep her company's business! Tips you'll want to take back to your firm and incorporate into your internal coaching best practices.

*Thelma B. Ferguson, Segment Head, Northeast Middle Markets  
JPMorgan Chase*

**9:15 AM Sales Leadership and Managing a Top Sales Team**

Effectively leading a top sales team takes ambition, talent and a keen understanding of balancing between sales professionals' role in driving revenue and the paradigm the partners have practiced within. As firms become more competitive, and share of wallet more critical to a firm's top line growth, hiring, leading and managing talented sales professionals will be necessary for any firm, small or large, to remain a force in the marketplace.

*Bob Bratt, Chief Operating Officer and Executive Director, US Operations  
DLA Piper*

**10:15 AM Networking Break**

**10:30 AM Attendee Best Practice Workshop #2**

*Catherine A. MacDonagh, Esq., CEO & Founder  
Legal Lean Sigma Institute*

**11:00 AM The New Law Firm Business Model: Taking Market Share Below the Radar?**

What happens when a global center for legal services changes the rules? The UK's Legal Services Act 2007 came fully into effect last year and ushers in a new paradigm in which businesses can provide legal services, and anyone can own a law firm with an ABS (Alternative Business Structure) license. How is the legal landscape changing there and what common themes are emerging? Is this strictly a UK phenomenon, or does it have implications beyond UK shores? And what does all this mean for those of us in the industry responsible for business development and service strategies? If recent developments across the Pond are not already on your radar, this interactive discussion will likely put them there!

*Andy Daws, Vice President, North America  
Riverview Law*

12:00 PM **Networking Luncheon**

1:00 PM **What the GC is Thinking: At Least 30 Things You Should Know**

This fast-paced panel, moderated by a former GC, will be unlike any you have seen, featuring: direct one-word, one-sentence and one-minute answers to poignant questions about client concerns with legal service and sales; specific examples of sales or service techniques that have annoyed GCs **or** produced results; and insight into what clients value in terms of technology use, process improvement, service training, or other approaches to legal service and marketing.

**Moderator: John Cunningham, Esq.**

*Freelance Writer, Editor and Communications/Marketing Consultant*

**Hollie Lussier, General Counsel**

*AAA Southern New England*

**David S. Mackey, Counsel**

*Anderson & Kreiger LLP*

**Lon Povich, EVP, General Counsel and Secretary**

*BJ's Wholesale Club, Inc.*

**Danette Wineberg, Former Vice President, General Counsel and Secretary**

*The Timberland Company*

2:15 PM **Attendee Best Practice Workshop #3**

**Adam Stock, Chief Marketing and Client Services Officer**

*Allen Matkins Leck Gamble Mallory & Natsis LLP*

2:45 PM **Driving Revenue through Process Improvement**

Today's clients are expecting more value for the dollar spent, consistency of the deliverable across offices and practices, alignment with their goals and objectives, and partnering with them on their initiatives. One way to effectively stand out from the crowd of competitors is to apply process improvement to the legal work product to create a differentiation strategy. This presentation will focus on one firm's approach to doing just that and then using the output from their planning efforts as a value proposition for successfully opening doors to new sales opportunities with prospects and clients.

**Chris Trauzzi, Chief Products Officer**

*Little Mendelson*

**Charlotte Main, Shareholder**

*Little Mendelson*

3:45 PM **Attendee Best Practice Workshop #4**

**Silvia L. Coulter, Principal**

*LawVision Group*

4:15 PM **Conference Wrap Up: Review of Pricing Roundtable, Pre-Conference Workshop & LEAD Summit**

4:45 PM **Adjourn**

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