

# RainDance CONFERENCE™



*Redefining Rainmaking*

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## **LSSO's RainDance Conference™ 2010 Improve, Sell, Service: Navigating the New Course**

**The Mid-America Club, Chicago  
June 9-10**

***Presented by The Legal Sales and Service Organization and West Legal Ed Center***

*LSSO's RainDance Conference™ is the conference conceived and designed for senior leaders in law firms and legal departments who are focused on sales, service excellence and process improvement. It's the place where sophisticated professionals and industry thought leaders turn for their own professional development.*

*Get ready to roll up your sleeves and crank. We have an all-star lineup of speakers who will deliver best sales and service practices, professional skills knowledge and feedback from clients about what's working, what else they need to see, and where there are opportunities.*

### **DAY ONE Wednesday, June 9, 2010**

#### ***Pre-Conference Briefing***

9:00 to 11:30      **Legal Lean Sigma™  
Leadership Orientation to Process Improvement**

*Presented by LSSO's Legal Lean Sigma™ Co-Developers and Lead Instructors*

**Laura J. Colcord**, Legal Lean Sigma Master Black Belt; Process Improvement Expert

**Catherine Alman MacDonagh, Esq.**, LSSO Co-Founder & President, Six Sigma Green Belt, Legal Lean Sigma Green Belt

Are your processes running at optimum efficiency? As soon as we start to describe and measure a process, we begin to see things that could be improved, either in the client's eyes or the firm's/department's eyes or both.

In fact, most of our processes fall far short of their potential. And improving them will benefit BOTH the client and the firm/department. Learn how to improve processes such as client development and service delivery, billing and collections, document management, technology roll outs, firm events, RFPs, lateral integration, and MUCH MORE. The benefits include:

- Increase productivity and efficiency
- Improve project management skills
- Positively affect the bottom line
- Reduce costs and errors, and
- Create job enlargement within your team

## ***RainDance Conference***

1:00 to 1:20      **Welcome Remarks**  
Alvidas Jasin, Principal, BTI Consulting Group, RainDance Master of Ceremonies, Presenter of the 2010 Your Highness Awards

1:20 to 2:30      **Opening Keynote**  
**Tom McCarty, Author and Six Sigma Master Black Belt**  
Managing Director, Six Sigma Practice Leader, Jones Lang LaSalle

Hear a master on applying the principles of process improvement and service excellence to the law firm world.

2:30 to 2:45      **Networking Break**

2:45 to 4:00      **Strategic Account Management – Trends in Effective Accounting from Client and Team Selection through ROI on Revenue Growth**  
Linda L. Fleming, Esq., Director of Business Development, Buchanan Ingersol, former key account training professional.

4:15 to 5:30      **Process Improvement for Profit Improvement**

A panel of experts discusses effective and proven strategies for improving consistency of the deliverables and of the client relationship touch points.

- Tea Hoffmann, Esq., Chief Marketing and Business Development Officer, Baker Donelson, Moderator
- Lucy Ann Galioto, Director of Client Service, Gordon Rees
- Andrew Serwin, Esq., Partner, Foley & Lardner, Process Improvement Author

5:30 to 7:00      **RainDance Reception**

## **DAY TWO**

### **Thursday, June 10, 2010**

8:00 to 8:30      **Networking**

8:30 – 9:45      **Assessing Profitability and other Important Data: Metrics and Analytical Methods Every Law Firm Professional Ought to Know**

**Joseph B. Altonji**, Senior Vice President, Law Firm Strategy and Structure Practice, Hildebrandt Baker Robbins

**Steven R. Petrie**, Director of Practice Operations & Strategy, Faegre & Benson

In the current economic environment, clients are demanding increasing levels of cost predictability and value. As a result, practice groups, industry teams, SAM teams, and firm operations teams must find new and innovative ways to execute efficiently and profitably. Come hear two of the country's top experts on law firm profitability and strategy discuss metrics and analytical methods that will allow you to do your job more effectively.

9:45 – 10:00      **Networking Break**

10:00 – 10:45      **Selling Skills Workshop: Overcoming Objections to Selling Your Ideas Internally**

**Beth M. Cuzzone**

Director of Business Development & Strategy, Goulston & Storrs  
LSSO Board Member

11:00 to 12:15      **Leverage the Relationship and Grow the Revenue**

**Kristin Sudholz**, Director of Practice Development and Chair, Law Firm Value Committee, Drinker Biddle & Reath LLP, Panel Moderator

**Jenifer Robbins**, General Counsel, FPL Advisory Group

**Daniel Harper**, Vice President, Corporate Counsel and Secretary, Océ North America, Inc.

**Mary Doohan**, Vice President, General Counsel and Secretary, Morton International, Inc.

A GC panel talks candidly about the effective ways to sell, grow and strengthen client relationships.

12:15 to 1:15      **Buffet Luncheon**

1:30 to 2:30      **RainDance Rainmakers**

**Sanjay N. Beri**, Rainmaker and Partner, Womble Carlyle

**Peter B. McGlynn**, Litigation Partner, Bernkopf, Goodman & Baseman

These rainmakers will talk candidly about what is working in today's transforming market, the challenges that practicing lawyers face and what business development best practices help to close business.

2:45 – 3:45      **AFAs: The Truth Beyond the Lore**  
**Will Auther**, Litigation Partner, Bowman and Brooke, Moderator  
**Patrick J. Lamb**, Founding Partner, Valorem Law Group

A panel of in house experts and an outside rainmaker talk candidly about pricing strategies for retaining and growing revenue in a transforming legal market

3:45 to 4:45      **Conducting Client Interviews: From Client Selection to Partner Feedback**

**Silvia L. Coulter**, Vice President, Hildebrandt Baker Robbins, LSSO Board Member  
**Rob Kahn**, Director of Business Development, Fenwick & West

4:45 to 5:00      **RainDance Recap and RainDance Raffle**

Two easy ways to register:

1. Call 1-800-308-1700
2. Online with our program partner, click here to register: [West Legal Ed](#). LSSO members, please enter promotion code LSSO20EB at checkout for preferred pricing - 20% off!