

We believe the best ideas come from relationships that cherish innovation, from passion that seeks to understand where we are going and not just where we are, from notes scribbled on napkins and not just strategic plans.



The College of Law Practice Management

eNewsletter

December 2010

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Fellow News

2011 Officers

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 Mark Robertson
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Greetings Fellows,

2010 has been a difficult year for the College, but we are ending the year having had a successful annual meeting and conference in Washington, DC. The sudden death of president [Ed Flitton](#) in March left us all wondering how we were going to pick up where he left off and continue to implement his vision for the October meeting and other projects that were either underway or planned.

With the help of the Trustees and other volunteers, we were able to pull together and complete our work in a way that would have made Ed proud.

One notable project that I am particularly happy to report on is the success of our joint project with the Legal Services Corporation (LSC). LSC is the largest provider of legal services for low income Americans and is run by local and state legal aid organizations all around the country. LSC is responsible for evaluating the local programs on a periodic basis and makes site visits to meet with local legal aid teams. [Ed Flitton](#), [Ron Staudt](#) and the former president of LSC, [Helaine Barrett](#), devised a project whereby College volunteers would go on these visits and lend expertise to help with the evaluations and provide feedback to help the local legal aid office improve its management, marketing, technology and human resources activities.

The Board of Trustees welcomes **Cherie Olland** and **Kendal Tyre** as new members of the Board. We look forward to their insight and participation.

Thanks to all of the Trustees for their continued good work and dedication to the College.

Class of 2010

The high point of our annual meeting each year is the induction of new Fellows. [Click here](#) to meet the class of 2010.

Mark Greene has formed a new company, [Client Development LLC](#). The firm will focus on market research, competitive intelligence, brand development and deployment and, strategic planning.

Sally King has joined [SNR Denton](#) as its Global Chief Operating Officer.

John Kirk and his wife were interviewed by the Philadelphia Inquirer recently highlighting what they do in their personal and professional lives to live green. John is known in his firm as the "Green Guru" and spoke at the 2010 Futures Conference on how your law firm can be more green.

Sue Manch co-authored a new book, *The Art and Science of Strategic Talent Management in Law Firms*, which was published in September by Thompson Reuters.

Marcia Wasserman has returned as president of [Comprehensive Management Solutions](#).

Ed went on a site visit, as did **Ida Abbott**, **John Kirk**, **Cherie Olland**, **Dick Potter** and **Joel Rose**. **Larry Greene** will visit New Orleans next week to help with a site visit.

While we were in Washington, DC, several Trustees met with the team at Legal Services Corporation responsible for managing the program to get their feedback and to see what more the College can do. Deputy Director of LSC, **Cyndy Schneider**, manages the COLPM relationship for LSC and organizes the program visits on which our fellows have participated. This was my first meeting with Cindy and the LSC team, and I was pleased and proud of the contribution that our Fellows had made. We agreed to extend our agreement with LSC when it expires. Prior to the meeting, **Ron Staudt** and **Marc Lauritsen** gave a presentation on technology to the LSC team.

I hope to enlist the assistance of more Fellows to "hit the road" and help the Legal Services Corporation carry on its important work by helping with its local offices' program performance.

The Annual Meeting and Conference at American University Washington College of Law was well-attended and was a follow-up to last year's Futures Conference in Denver. Thanks to **Andy Adkins** for coordinating the program and putting together the speakers and panelists. I also thank the officers and staff of the ABA Law Practice Management Section for their hospitality during our joint meeting.

As we look ahead to next year's meeting in Chicago at Chicago-Kent College of Law (mark your calendars for October 28 and 29, 2011), I want to extend a special word of thanks to our administrator, **Karen Rosen**. Karen did a tremendous job of pulling us together after Ed's death and, because of her hard work and organization, the projects and meetings that Ed had planned came off without a hitch.

Thanks also to the Trustees and Officers

[Inc.](#) after spending the last 3 1/2 years as COO with Nossaman LLP.

Congratulations to **Ed Poll** on the success of the 2nd Annual Midwest Law Firm Management Conference which he chaired. Ed has also had his new book, *Growing Your Law Practice in Tough Times*, published by West.

Have you changed jobs, received an honor, written a book...let us know so we can include the information in the next e-newsletter.

This & That

Who Should Be A Fellow in the College?

Nominations for the Class of 2011 are due January 30, 2011. Please think about colleagues who have made a significant contribution to the law practice management profession and nominate them for Fellowship in the College. [Click here](#) for the nomination form.

Changes to College Blog -- We need your help

Dave Bilinsky is helping update the College blog and is looking for Fellows who blog regularly to stream their posts on the College blog. If we could stream your post on the College blog, please send your blog name and URL to Karen at colpm@comcast.net.

InnovAction

The InnovAction Awards team needs volunteers to help with the 2011 InnovAction Awards. If you are interested please contact Jordan Furlong at

who have served the College ably over the past year. We thank Erica Tamblyn for her service on the Board of Trustees. We welcome **Cherie Olland** and **Kendal Tyre** who join us on the Board of Trustees. We look forward to their ideas and energy.

As 2010 draws to a close, I encourage you to think about others in the law practice management profession who are not Fellows, but who should be. You have until January 31, 2011 to complete new Fellow nominations. [Click here](#) for a link to the nomination form.

Best wishes to each of you for a happy and joyous holiday and a prosperous 2011.

Bill

2011 Futures Conference & College Annual Meeting & Induction Ceremony - A Great Meeting!

Over 90 Fellows, non-Fellows and LPM Section Fall meeting attendees gathered together in Washington at American University Washington College of Law for an insightful, thought-provoking conference. The results were powerful. Please visit the Meetings page under Fellows' Corner at www.colpm.org to view Power Point presentations and photos from the conference.

Fellow Ken O'Brien prepared a summary of several sessions for his clients and colleagues. He's graciously allowed us to post it on our website and here are some excerpts.

Is the Legal Sector Prepared to Adapt?

Aric Press, VP editor-in-chief of American Lawyer Media and a new Fellow, commented on ALM's survey of AMLAW 200 firms, which will be published in the near future. Participating law firms were asked if they anticipated a fundamental shift in the legal services industry; their

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Join the College's LinkedIn Group

If you have a profile on LinkedIn, ask to join the College of Law Practice Management group. If you don't have a profile on LinkedIn, create one at www.linkedin.com and then join the College group.

Update Your Profile!

Please take a few minutes to check and see if your information on the College website is up to date. Just go to www.colpm.org and click on the Directory page. Please send your changes to Karen Rosen at colpm@comcast.net.

Sustaining Fellows

The College would like to recognize and thank our 2010 Sustaining Fellows for their ongoing support of the College of Law Practice Management

Barrister's Circle (\$250 - \$499)

Charles Coulter, in memory of Richard Reed
Edward Coultas, *in memory of Ed Flitton*
Joan Gleich
Stephen (Pete) Peterson, *in memory of Ed Flitton*

Advocate (\$100 - \$249)

Ron Friedmann
Robert Greene
Richard Potter
Mark Robertson
Joel Rose
Robert Rubenstein
Cullen Smith
Merrilyn Astin Tarlton

Please consider becoming a Sustaining Fellow before the end of the year.

overwhelming response was "YES." The next question asked the law firms if they were anticipating changing their strategy; the overwhelming response was "NO."

World Capital Markets & Emerging Markets

Peter Zeughauser stated, "Demand for legal services long term will grow as the world's financial and intellectual property assets continue to grow and natural resources become more scarce." He further suggested that the U.S. will be a magnet for litigation, and global law firms will need to have a U.S. litigation practice in order to capture this business. He projected that a small number of firms will dominate the global legal market.

His other comments included:

- Law firms must grow market share dramatically in the world's largest economic powers and attract U.S. inbound foreign investment and dispute work.
- China and India will eclipse the G-6 very quickly. American law firms are mistakenly focused on Europe in their drive to globalization.
- To the extent there will be a Global 20, five Western firms will be squeezed out by Chinese law firms.
- Look for cross-Pacific law firm mergers.

Law Firm Predictors of Success

Caren Ulrich Stacy, a new Fellow with extensive experience in professional development, is gearing up to release significant research concerning the best predictors of success for attorneys in law firms. The profile of successful attorneys, associates and partners may reveal some surprises.

Talent Management

Talent management is a key driver for law firm success, and several presenters at the Symposium commented on various issues relating to legal talent:

Aric Press took the position that law firms

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do not take recruiting and retaining talent as seriously as their clients do. He said that he would welcome information to the contrary.

Patrick Lamb suggested the need for firms to create positions that are long term so that the attorneys holding those positions are satisfied with their roles even if they do not become partners. Lamb also stated that partners think because they have ownership rights they should also possess management rights.

Mark Robertson said that attorneys need to develop project management skills. It is not a passing fad and firms where project management skills are possessed by the attorneys and management staff will gain a competitive advantage, better understand costs, provide accurate estimates and deliver more value in a timely manner at lower cost.

The demand for legal talent in emerging markets may present opportunities for U.S. attorneys who are willing to aggressively embrace relocating for the long term.

In-House Counsel on the Rise

A theme emerged that in-house counsel are increasingly moving into the driver's seat and will be dictating the agenda for the law firms that wish to represent them. Simon Chester, a former president of the College, noted that general counsel are moving more to the center of company management and the "Trusted Advisor" role is moving inside the corporate law departments.

Outside Capital Investment in Law Firms

Australia has permitted outside investment in law firms since 2007. The law firm of Slater & Gordon is listed on the Australian Stock Exchange and has tallied up significant financial gains.

The Legal Services Act passed in the U.K. permits British law firms to go public. It also allows U.K. firms to sell ownership in the firms to private investors and merge

with other non-law firm entities. This law becomes effective in 2011, and it appears that there is significant interest on the part of private investors.

In the U.S., the Washington, DC, bar allows attorneys and non-attorneys to join together in partnerships that practice law but there does not appear to be any rush in that direction. What will happen if outside investment takes a firmer hold in law firms outside of the U.S.? What impact will outside investment have on how law firms are governed and managed?

Thanks to everyone who attended and participated in the 2010 Futures Conference. We would love to hear your take on the conference. Please e-mail Karen at colpm@comcast.net and we will post the comments on the College Blog.

InnovAction