

IN TUNE WITH THE FUTURE

OF THE PRACTICE OF LAW



**2019 FUTURES CONFERENCE
OCTOBER 24-25
NASHVILLE**

PRESENTED BY
COLLEGE OF LAW PRACTICE MANAGEMENT
IN PARTNERSHIP WITH BELMONT UNIVERSITY COLLEGE OF LAW

CONFERENCE SCHEDULE

Unless otherwise noted, all conference sessions are presented in Room 157 at Belmont University College of Law (Randall and Sadie Baskin Center), 1901 15th Ave.

Please be Social:

- *WiFi Network: Belmont (no username or password needed)*
- *Twitter: Follow @COLPM and please use #COLPM2019*
- *Facebook: www.facebook.com/colpm.org/*
- *LinkedInGroup: www.linkedin.com/groups/79019*

Thursday, October 24

| SESSION TOPIC | TIME | SESSION DESCRIPTION |
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| Shuttle Service | 10:00 a.m. 10:30 a.m. 11:15 a.m. 11:45 a.m. | Shuttle service from Loews to Belmont. Times are approximate and may vary due to traffic. |
| New Fellows Orientation | 10:30 a.m. | Orientation Session for Class of 2019 inductees only; also attended by the College's Board of Trustees |
| Registration Opens | 11:00 a.m. | All conference attendees can pick up their badges and materials at the Registration Desk. You can then network and relax in the Student Commons area or explore the campus until lunch is served. Location: Grand Lobby |
| Buffet Lunch | Noon | Enjoy a buffet lunch with your friends and new acquaintances. Location: Law Library, 2nd Flr. |
| Welcome | 12:45 p.m. | Welcome to the College of Law Practice Management's 2019 Futures Conference! <i>Speaker: Mark Greene, COLPM President</i> |
| Fellow-Elect Introductions | 12:50 p.m. | <i>David Cambria, Firoz Dattu, and Kristen Bateman Leis</i> |
| Pitch Perfect! | 12:55 p.m. | <i>Speakers (Fellows & 2019 Conference Co-Chairs):</i> <i>- Tim Corcoran; Principal; Corcoran Consulting Group</i> <i>- Teresa Walker; Chief Operating Officer, Emeritus; Waller Lansden Dortch & Davis, LLP</i> |
| In Tune With the Future | 1:00- 1:35 p.m. | A Nashville music industry executive recounts how the music industry has undergone both evolution and revolution, upending tradition, and shifting the economic balance between musicians and labels and consumers. The lessons learned provide a helpful roadmap for the legal profession in adapting to its own market disruptions. <i>Speaker: Kris Ahrend; President; U.S. Legal Services, Warner Music Group</i> |
| Fellow-Elect Introductions | 1:35 p.m. | <i>Reese Arrowsmith, Stephanie Corey, and Nancy Jessen</i> |
| College of Law Welcome | 1:40- 2:10 p.m. | Welcome to Belmont University College of Law! <i>Speaker: Alberto R. Gonzales, Dean and Doyle Rogers Distinguished Professor of Law</i> |
| Company Law Company | 2:10- 2:45 p.m. | A primary role of a company's law department is to increase business velocity, that is to advance the company's commercial interests while managing risk and ensuring compliance. The approaches by which law departments are meeting this challenge are rapidly changing. Our experts illustrate the journey of the law department into a business unit, and the journey of outside counsel from selling hours to providing cost-effective solutions, and they will discuss the expansion of legal sourcing to include law companies. <i>Speakers (Fellows):</i> <i>- Nicole Nehama Auerbach; Founding Partner, ElevateNext Law and Deputy General Counsel; Elevate Services</i> <i>- Jeffrey Carr; Senior Vice President & General Counsel; Univar Solutions, Inc.</i> <i>- Susan Hackett; CEO; Legal Executive Leadership, LLC</i> <i>- Patrick Lamb; Founding Partner; ElevateNext Law and Vice President; Elevate Services</i> |

CONFERENCE SCHEDULE

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| Leaders Lead and Lawyers Lawyer | 2:45-3:15 p.m. | <p>The role of a law firm leader or manager is shifting away from an honorary part-time role occupied by respected lawyers to a full-time executive role requiring business acumen, a head for strategy and finance, and emotional intelligence.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> - <i>Tim Lupinacci; Chairman & CEO; Baker Donelson</i> - <i>Adam Severson (Fellow); Chief Marketing & Business Development Officer; Baker Donelson</i> |
| Fellow-Elect Introductions | 3:15 p.m. | <i>Alex Hamilton and Camille Stell</i> |
| Device and Bio Break | 3:15-3:30 p.m. | <p>Refreshment Break</p> <p>Location: Grand Lobby</p> |
| Law's Quantum Leap | 3:30-4:15 p.m. | <p>The delivery of legal services relies increasingly on technology and artificial intelligence. Imagine the impact on access to justice in a world with unlimited computing power. A representative from the U.S. Department of Energy's Oak Ridge National Laboratory (located about two hours away) describes the current state and awe-inspiring potential.</p> <p><i>Speaker: Raphael Poeser, Research Scientist, Computational Sciences and Engineering Division; Oak Ridge National Laboratory</i></p> |
| Collaboration as a Competitive Advantage | 4:15-4:50 p.m. | <p>Effective supply chain collaboration goes beyond pricing and engages legal services buyers and sellers in the development of collaborative solutions that become embedded into each organization's business operations. Our experts will illustrate how continuous improvement provides the ideal framework for prioritizing and addressing these challenges and opportunities.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> - <i>Mo Zain Ajaz (Fellow-Elect); Chief Counsel and Global Head of Legal Operations; National Grid plc</i> - <i>Catherine MacDonagh (Fellow); CEO; Legal Lean Sigma Institute LLC</i> - <i>Merry Neitlich (Fellow); Founder & Managing Partner; EM Consulting</i> |
| Fellow-Elect Introductions | 4:50 p.m. | <i>Niki Black, Mark Cohen, and Darryl Cross</i> |
| Shuttle Service | 5:15 p.m. 6:00 p.m. | Two buses depart Belmont at 5:15 and will make stops at Loews Vanderbilt and Waller. Each bus will make two round trips. Second shuttle time is approximate and may vary due to traffic. |
| Celebrating 25 Years! | 6:00-10:00 p.m. | <p>Overlook the Nashville Skyline, enjoy live music, cocktails, a buffet dinner and a little Nashville magic.</p> <p>Location: Waller Lansden Dortch & Davis Conference Center, 511 Union Street, Suite 2700</p> |
| Shuttle Service | 10:15 p.m. 10:45 p.m. | The first shuttle to Loews departs from Waller at 10:15 p.m. with the last shuttle leaving at 10:45 p.m. If you wish to depart Waller earlier, you may use Uber. |

CONFERENCE SCHEDULE

Friday, October 25

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| Shuttle Service | 7:00 a.m. 7:30 a.m. | Two buses will depart Loews at 7:00 a.m. and each will make two round trips. Second shuttle time is approximate and may vary due to traffic. |
| Registration Opens | 7:15 a.m. | Conference attendees can pick up their badges and materials at the Registration Desk. Location: Grand Lobby |
| Breakfast Buffet | 7:15- 8:00 a.m. | Enjoy the breakfast buffet and networking with your peers. Location: Student Commons, 1st Flr. |
| Change Never Sounded Better | 8:00- 8:30 a.m. | What if anyone could become a professionally sounding musician, on any instrument, with minimal investment? Instrument One from Artiphon is an innovative tool for artists and non-artists to play music in whatever style suits them, on numerous instruments, with the use of technology. It has the potential to disrupt or to enhance the traditional approach to making music, with music making more accessible to all. The lesson for legal professionals is that disruption can provide greater and more effective access to legal services. <i>Speaker: Adam McHeffey, Director of Marketing; Artiphon, Inc.</i> |
| AI in Action in the Legal Industry | 8:30- 9:00 a.m. | These two vignettes will showcase how AI has improved legal services delivery. <i>Speakers (Fellows):</i> <i>- Kunoor Chopra; Vice President Legal Services; Elevate</i> <i>- Patrick DiDomenico; Chief Knowledge Officer; Ogletree Deakins</i> |
| Law Firm Business Development 3.0: A Comprehensive Approach for Turning Lawyers into Rainmakers | 9:00- 9:30 a.m. | The Seller's Market that ended with the Great Recession is proving to be a double-edged sword for law firms. The upside is that those two decades of steadily increasing demand enabled law firms to grow professionally and financially beyond what anyone could have predicted. The downside is that the relative ease of getting business kept them blissfully ignorant of the principles and mechanics of business development and, by extension, what it truly takes to develop revenue generators who consistently produce reliable revenue. Mike O'Horo and David Freeman will show you how a change of philosophy and a more thoughtfully designed internal structure can enable your firm to gain significant competitive advantage, and in the process eliminate the training budget waste that your peers estimate at 80%. Rather than approach business development in the makeshift manner that has dominated our industry for decades, Mike and David will introduce an intelligent, comprehensive approach that adds missing features like identifying those with the greatest potential for success and developing "sales management" skills in group leaders so they can sustain efforts over time. <i>Speakers (Fellows):</i> <i>- David Freeman; Founder; Law Firm CultureShift</i> <i>- Mike O'Horo; Founder, Innovator; RainmakerVT</i> |
| Standardizing Legal Services Delivery | 9:30- 9:45 a.m. | Consistency is a leading indicator for quality. SALI is a nonprofit legal industry-wide effort to create and promote standardization across the legal eco-system. Our experts will present a case study illustrating the benefits of standards in action. <i>Speakers (Fellows):</i> <i>- Toby Brown; Chief Practice Management Officer; Perkins Coie</i> <i>- Christopher Ende; Chief Value Officer; Goulston & Storrs</i> |
| Fellow-Elect Introductions | 9:45 a.m. | <i>Mo Zain Ajaz and Ronda Muir</i> |
| Device and Bio Break | 9:45- 10:00 a.m. | Refreshment Break Location: Grand Lobby |
| Bridging the Buyer/Seller Divide | 10:00- 10:30 a.m. | Markets with effective collaboration between buyers and sellers generate far more profits than markets with adversarial supply chains. An expert in law firm pricing and an expert in law department buying discuss the evolution of the legal marketplace from "I win, you lose" to "We both win." <i>Speakers:</i> <i>- Richard Burcher (Fellow-Elect); Managing Director; Validatum</i> <i>- Silvia Hodges Silverstein (Fellow); Executive Director; Buying Legal Council</i> |

CONFERENCE SCHEDULE

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| Client Centric Legal Marketing | 10:30-11:00 a.m. | <p>As legal services marketing evolves beyond showcasing lawyers' capabilities, law firm and law company marketers are embracing advanced marketing techniques focused on addressing client needs.</p> <p><i>Speakers (Fellows):</i></p> <ul style="list-style-type: none"> - <i>Connie Brenton; Chief of Staff & Sr. Director, Legal Operations; NetApp, Inc.</i> - <i>Elonide Semmes; President; Right Hat LLC</i> |
| The Future of Law's Ink-Stained Wretches | 11:00-11:15 a.m. | <p>Just as social media, citizen journalism, and the slow erosion of print media has disrupted mainstream journalism, legal journalism is undergoing change. A respected legal journalist illustrates the risks and rewards of an uncertain future and showcases how one non-traditional media company is addressing the opportunity.</p> <p><i>Speaker (Fellow): Robert Ambrogio; Partner; Law Offices of Robert J. Ambrogio</i></p> |
| Resilience and the High-Performance Culture | 11:15-11:45 a.m. | <p>As the legal profession wakes up to the reality of workplace toxicity, experts illustrate how to quantify the economic, social, and client service benefits of embracing a resilient workforce while maintaining a high-performing culture.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> - <i>Renee Branson; Founder/Principal Consultant; RB Consulting</i> - <i>Stewart Levine (Fellow); Founder; ResolutionWorks</i> - <i>Ronda Muir (Fellow-Elect); Principal; Law People Management</i> |
| Ubering the Guild | 11:45-12:15 p.m. | <p>Several state and provincial bar associations and legislatures are considering whether current lawyer ethics regulations, while well-intentioned, impede access to justice. Will the US and Canada follow Australia and the United Kingdom in removing restraints on the delivery of legal services? Given the pace at which informed buyers and innovative providers are collaborating on legal services delivery, does it even matter whether lawyers themselves get on board? Hear from these experts who have been involved in the California State Bar Association's initiative and Task Force on Access Through Innovation of Legal Service.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> - <i>Lori Gonzalez; Owner; RayNa Corporation</i> - <i>Bill Henderson (Fellow); Professor of Law; Indiana University Maurer School of Law</i> - <i>Heather Morse (Fellow); Chief Business Development Officer; McGlinchey Stafford</i> |
| Fellow-Elect Introductions | 12:15 p.m. | <i>Brad Blickstein, Deborah Brightman Farone, and Tricia Lilley</i> |
| Lunch - 2019 InnovAction Awards Program | 12:15-1:30 p.m. | <p>Join us for the announcement of the 2019 InnovAction Award winners!</p> <p><i>Host: Patrick Lamb (Fellow); Founding Partner; ElevateNext Law and Vice President; Elevate Services</i></p> <p>Location: Curb Event Center, Vince Gill Room (a 5-minute on-campus walk from the Randall and Sadie Baskin Center)</p> |
| Fellow-Elect Introductions | 1:30 p.m. | <i>Richard Burcher, Vince Cordo, and Cat Moon</i> |
| Legal Problem Solving and Improving Access to Justice Using Design Thinking | 1:30-2:00 p.m. | <p>Experiment with using 21st century thinking to design creative solutions to 21st century legal services delivery problems and to improve access to justice. Also, hear how a startup tech company and a BigLaw firm re-engineered pro bono efforts to improve access to justice.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> - <i>Felicity Conrad; Co-Founder & CEO, Paladin PBC, Inc.</i> - <i>Luke Liss; Of Counsel & Pro Bono Counsel; Wilson Sonsini Goodrich & Rosati</i> - <i>Cat Moon (Fellow-Elect); Director of Innovation Design for the Program in Law and Innovation; Vanderbilt University</i> |

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| Fellow-Elect Introductions | 2:00 p.m. | <i>Jason Barnwell, Mitch Kowalski, and Jae Um</i> |
| Device and Bio Break | 2:00-2:15 p.m. | Refreshment Break Location: Grand Lobby |
| Incentivizing the New Normal in Lawyer Compensation | 2:15-2:45 p.m. | Expert discusses how lawyer compensation is shifting away from rewarding production to rewarding the profitable behaviors that further law firm strategies, strategies that are increasingly reliant on achieving client satisfaction. We'll also discuss how AI and technology are becoming more useful in compensation design and administration. <i>Speaker: Tim Corcoran (Fellow); Principal; Corcoran Consulting Group</i> |
| Fellow-Elect Introductions | 2:45 p.m. | <i>Zev Eigen, Farrah Pepper, and Jack Newton</i> |
| Using Data Analytics to Close the Gender Pay Gap | 2:45-3:15 p.m. | A data scientist uses analytics to address the gender pay gap, showcasing how data and information can better inform management priorities. <i>Speaker: Zev Eigen (Fellow-Elect); Founder & Chief Science Officer; Syndio</i> |
| The Data-Driven Manager | 3:15-3:45 p.m. | Effective business leaders make informed decisions based on data rather than relying primarily on gut instincts. Just as "Moneyball" illustrated the shift toward a data-driven culture in professional sports, our expert illustrates the revolution of data-driven management in law. Today, there is a lot more data available than there are managers consuming it. Our expert will provide insights as to the staggering gap between what is possible today and what is being done. <i>Speaker: Bill Henderson (Fellow); Professor of Law; Indiana University Mauer School of Law</i> |
| Visual Intelligence | 3:45-4:00 p.m. | The explosion of data analytics in an information economy can pose a burden for the 65% of the population that consumes information visually. A noted legal technologist and futurist showcases how visual learning can make the consumption of data more digestible by the legal marketplace. <i>Speaker (Fellow): Ron Friedmann; Chief Knowledge & Information Officer; LAC Group</i> |
| Fellow-Elect Introductions | 4:00 p.m. | <i>Matt Peters, Sue-ella Prodonovich, and Bob Taylor</i> |
| Bringing the Future to the Present | 4:00-5:00 p.m. | Attendees will participate in facilitated break-out discussions to brainstorm how to accelerate the adoption of the concepts and solutions which have been discussed during the conference into the delivery of legal services. The collective creativity, diversity, and experience of the College of Law Practice Management Fellows along with the conference's expert presenters and attendees will be captured for later publication to help catalyze theory into action. <i>Facilitator (Fellow): Susan Hackett; CEO; Legal Executive Leadership, LLC</i> |
| Shuttle Service | 5:15 p.m.-6:00 p.m. | Two buses depart Belmont at 5:15 and will make two round trips. Second shuttle time is approximate and may vary due to traffic. |
| New Fellows Induction Reception and Dinner - CMA Awards Style! | 7:00-11:00 p.m. | Welcome to the Class of 2019! Join us for this glitz and glam (Nashville CMA Awards style) dinner as the Board of Trustees welcome the Class of 2019! The night's performing artists will include Fellows showcasing their musical talents. After the induction program, the evening continues with a Fellows Jam Session! Location: Loews Vanderbilt Starstruck Atrium, Mezzanine Level (Reception) and Symphony I Ballroom (Dinner) |



KRIS AHREND

Kris currently serves as the Head of U.S. Legal Shared Services for Warner Music Group (WMG). He previously served as President of U.S. Shared Services and oversaw the creation of Warner's Center of Excellence for Shared Services in Nashville. Prior to moving to Nashville, Kris held a number of different legal and business affairs positions in the music industry, including roles with Rhino Entertainment, Frank Sinatra Enterprises and Sony Music. He began his career serving as a law clerk for two different federal court judges and then working as an associate at the New York-based law firm, Simpson Thacher. Kris holds a bachelor's degree in Environmental Studies and Theatre from Binghamton University and a law degree from Washington & Lee University's School of Law.

Session: In Tune With the Future



ROBERT J. AMBROGI

Robert Ambrogi is a lawyer and legal journalist who has been writing and speaking about legal technology and the Internet for more than two decades. He writes the award-winning blog *LawSites*, is a columnist for *Above the Law*, hosts the podcast about innovation in law *LawNext*, and is publisher and editor-in-chief of *LexBlog.com*. In 2011, Bob was named to the inaugural *Fastcase 50*, honoring "the law's smartest, most courageous innovators, techies, visionaries and leaders." In 2017, he received the Yankee Quill award for journalism from the Academy of New England Journalists and was honored by the *ABA Journal* as a Legal Rebels Trailblazer. Earlier, he was editor-in-chief of *The National Law Journal* and editorial director of ALM's Litigation Services Division.

Session: The Future of Law's Ink-Stained Wretches



MO ZAIN AJAZ

Mo is a COLPM "Class of 2019" Fellow-Elect. He is an intrapreneur working for National Grid plc as a GC and COO as well as the founder of LEx360, a legal optimisation consultancy. As part of his consultancy work he has helped numerous GC's undertake strategic reviews, efficiency and people development programmes, process optimisations, legal technology deployments and outside counsel best practice reviews. In addition, he has helped law firms in client journey improvements, alignment of service delivery, process optimisation, what clients want, and pricing strategies. Mo received the Legal 500 Individual of the Year (2018), was selected as one of six in-house role models for the *Financial Times* (2018) and has received numerous other awards for his many contributions to the profession.

Session: Collaboration as a Competitive Advantage



**NICOLE NEHAMA
AUERBACH**

Nicole has disrupted the legal industry – twice. She did so first when she helped pioneer the alternative fee movement. She did so again when she co-founded ElevateNext Law, a new model, majority woman-owned firm that sits alongside the global law company Elevate Services to provide customers with a one stop solution that includes the practice of law. Prior to forming Valorem, Nicole practiced as a litigator for 15 years at an AmLaw 100 firm. She was named one of the "Notable Gen X Leaders in Law" and one of the "Most Influential Women Attorneys in Chicago." Nicole is a Fellow of the College, a member of the Dean's Advisory Council for DePaul College of Law and the Board of Managers for Novus Law.

Session: Company Law Company



Combining 20 years in education, counseling and nonprofit management, Renee's passion and purpose is helping individuals, teams, and organizations cultivate resilience. As a Certified Resilience Coach (CReC), she provides clients with immediately usable tools to increase resilience, well-being, and optimism in the workplace. She works with lawyers, legal marketers, business professionals, nonprofit leaders, and others to help them understand and incorporate resilience in their own professional lives and in the teams they lead.

Session: Resilience and the High Performance Culture

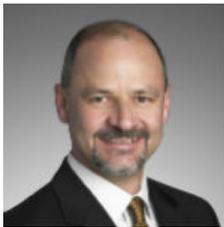
RENEE BRANSON



Connie, a Fellow of the College, is the Chief of Staff/Sr. Director, Legal Operations for NetApp, Inc. She was named to the 100 Women of Influence in Silicon Valley in 2014 and a top ten deputy general counsel in California in 2012. In June 2015, she was also recognized as LegalTech's Law Department Operations Manager of the Year. As the trusted advisor to the general counsel, she guides a global team in creating a wide variety of tools, programs, policies, and processes, including eBilling, matter management, operational dashboards, legal spend management, vendor management, and contract management. Her position enables her to use cross functional teams including inside/outside counsel, third-party providers, managed service providers, and technology to exceed goals.

Session: Client Centric Legal Marketing

CONNIE BRENTON



Toby is the Chief Practice Management Officer for Perkins Coie. In this role he works with firm partners and clients in developing pricing arrangements and service delivery models that drive successful relationships. This includes practice management, pricing, legal project management, lateral partner acquisition, practice innovation, and alternative staffing approaches. Toby is a COLPM Fellow, founder of the P3 Conference, and founding President of SALI. He has published numerous articles, along with the book, *Law Firm Pricing: Strategies, Roles, and Responsibilities* and was named to *The National Law Journal's* 2013 list of Legal Business Trailblazers & Pioneers. Toby received his BS and MS in Economics from the University of Utah, and he maintains the ABA award winning *3 Geeks and a Law Blog* with three colleagues.

Session: Standardizing Legal Services Delivery

TOBY BROWN



Richard is a Fellow-Elect and former New Zealand practicing lawyer and managing partner with over 40 years' experience. Following masters-level post-graduate study in pricing-related disciplines, Richard has been based in London since 2012 as the founder and Managing Director of international legal services pricing consultancy Validatum®. He is also the founder and Managing Director of the Legal Pricing Academy® and legal pricing software platform, Virtual Pricing Director®. A regular speaker at national and international conferences, his legal services pricing research and commentary have been widely published or cited in *Commonwealth Law Journal*, *Global Legal Post*, *Managing Partner*, and the *Pricing Journal* amongst others. Validatum® has worked with over 300 law firms in 22 countries with turnovers of £10 million (\$US15m) to £900 million (\$US1.5b).

Session: Bridging the Buyer/Seller Divide

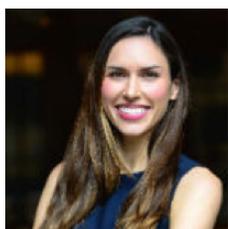
RICHARD BURCHER



JEFFREY CARR

Jeff is a race car driver. He is a College Fellow and serves as the Vice President and General Counsel of Univar Solutions, Inc., a Fortune 500 global chemical and ingredients distributor and provider of value-added services. At Univar Solutions, he serves on the executive committee and has responsibility for enterprise risk management, compliance initiatives, and legal functions. Prior to joining Univar in 2017, Jeff built up more than 35 years of legal experience, most recently as President of ValoremNext LLC. Prior to that role, he was Senior Vice President, General Counsel and Secretary of FMC Technologies, Inc., where he held various roles with increasing responsibility since 1993. As FMC Technologies' General Counsel, Jeff was the recipient of numerous awards for outstanding performance and innovation.

Session: Company Law Company



FELICITY CONRAD

Felicity is the Co-founder & CEO of Paladin. Paladin's mission is to increase access to justice by helping legal teams do more and better pro bono. Paladin works with leading law firms, Fortune 500s and law schools to easily staff, manage, and track their pro bono work on a centralized platform, as well as visualize engagement and impact. Before founding Paladin, Felicity was a litigator for Skadden Arps (New York). An alumnus of NYU Law, McGill University and Sciences Po Paris, she previously worked at the United Nations on International Criminal Court issues and has worked in international law around the world. Paladin's work has been featured in numerous publications, and Felicity has received many awards for her contributions to the profession.

Session: Legal Problem Solving and Improving Access to Justice Using Design Thinking



KUNOOR CHOPRA

Kunoora, a College Fellow, is VP of Legal Services at Elevate. She leads teams that design and implement solutions for litigation, contracts, M&A, compliance and IP, combining people, process, and technology in innovative ways, empowering customers to modernize and optimize operations. Her vision has always been to create a platform that provides effective and efficient options to obtain, manage, and perform legal services. Kunoora has been instrumental in the industry's transformation, from the early days of legal process outsourcing to helping build one of the leading law companies, Elevate. Kunoora and her team meet the unique needs of complex customers by providing the right resources for efficient service delivery, specialized domain expertise, and process efficiencies and visibility into the comprehensive details of services being delivered.

Session: AI in Action in the Legal Industry



TIM CORCORAN

Tim, a Trustee and Fellow of the College of Law Practice Management, is a former CEO, Hall of Famer, and Past President of the Legal Marketing Association and a Committee Chair with the Association of Legal Administrators. He delivers keynote presentations, conducts workshops, and advises legal business leaders through the profitable disruption of outdated business models.

Sessions:

- Pitch Perfect!

- Incentivizing the New Normal in Lawyer Compensation



PATRICK DIDOMENICO

Patrick is the Chief Knowledge Officer for Ogletree, Deakins, Nash, Smoak & Stewart, P.C., an international labor and employment law firm with 900 attorneys in more than 50 offices. He also serves on the firm's Technology Strategy Committee, Research & Development Council, and Innovation Summit Committee. Before his knowledge management career, he was a practicing litigation attorney in New York City. Author of the book *Knowledge Management for Lawyers*, published by the American Bar Association, Patrick has been in the legal knowledge management industry since 2005. He is a Fellow in the College of Law Practice Management, the recipient of the 2013 ILTA Knowledge Management Professional of the Year Award, and a frequent speaker on KM, legal technology, and legal innovation topics.

Session: AI in Action in the Legal Industry



ZEV EIGEN

Zev founded Syndio, world leader in HR analytics, empowering organizations to solve the most challenging business problems like closing the gender pay gap, reducing costly unwanted attrition, reducing bias in employment decisions, and improving true engagement and collaboration. He is a data scientist focused on AI and machine learning applications in HR, labor and employment law, and legal compliance. He has been honored as one of the *Financial Times'* 10 most innovative lawyers, as a FastCase50 Innovator, and as one of "40 Under 40 Rising Legal Stars" by the *National Law Journal*. Zev is often quoted in the media as an expert on big data solutions, predictive analytics, and machine learning, especially as applied to HR and legal services, and products.

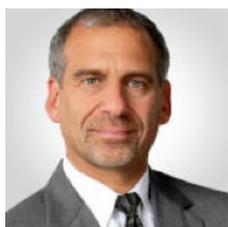
Session: Using Data Analytics to Close the Gender Gap



CHRISTOPHER ENDE

Chris leads Goulston & Storrs' strategic initiatives relating to pricing, legal project management, practice innovation, and profitability. He collaborates across all firm legal practices and professional departments to deliver increased value to clients through innovative fee arrangements, process improvement, and data analytics. Chris works directly with clients to deliver tailored pricing solutions and service delivery models that align incentives and facilitate successful outcomes. He has deep experience in the business of law. Chris previously led the outside counsel spend management program for a Fortune 15 company and held a senior leadership position at an alternative legal services provider. Prior to those roles, Chris, a College Fellow, built and led the global pricing and project management program at an AmLaw 50 law firm.

Session: Standardizing Legal Services Delivery



DAVID FREEMAN

David helps law firms grow revenue by enhancing leadership, business development, and client service. For 25 years, he has trained and coached thousands of lawyers and leaders from nearly 200 firms, including 45% of the AmLaw 200. He is a multiple best-selling author and for three consecutive years was voted the best business development consultant and coach in *National Law Journal* surveys, resulting in his induction into the NLJ Hall of Fame. David is an attorney, a Trusted Advisor with the Professional Development Consortium, a COLPM Fellow, CEO of the David Freeman Consulting Group, founder of Law Firm CultureShift®, creator of Culture Xray® (an internal business development culture assessment), and developer of technology that automates cross-selling coaching for lawyers (Cross Serving®).

Session: Law Firm Business Development 3.0: Comprehensive Approach for Turning Lawyers into Rainmakers



RON FRIEDMANN

Ron is Chief Knowledge + Information Officer for LAC Group. He focuses on moving research from traditional formats to deliver insight and answers and helps clients and LAC find, use, organize, and re-use know-how. Ron has three decades of experience improving law practice and legal organization business efficiency with knowledge management, artificial intelligence, outsourcing, legal project management, process improvement, and practice technologies. He has worked for two large law firms, two legal software companies, two legal consulting companies, and two legal outsourcing companies. Previously, he was an econometrician and management consultant. Ron contributes to the legal market via his blog (Strategic Legal Technology), Tweets, conference presentations, and published articles. He is a former College Trustee and organizes two private knowledge management groups and meetings.

Session: Visual Intelligence



DEAN ALBERTO GONZALES

Judge Gonzales became Dean of Belmont University College of Law in 2014 and presently holds the Doyle Rogers Distinguished Chair of Law. As Dean, he teaches Constitutional Law, First Amendment Law, National Security Law and Separation of Powers. After serving in the U.S. Air Force, he received his bachelor's degree from Rice University and a juris doctor degree from Harvard University. Judge Gonzales served as the 80th Attorney General and as Counsel to the President of the United States. He was previously a partner at Vinson & Elkins, held numerous state (Texas) government positions (Supreme Court Justice, Secretary of State and General Counsel to the Governor) and served as a Visiting Professor and minority/veteran recruitment consultant at Texas Tech University.

Session: College of Law Welcome



LORI GONZALEZ

Lori is the President of the The RayNa Corporation – a company designed to assist law firms and solo attorneys with billing, efficiency, and office operations. After receiving her paralegal certification in 2002, she worked in several firms filling many roles, including practice management software training and coordination. She is a frequent speaker for the Tennessee Bar Association on law firm management needs. Lori's adaptability, knowledge of current technology and ability to evaluate systems are what give her the ability to not only work within any system, but to improve it. She spends her free time volunteering to improve access to justice and increase knowledge and use of technology in the legal field.

Session: Ubering the Guild



SUSAN HACKETT

Susan is the CEO of Legal Executive Leadership and a Fellow of the College of Law Practice Management. She has three decades of experience helping law departments (and those who serve them) deliver distinguishing value and improve the way they work. She founded LEL after serving for 22 years as SVP and GC of the Association of Corporate Counsel, where she created/executed ground-breaking initiatives in law department management and operations, outside counsel relationships, innovative professional development and engagement projects, advocacy coalitions, and the profession's first corporate pro bono, public service and diversity/inclusion initiatives. At LEL, she applies her experience in practical settings, helping clients change behaviors, improve operational processes, drive demonstrable client results, and move confidently from traditional practice toward legal executive leadership.

Sessions:

- Company Law Company

- Bringing the Future to the Present



BILL HENDERSON

Bill is on the faculty of Indiana University Maurer School of Law, where he holds the Stephen F. Burns Chair on the Legal Profession. His research focuses on the empirical analysis of the legal profession and legal education. In 2015 and 2016, Bill was named the Most Influential Person in Legal Education by *The National Jurist* magazine. His innovation initiatives include the Institute for the Future of Law Practice (IFLP, “i-flip”), an education nonprofit that combines sophisticated training in modern law practice with paid internships for law students; Lawyer Metrics, an applied research company that helps lawyers and law firms use data (acquired by AccessLex in 2015); and Legal Evolution, an online publication focused on successful legal industry innovation.

Sessions:

- *Ubering the Guild*
- *Data-Driven Management*



PATRICK LAMB

Pat is a Vice President of Elevate Services, a global law company, and a founding partner of ElevateNext Law LLP, the law firm he and co-founder Nicole Auerbach created to work in alignment with Elevate Services. Before beginning his adventure with Elevate in 2018, Pat and Nicole founded Valorem Law Group. The firm became well known for its use of non-hourly fee arrangements for complex business litigation. Valorem and Pat have been frequently recognized for exceptional customer experience, a topic about which Pat has blogged since 2005. Pat has authored two books on alternative fees and has written widely about change in the legal industry. He was named an ABA Legal Rebel in 2009. Pat is a Fellow and serves as a College Trustee.

Session: *Company Law Company*



STEWART LEVINE

Stewart is a Fellow of the College of Law Practice Management and an attorney, mediator, management consultant, and coach. He creates resolution and agreement in the most challenging circumstances. He has written and spoken extensively before legal professionals for over 35 years. He is the author of the best-seller *Getting to Resolution: Turning Conflict into Collaboration*.

Session: *Resilience and the High-Performance Culture*



LUKE LISS

Luke is Of Counsel in the Palo Alto office of Wilson Sonsini Goodrich & Rosati. He is a member of the firm’s litigation department, focusing on mergers and acquisitions litigation, securities class actions, shareholder derivative suits, appraisal actions, and complex commercial litigation. Luke represents companies with regulatory investigations, internal investigations and corporate governance matters. Luke serves as Pro Bono Counsel for the firm, leads pro bono teams, and assists with developing the firm’s pro bono and community service partnerships. He also serves as the coordinator of the firm’s U-Visa and Violence Against Women Act (VAWA) pro bono program. The firm was recognized by Community Legal Services of East Palo Alto as Law Firm of the Year (2014) for its extensive work in the program.

Session: *Legal Problem Solving and Improving Access to Justice Using Design Thinking*



TIM LUPINACCI

Tim is Chairman and CEO of Baker Donelson and previously served as chair of the Financial Services Department, a member of the Firm's Board of Directors, and office managing shareholder for Birmingham. He serves on the Firm's Diversity Committee and previously served as co-chair of Baker Donelson's Women's Initiative Pathways to Leadership Committee. Tim's practice of more than 28 years has focused on helping financial institutions solve complex issues arising in restructuring throughout the country with extensive experience with workouts and bankruptcies involving defaulted health care loans. He has primarily represented financial institutions, REITs, special servicers, indenture trustees, banks, and asset-based lenders in loan workouts and insolvency, with an emphasis on health care defaults, bankruptcy, and restructuring.

Session: Leaders Lead and Lawyers Lawyer



**CATHERINE
MACDONAGH**

Catherine is a Fellow and well-known for continuously breaking new ground. A former corporate counsel and law firm executive, she now focuses on helping others with strategy, collaboration, efficiency, and delivering more value to their teams and organizations. She is CEO of the Legal Lean Sigma Institute LLC, where she invented Legal Lean Sigma® and the award winning Legal WorkOut®. She consults in her practice, FIRM Guidance, is Chief Enthusiasm Officer of Mocktails LLC, and is a founder of the Legal Sales and Service Organization. Catherine is an adjunct professor at Suffolk Law School and George Washington University (Master's in Law Firm Management program). She authored *Lean Six Sigma for Law Firms*, co-authored *The Woman Lawyer's Rainmaking Game* (with Fellow Silvia Coulter) and *The Law Firm Associate's Guide to Personal Marketing and Selling Skills* (with Fellow Beth Cuzzone), and contributed to six books (and counting) on process improvement and project management.

Session: Collaboration as a Competitive Advantage



ADAM MCHEFFEY

Adam graduated with a B.A. from State University of New York Purchase College in 2010 with a focus in Arts Management. He has since worked with hundreds of clients on a diverse range of projects. Currently, Adam enjoys the Director of Marketing role at Artiphon, a music-technology startup. When he's not busy with marketing and content creation, he also enjoys illustrating children's books and seeing live music. Adam currently resides in Nashville, with his wife Kari and daughter Emmy June.

Session: Change Never Sounded Better



STEPHEN MCNALLY

In this role as Operations Manager for the National Center for Computational Sciences, Stephen oversees the day-to-day operational activities of the multi-programmatic Department of Energy leadership computing center. Stephen began working in high-performance computing (HPC) in 2009 as a Linux systems administrator supporting the first academic petaflop Kraken supercomputer. Prior to HPC, Stephen served as an IT professional in the automotive and healthcare industries. He received business degrees, including an MBA from Tennessee Technological University in 2013. Stephen's educational background in business coupled with his highly technical experience in HPC provide unique insight that is well-suited for managing the operations of a cutting-edge compute and data research facility. Stephen's primary speaking role is associated with the University of Tennessee, Knoxville course titled, "Introduction to Data Centers," where he is also the course organizer.

Session: Law's Quantum Leap



CAITLIN ("CAT") MOON

Cat is a Class of 2019 Fellow-Elect and the Director of Innovation Design for the Program in Law and Innovation (PoLI) at Vanderbilt Law School and Director of the PoLI Institute (innovatethelaw.com), which provides executive education to legal professionals. She co-founded Vanderbilt's annual Summit on Law and Innovation (SoLI), bringing together practitioners across disciplines in collaborative legal innovation projects. She currently teaches Legal Problem Solving, a course in human-centered design for law, Law as a Business, Blockchain, and Smart Contracts and Legal Operations at Vanderbilt Law. Cat speaks and facilitates workshops globally on the application of human-centered design, creativity, and technology to realize innovation across the legal profession and legal education. Before joining her alma mater Vanderbilt Law, she practiced law for 20 years.

Session: Legal Problem Solving and Improving Access to Justice Using Design Thinking



HEATHER MORSE

Heather is a senior legal marketing professional partnering with lawyers on business development strategies and the business of law. She is the Chief Business Development Officer for McGlinchey Stafford. Heather is a College Fellow, member of the California State Bar's Task Force on Access Through Innovation of Legal Services; editor of *The Legal Watercooler*; and administrator/founder of LME. Heather is a fan of the Oxford comma and a single space after a period is the correct mode of punctuation. She spent 10 years as a Girl Scout Leader, hawking cookies and even camping in a tent, and resides in New Orleans with the Sports Dude and two teenagers.

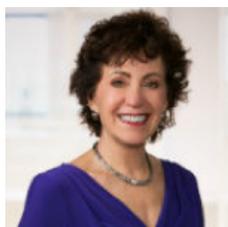
Session: Ubering the Guild



RONDA MUIR

Founder and principal of Law People Management LLC, Ronda is one of the country's leading authorities on lawyer personalities and on implementing behavioral science research in the legal workplace. Ronda's expertise offers business-savvy, psychologically sophisticated, and real-world solutions to both the traditional and emerging people management challenges that are unique to the legal industry. Nationally recognized for her identification and assessment of contemporary industry trends, she is a frequent speaker, an award-winning author and publishes www.LawPeopleBlog.com, a valuable resource for the legal community. Muir's book *Beyond Smart: Lawyering with Emotional Intelligence*, an American Bar Association best seller, is the first comprehensive guide to understanding, using and raising emotional intelligence in the context of the practice of law.

Session: Resilience and the High-Performance Culture



MERRY NEITLICH

Merry, a Fellow of the College, is the founder and managing partner of EM Consulting, a leader in law firm marketing and business development solutions. With over 25 years of experience, Merry provides clients with tools to grow relationships and successfully identify, court, and convert targets into clients. She consults with law firms wishing to overcome resistance and implement successful legal operations programs. Merry has extensive experience coaching attorneys in business development in order to grow their practices. She has interviewed hundreds of in-house counsels across the country for law firm clients in order to enhance relationships and client satisfaction. Merry offers training programs in business development, legal operations, client retention, and satisfaction programs. In 2017, Merry was inducted into the LMA Hall of Fame.

Session: Collaboration as a Competitive Advantage



MIKE O'HORO

Mike O'Horo is known by lawyers everywhere as The Coach. He has helped more than 5,000 of them generate \$1 billion in new business. He has also integrated human coaching with online education (Dezurve) and interactive training (RainmakerVT) that teaches practical business development skills. These tools also enable firms to identify which lawyers are serious about learning, and which will contribute to the estimated 80% waste of your training budget.

Session: Law Firm Business Development 3.0: A Comprehensive Approach for Turning Lawyers into Rainmakers



ELONIDE SEMMES

Elonide is the President of Right Hat, a brand consultancy that helps law firms and legal service providers create powerful brands. Elonide likes nothing more than helping organizations move from simply designing new communication tools to creating entire brand experiences. In the legal space, this requires looking at every touchpoint in a brand from ads, websites, service offerings, proposal responses, and approach to technology. Elonide was a founding member of the Legal Marketing Association Mid-Atlantic chapter and has served on the Board of Directors of both the Mid-Atlantic and New England chapters. Elonide has been inducted into the Legal Marketing Association Hall of Fame. She is a member of the College of Law Practice Management and joins its Board of Trustees in October 2019.

Session: Client Centric Legal Marketing



ADAM SEVERSON

Adam is the Chief Marketing and Business Development Officer at Baker Donelson. He is responsible for the strategic direction and execution of the Firm's business development and marketing initiatives and collaborates with the Firm's lawyers and professional staff to maintain a client focus, increase marketplace awareness and facilitate cross-office and cross-practice collaboration. Adam is the former president for the Legal Marketing Association and was recently inducted as a Fellow into the College of Law Practice Management. He has received several industry awards including recognition as the #1 Business Development & Marketing team by Marketing the Law Firm and as CMO of the Year by the *Nashville Business Journal*. Adam speaks internationally on law firm strategy, marketing and business development, technology, and competitive intelligence.

Session: Leaders Lead and Lawyers Lawyer



**SILVIA HODGES
SILVERSTEIN**

Dr. Silverstein, a Fellow of the College, is executive director of the Buying Legal Council, the international trade organization for legal procurement, and adjunct professor at Columbia Law School. Silvia co-authored the Harvard Business School case studies GlaxoSmithKline: Sourcing Complex Professional Services on the company's legal procurement initiative and Riverview Law: Applying Business Sense to the Legal Market on the new model law firm. Silvia wrote The Georgetown Journal of Legal Ethics' I didn't go to law school to become a salesperson, the South Carolina Law Review's What we know and need to know about Legal procurement, the Legal Procurement Handbook. She also published *Winning Proposals – The Essential Guide for Law Firms and Legal Services Providers*.

Session: Bridging the Buyer/Seller Divide



TERESA WALKER

Teresa joined Nashville-based Waller Lansden Dortch & Davis, LLP, in 1977 and has helped grow it to 240 attorneys. She is CEO of Tennessee Private Trust Services, a wholly owned subsidiary of Waller, and is developing Legal Solutions and Innovations, to be co-owned with Waller. Teresa is a member of the Waller team that established TokenizeTN, a nonprofit created to realize the full potential of emerging technologies to drive a new era in Tennessee. In addition to being a Fellow, Teresa serves on the Executive Committee of the College, has served as President and Board member of the Association of Legal Administrators, is Vice Chair of ALA's Professional Development Advisory Committee and belongs to Large Firm Administrators Caucus. She was appointed to the Board of Global Legal Blockchain Consortium in July 2018.

Session: Pitch Perfect!

The College of Law Practice Management is an honorary organization that recognizes distinguished law practice management professionals who have made extraordinary contributions to the field of law practice management over their careers.

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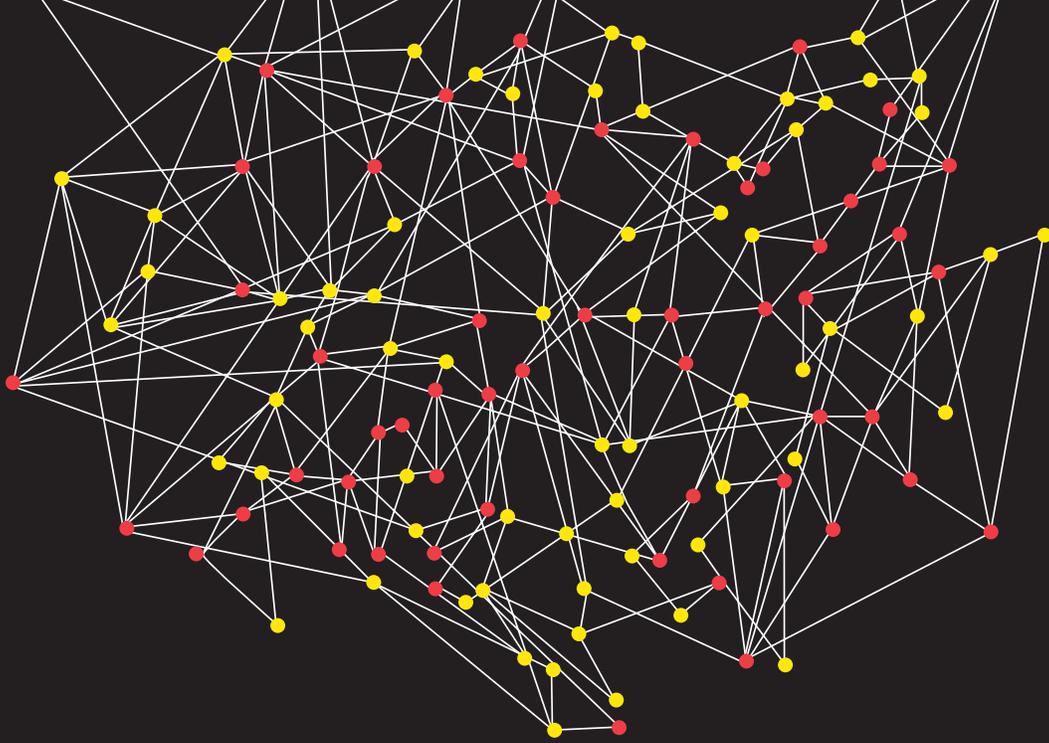
Baker McKenzie



Nashville is the capital and most populous city in the state of Tennessee—and it’s adding an average of 100 new residents per day. Although Nashville is famous as a music recording center and tourist destination, its largest industry is health care. More than 300 health care companies, including the world’s largest private operator of hospitals, call Nashville their home. The city is also a center for the publishing, banking and transportation industries. Three professional sports teams, an extensive park system and world-renowned gems such as the Parthenon, Ryman Auditorium, the Grand Ole Opry House and the Country Music Hall of Fame are among the many local attractions.

Since the 1960s, Nashville has been the second-largest music production center (after New York) in the United States. With live music of every genre being performed any night of the week, more than 180 recording studios, and some 5,000 working musicians, Nashville is known the world over as Music City.

Conference attendees who extend their stay will enjoy Nashville’s Southern hospitality and quickly discover that there is something to keep everyone entertained. Fall days in October are warm and pleasant and the evenings require a sweater or light jacket, so layered clothing is recommended.

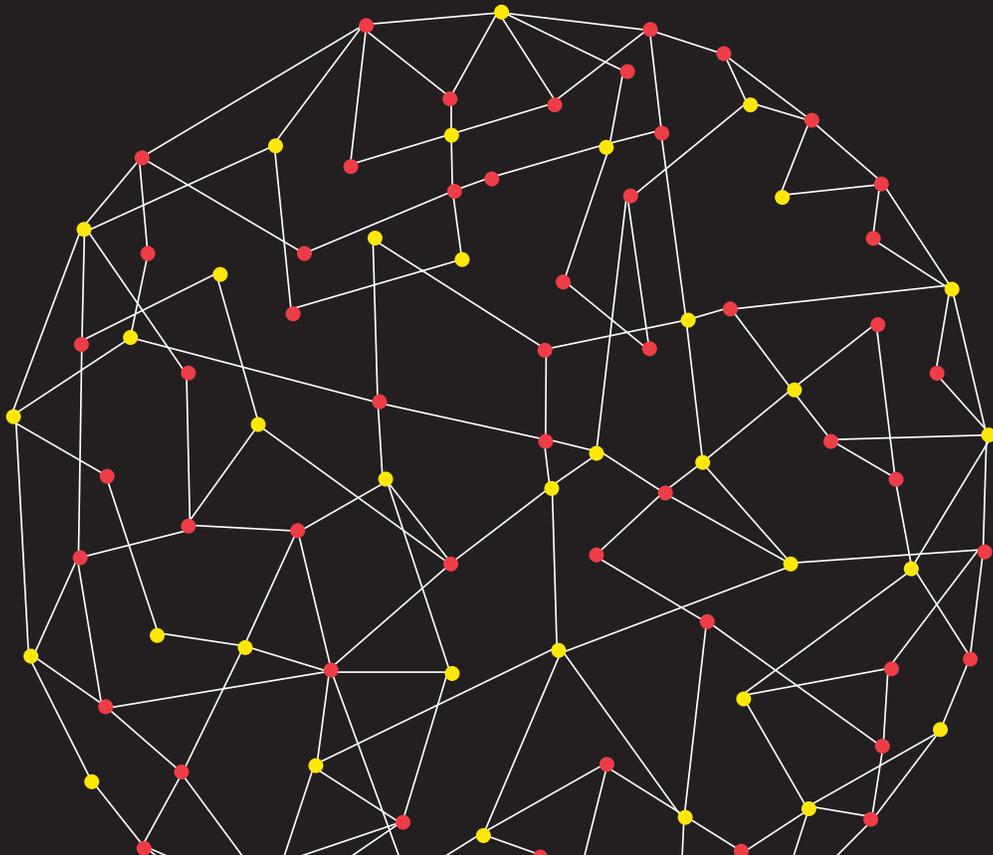


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LAW SCHOOL PARTNER & CONFERENCE VENUE

20



Randall and Sadie Baskin Center
1901 15th Ave. S.
Nashville, TN 37212

Phone 615.460.8400

Consistently recognized as a “Most Innovative” university, the Belmont University campus is located just two miles from downtown Nashville, Tennessee, a dynamic and vibrant hub for government, health care, music, tourism and more. The Randall and Sadie Baskin Center houses the law school. Opened and LEED certified in 2012, the Center sits atop a five-level underground parking garage. The law school has a two-story, state-of-the-art law library, a 21st century trial courtroom, an appellate courtroom, and many other amenities.

HOST HOTEL & INDUCTION CEREMONY VENUE



Loews Vanderbilt Hotel
2100 West End Ave.
Nashville, TN 37203

Phone 615.320.1700
866.266.4451 (reservations)

The host hotel, and venue for the black-tie Induction Dinner and Ceremony, is the Loews Vanderbilt Hotel. It is located only 9 miles from the Nashville International Airport and less than two miles from downtown Nashville.

Check-in is at 4 p.m. and check out is at 11 a.m. (late check-out available at an additional charge). Daily rates for self-parking and valet parking are available \$35 and \$39, respectively, plus tax. Other amenities include complimentary Wi-Fi, 24-hour business center, in-room dining and fitness center. All guestrooms are non-smoking.

Complimentary shuttle service between the law school and the host hotel will be available Thursday and Friday at the beginning and end of each day's activities.

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The purpose of the College shall be to recognize, inspire, and promote excellence in law practice management by identifying and honoring extraordinary achievement, supporting activities that enhance the development of knowledge, facilitating information and exchange among the Fellows, and acting as a catalyst for positive change within the legal profession including the encouragement of diversity and inclusion throughout the profession.