

2019
LAW FIRM LEADERS SUMMIT

Thursday and Friday, Sept 26-27, 2019
 Tampa Marriott Water Street
 700 S Florida Ave / Tampa, FL 33602



REGISTER TODAY at
FDLA.org
 Hotel reservation link also available online

Register today for FDLA's first conference designed for law firm leaders and emerging leaders. With 2020 upon us, what changes in the legal industry should law firms expect and how can they prepare for them? How will legal services be provided, managed and billed? And how will these changes affect your firm? Join FDLA for this exciting new seminar where experts in law firm management, marketing and business development will gather to address these questions and much more.

WHO SHOULD ATTEND?

**Managing Partners • Executive Committee Members • Department Chairs
 Emerging Leaders of Law Firms • Firm Administrators • Legal Marketing & PR Professionals
 Others holding key management or leadership responsibilities in law firms of all sizes**

FEATURED SPEAKERS...



Vernon Barclay and Michael Shea
Shea Barclay Group

Shea Barclay Group was founded in 1995 to primarily service law firms. Mike Shea is the President and Vern Barclay is the Founder. They specialize in professional liability insurance for law firms along with a suite of services that includes D&O, EPLI, Fiduciary, Cyber and Crime. They represent over 1,300 law firms in over 40 states. They have more law firm experience than any other broker nationally and also consult in all areas of law firm management.



James Cotterman
Altman Weil

James D. Cotterman is a principal with Altman Weil, Inc. He advises law firms on compensation, capital structure and other economic issues, governance, management and law firm merger assessments. He is a prolific author and sought after speaker.



Ross Fishman, JD
CEO, Fishman Marketing

The CEO of Fishman Marketing, Ross Fishman has an international reputation as one of the legal profession's most innovative marketing strategists. Ross has rebranded and built creative websites for hundreds of law firms, given 300 marketing and ethics presentations, and written four popular legal-marketing books.



Christopher Hopkins
McDonald Hopkins

Christopher Hopkins is a lawyer with McDonald Hopkins in the firm's West Palm Beach office. In addition to his 20 years of trial and appellate experience, Christopher's practice involves a wide range of emerging technology issues including privacy, defamation, data breach, internet crimes, policy drafting, privacy, and social media discovery.



Gail Lamarche
Director of Marketing and Business Development
Henderson Franklin

Gail Lamarche is responsible for Henderson Franklin's marketing efforts, including advertising, branding, business and client development initiatives, budget planning, events, newsletters, press releases, seminars, and sponsorships.



Catherine Martin
Stetson College of Law

Catherine Martin is the Assistant Dean for Career and Professional Development at Stetson University College of Law. Before joining Stetson in 2011, she held leadership roles in human resources and workforce strategy in a variety of enterprises.



Stacy Moon

Stacy L. Moon is an AV-rated attorney practicing in the areas of insurance defense, construction and commercial litigation, employment law, and municipal liability. She is a member of DRI, for which she is chair of the Law Practice Management Committee and past chair of the Lawyers' Professionalism and Ethics Committee.



Frank Pierce, III
Mateer Harbert

Frank Pierce practices with Mateer Harbert, P.A. where he represents physicians and hospitals in medical malpractice cases, along with probate and trust litigation cases. Frank also has been involved in appeals before the United States Supreme Court, the Eleventh United States Circuit Court of Appeal, the Florida Supreme Court and four of the five District Courts in Florida.



Frank Pierce, IV
Goldberg Segalla

Frank Pierce litigates complex, high-exposure construction, product liability, and premises liability claims. Frank regularly handles commercial vehicle accidents for a nationwide infrastructure company with various sizes and types of truck, fleet, and commercial vehicles. He also coordinates pre-suit rapid responses for vehicular accidents throughout the US.





**Frank Ramos
Clarke Silvergate**

Frank Ramos is the Managing Partner of Clarke Silvergate, where he practices in the areas of commercial litigation, drug and medical device, products liability and catastrophic personal injury. In addition to being a writer and speaker, he serves as a mentor to countless young lawyers and law students through his publications, social media posts, presentations, webinars, and his “coffee chats.”



**John Remsen, Jr.
President,
The Remsen Group**

John Remsen, Jr. is widely recognized as one of the country’s leading authorities on law firm leadership, management, marketing and business development. Since 1997, The Remsen Group has worked with more than 400 law firms to help them develop and implement long-term strategic objectives to improve cohesiveness, performance and profitability.



**John Stewart
2019-20 President of the
Florida Bar
Rossway Swan**

John M. Stewart is a partner at Rossway Swan in Vero Beach and a third-generation Florida lawyer. Stewart serves on The Florida Bar’s Executive Committee and chairs the Bar’s Strategic Planning Committee and the Special Committee on Technology Affecting the Practice of Law. He speaks regularly on technology and the law.

REGISTRATION:

- \$300 – Full Conference Registration
- \$50 – Young Lawyers Marketing Workshop Only
- \$50 – Awards Dinner for Guests and Marketing Workshop Attendees

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Niche Marketing – Marketing Workshop for Young Lawyers



Ross Fishman — Friday 2:00-4:00

The biggest marketing mistake lawyers make is failing to identify the specific audience they’re marketing to. Marketing “litigation to America” is a sure path to failure. The secret to successful rainmaking and a rewarding professional career is finding an audience you enjoy and becoming their go-to lawyer. In this powerful program, attendees will blast through dozens of real-life examples of effective strategies you can start using immediately to build a rewarding and lucrative career. Attendees will receive a Niche Marketing Checklist that will help them find and fulfill their preferred target market. *This program will detail:*

- How to have more fun and success in your marketing
- How to dominate a practice or industry
- Why clients think “full-service” means “Jack of all trades, master of none”
- Strategies to make your biographies, LinkedIn profile, and social media efforts more persuasive

Law Firm Leaders Summit At-A-Glance

THURSDAY, SEPTEMBER 26

- 4:00 – 5:15 p.m. Registration & Cocktails (In Exhibit Hall)
- 5:15pm – 6:30 p.m. Opening Session: John Remsen *The Future of Law: Current Issues, Trends and Challenges Facing Today’s Law Firms ... And How They’re Addressing Them!*
- 7:00 p.m. Dine-Arounds

FRIDAY, SEPTEMBER 27

- 7:30 – 8:30 a.m. Breakfast & Registration
- 8:30 – 9:30 a.m. **Client Development/Legal Marketing: “Preparing for the Law Firm of the Future”**
 - Gail Lamarche, Marketing Director, Henderson, Franklin, Starnes & Holt: Enhancing the Client Experience
 - Stacey Moon, Chair of DRI Law Practice Management Committee: Social Media for Litigators
 - Ross Fishman, Fishman Marketing: Public Relations for Litigators
- 9:30 – 10:30 a.m. **Overcoming Small Law Firm Challenges with Client Development & Marketing**
 - Stacey Moon, DRI
- Branding a Litigation Firm**
 - Ross Fishman, Fishman Marketing
- 10:30 – 10:45 a.m. NETWORKING BREAK
- 10:45 – 11:45 a.m. **Large Firm: Technology for Litigators & Law Practice**
 - Christopher Hopkins, McDonald Hopkins
- Small Firm: Hot Topics in Professional & Cyber Liability**
 - Vernon Barclay & Michael Shea, Shea Barclay
- 11:45 a.m. – 1:00 p.m. **WORKING LUNCH: Health & Wellness of Lawyers in Florida**
John Stewart, Esq., President of The Florida Bar
- 1:00 – 2:00 p.m. **Large Firm: Hot Topics in Professional & Cyber Liability**
 - Vernon Barclay & Michael Shea, Shea Barclay
- Small Firm: Technology for Litigators & Law Practice**
 - Christopher Hopkins, McDonald Hopkins
- 2:00 – 3:00 p.m. **Partner Compensation: Best Practices & Critical Challenges**
 - James Cotterman, Altman Weil
- 3:00 – 4:00 p.m. **A Frank Conversation About Attracting, Training & Retaining Associates –**
 - Frank Ramos, Frank Pierce III, Frank Pierce IV, Catherine Martin (Stetson College of Law)
- 4:00 – 4:15 p.m. NETWORKING BREAK
- 4:15 – 5:15 p.m. **Discussion on Issues Impacting Firms**
- 6:00 – 9:00 p.m. **Cocktails and Annual FDLA Awards Dinner**

2:00-4:00
YOUNG LAWYER WORKSHOP:
Legal Marketing:
Finding Your Niche
Ross Fishman