



THE CANADIAN  
BAR ASSOCIATION

L'ASSOCIATION DU  
BARREAU CANADIEN

INFLUENCE. LEADERSHIP. PROTECTION.



**Seventh Annual Canadian Bar Association Law Firm Leadership Conference**

**People. Positioning. Performance.**

**October 24-25, 2011 ◆ Four Seasons Hotel  
VANCOUVER**

## *Seventh Annual Canadian Bar Association Law Firm Leadership Conference: People. Positioning. Performance.*

### **Conference Chair:**

**Gary Luftspring**, *Partner, Ricketts, Harris LLP*

---

Now in its seventh year, the **CBA's Law Firm Leadership Conference** has become the essential professional development event for **managing partners and up-and-coming law firm leaders in Canada**.

Leaders take people where they need to go, not always where they think they want to go. This year's law firm leadership conference focuses on providing managing partners and leaders of firms of all sizes with the tools they need to build a strong future for themselves and their firms. Dynamic and relevant educational sessions presented by recognized leaders in their fields will enhance your knowledge, develop your skills to successfully address common day to day challenges, and enable you to manage others to greater achievement. Don't miss this extraordinary professional development and networking event that will inform, motivate and inspire.

### **WHO SHOULD ATTEND?**

Whether you are leading a law firm, or if you are among the next generation of firm leaders, this is an event you will want to attend. **Join:**

- Practice group leaders and law firm committee chairs
- Firm executive committee members
- General counsel and senior in-house counsel
- Managing partners



## MONDAY, OCTOBER 24, 2011

### Monday Morning

#### PEOPLE

**7:30-8:30** Breakfast & Registration

**8:30-8:45** Welcoming Remarks by Conference Chair  
Gary Luftspring, *Partner, Ricketts, Harris LLP*

**8:45-9:30** Keynote Address: Is Entrepreneurship Dead in Law Firms?

Join us for this thought-provoking address from highly respected entrepreneur, venture capitalist and bestselling author Leonard Brody. Brody, who is also trained as a lawyer, will discuss why entrepreneurialism is at its peak in the general market, but rapidly declining in law firms. Learn what can be done about this trend and what opportunities exist for firms like yours.

**9:30-11:00** Managing the Career Cycle to Develop Highly Successful Lawyers

From associate retention to client development, internal training and support systems have become mission critical for law firm differentiation and profitability. The stakes are high; developing and keeping good lawyers makes good business sense. This session covers techniques and examples of building a world-class recruitment, retention and support system. Help your lawyers reach their full potential—and help your law firm achieve its strategic business goals—by getting associates off to the right start, creating a supportive environment that rewards lawyers throughout their careers, maximizes productivity of senior partners, and smoothly ushers one generation of leaders out and another in.

**Speakers:** James Casey, *Q.C., Managing Partner, Field Law*  
Sheena MacAskill, *Sheena MacAskill Career Development Strategies for Lawyers*

**11:00-11:15** Refreshment Break

**11:15-12:45** The Key Management Challenge of the Next Decade: Identifying and Developing A New Generation of Leadership

Great law firms do not just happen. They are the products of strong leadership and sweat equity. Recent increased attention by law firms to the importance of leadership makes sense—the greater the pace of external change, the greater the need for effective leadership. But how do you identify potential leaders and groom them for an enhanced role within the firm? This session equips managing partners with the knowledge and tools to transform their firms into places that deliver not only superior client service, but also satisfaction for every person who is part of that effort. From millennials with helicopter parents to tenured employees with entitlement mentalities, this high level, energetic presentation will explore strategies for dealing with attitudes and generational differences that can impact (and sometimes obscure) prospective leader identification, selection and success.

**Speakers:** Dr. Larry Richard, *Principal Consultant, LawyerBrain LLC*  
Michael Sherrard, *Sherrard Kuzz LLP*

**12:45-1:30** Lunch

# Program

## Monday Afternoon

### POSITIONING

#### 1:30-2:15 **Know Your Competition: How Changes to Big Firm Models are Impacting Small, Mid-Size and Regional Firms. Where are the Opportunities for Work and Talent?**

The legal landscape has changed significantly in the past few years. In today's competitive environment, law firms no longer have a monopoly on their clients, and lawyers have become free agents with little long term loyalty. So many aspects of legal practice will be affected by larger firms' arrangements. Join us as our panel takes stock of where the legal profession has been and where it is going, and marries macro trends with firm-level strategies to teach you how to chart a course for firm success and profitability, and stay on it. From fee arrangements to compensation and succession planning, learn how changes to big firm models are affecting small, mid-sized and regional firms, and what opportunities for both work and talent these changes are creating.

**Speakers:** **Pascale Pageau**, *Delegatus Legal Services Inc.*  
**Matthew Peters**, *Managing Partner British Columbia Region, McCarthy Tétrault*  
**Colin Cameron**, *President, Profits for Partners, Management Consulting Inc.*

#### 2:15-3:45 **Hearing from the Clients: Does size matter in choosing a law firm?**

The days of the mega law firm being the exclusive legal services provider to corporate interests are gone; larger firms no longer have an insurmountable advantage in cultivating big business. Increased competition, shrinking demand for services, and an increasing supply of professional talent and service substitutes make small, mid-size and regional firms well positioned to ask "what do in-house counsel really need and want from their law firms?" Listen and learn from our panel as they define their expectations and how and why they like to work with firms like yours. Hear what General Counsel look for in outside counsel in all phases of the relationship, and why certain attributes of a lawyer or law firm can make or break a relationship.

**Speakers:** **Leonard Brody**, *President, Clarity Digital Group and Founder, GrowLab*  
**Andrew Kay**, *Senior Legal Counsel, WestJet*  
**Tamara Vanmeggelen**, *Senior Counsel, Law Group, RBC Insurance*

#### 3:45-4:00 **Refreshment Break**

#### 4:00-5:30 **Strengthening Your Strategic / Value Proposition Through Reinvention**

As markets shift and the provision of legal services evolves, clients are raising their expectations. Seeking greater value at a higher level of efficiency, they want to work with professionals who are taking innovative approaches to their service and relationships. This perspective is producing a new model for creating opportunity, supported by a flatter landscape, incremental innovation and an increasingly rapid pace of business analysis. Participants will learn about the catalysts for opportunities in the recovering economy.

**Speaker:** **Ari Kaplan**, *Ari Kaplan Advisors*

#### 7:00-11:00 **Dinner**

Be sure to join us for a gourmet dinner in a unique and exciting location in downtown Vancouver.



**TUESDAY, OCTOBER 25, 2011**

**Tuesday Morning  
PERFORMANCE**

**7:30-8:30**      **Breakfast & Registration**

**8:30-8:45**      **Opening Remarks**  
**Gary Luftspring**, *Partner, Ricketts, Harris LLP*

**8:45-10:15**      **Core Competencies as Performance Management Tools**

Many law firms have developed competencies to set standards for lawyers' knowledge and skill, and help guide their progress as they acquire practical experience. Competencies are variously defined as 'the skills that enable a firm to deliver a fundamental client benefit,' 'what a firm's lawyers excel at,' or 'something which competitors cannot easily copy and which can be applied in a variety of different business situations.' This session offers practical guidance for small, mid-size and regional law firm leaders on how to identify, define and develop competencies, tie them to recruitment, retention and performance management systems, and successfully integrate them into firm culture.

**Speakers:**      **David Cruickshank**, *Partner, Edge International Consulting*  
**Andrea Nauf**, *Director of Professional Development and Training, McInnes Cooper*  
**Dr. Larry Richard**, *Principal Consultant, LawyerBrain LLC*

**10:15-10:30**      **Refreshment Break**

**10:30-12:00**      **Knowledge Management (KM) That Works:**  
**How to Harness Technology and People to Help Maintain Your Competitive Edge**

KM touches a host of issues of concern to managing partners. There is the generational quotient – why should you care about (and how you can leverage) pent up demand from the younger generation? Can there be an effective return on your investment in KM? What priorities and key initiatives can help? How do your clients' needs inform your KM decisions? This session offers a blueprint for implementation; a practical guide for planning, execution and follow-through.

**Speakers:**      **Shy Alter**, *CEO, ii3 Inc.*  
**Brian Fulton**, *Managing Partner, Lawson Lundell LLP*  
**Simon Margolis**, *Managing Partner, Bull, Housser & Tupper LLP*  
**Michael Milani, Q.C.**, *Executive Committee, McDougall Gauley LLP*

**12:00**      **Closing Remarks & Conclusion**

## 2011 ORGANIZING COMMITTEE

Planning the CBA National Conference on Law Firm Leadership takes time and dedication. We would like to introduce and thank the following leaders who have agreed to be part of our organizing committee. Their collective experience across diverse segments of the legal profession helps us deliver the very best programming possible.

### Conference Chair:

**Gary H. Luftspring**, Partner, Ricketts, Harris LLP (Toronto)

### Committee Members:

**Joan Bercovitch**, Deputy CEO, Canadian Bar Association (Ottawa)

**James Casey, Q.C.**, Managing Partner, Field Law (Edmonton)

**Chantal Chatelain**, Partner, Langlois Kronström Desjardins (Montreal)

**Lorne Greenspoon**, Managing Partner, Robins Appleby & Taub LLP (Toronto)

**Alan Hamilton, Q.C.**, Managing Partner, Farris, Vaughan, Wills & Murphy LLP (Vancouver)

**Michael Milani, Q.C.**, Partner, McDougall Gauley LLP (Regina)

**Bradley Proctor**, Partner/Manager of Recruitment and Development, McInnes Cooper (Halifax)

**Aviva Rotenberg**, Director, Professional Development, Canadian Bar Association (Ottawa)

**Michael Sherrard**, Sherrard Kuzz LLP (Toronto)

---

## CONFERENCE REGISTRATION

*Thinking about bringing other members of your firm leadership or next in-lines? See our registration form for special rates.*

Please see the conference registration form for full registration details, or visit <http://www.cba.org/pd/details.aspx?id=NA-LFL11> to register online.

## FOUR SEASONS HOTEL, VANCOUVER

791 West Georgia Street, Vancouver, BC

Phone: (604) 689-9333

Web: <http://www.fourseasons.com/vancouver/>

To reserve a room at the Four Seasons, please contact the hotel directly and quote Canadian Bar Association Law Firm Leadership Conference to obtain the preferred rate. The preferred rate is available until September 22, 2011 (subject to availability).

## GENERAL INFORMATION

Dress code for the duration of the conference is business casual.

# Registration Form

## MEETING VENUE & ACCOMMODATION

Four Seasons Vancouver  
791 West Georgia Street, Vancouver, BC  
Phone: (604) 689-9333  
Web: <http://www.fourseasons.com/vancouver/>

## HOTEL RESERVATION

Please contact the hotel directly and refer to the **CBA Law Firm Leadership Conference** to obtain the preferred rate. The preferred rate is available until **Sept 22, 2011**.

## TRAVEL

Book online at [www.aircanada.com](http://www.aircanada.com) to take advantage of a 10% discount on Tango Plus, Latitude and Executive airfares to **Vancouver (YVR)**. You must quote promotion code **4Q949DB1** at the time of booking and must book online.

## CAR RENTAL

AVIS, the official rental car supplier of the CBA, offers several special rates. Call 1-800-331-1600 or visit [www.avis.com](http://www.avis.com) to reserve your car. You must quote discount number **C136498**.

## REGISTRATION

Pay by credit card (Amex, Visa or MasterCard only), or send a cheque or money order made payable to the Canadian Bar Association together with this registration form to:

**Leslie Huard**

Canadian Bar Association  
865 Carling Ave., Suite 500, Ottawa, ON, K1S 5S8

**Fax form** to 613-237-0185

**Email form** to [leslieh@cba.org](mailto:leslieh@cba.org)

**Contact** 613-237-2925 or 1-800-267-8860 ext. 186

**Payment must be received prior to the conference. Invoices will not be issued. Receipts will be sent after the conference.**

## REFUND POLICY

There will be a 20% administrative charge for any cancellation received in writing prior to **Sept 23, 2011**. No refund will be given after **Sept 23**. There will be no refunds for "no-show" registrants. Dinner tickets are non-refundable.

## PERSONAL INFORMATION CONSENT

CBA's programs are supported by preferred suppliers, sponsors, and exhibitors. Subject to the following paragraph, I understand that the provision of contact information on this form constitutes my consent to such information being disclosed to the preferred suppliers, sponsors, and exhibitors of this program. For further information about the CBA's treatment of personal information, see members' Privacy Policy at [www.cba.org](http://www.cba.org).

By checking this box , I do not wish my contact information to be disclosed to the preferred suppliers, sponsors, and exhibitors of this program. I understand that my name will not appear on the delegates list.

**ALL RECEIPTS WILL BE SENT AFTER THE CONFERENCE.**

## SEVENTH ANNUAL CBA LAW FIRM LEADERSHIP CONFERENCE: PEOPLE. POSITIONING. PERFORMANCE.

October 24-25, 2011

|  | FEE           | TOTAL      |
|--|---------------|------------|
| <input type="checkbox"/> CBA Members (First Delegate)                        | \$1,395 + Tax | \$1,562.40 |
| <input type="checkbox"/> CBA Members<br>(Second Delegate: 15% discount)      | \$1,255 + Tax | \$1,405.60 |
| <input type="checkbox"/> CBA Members<br>(Additional Delegates: 20% discount) | \$1,115 + Tax | \$1,248.80 |
| <input type="checkbox"/> Non-Members   | \$2,495 + Tax | \$2,794.40 |

Conference registration includes all education sessions, materials and meals, including dinner on Monday, October 24.

**Yes**, I would like to purchase \_\_\_\_\_ additional tickets for the dinner on Monday, October 24 (**\$150 + tax = \$168 per additional ticket**)

Name of Guest(s): \_\_\_\_\_

**Yes**, I would like to join the CBA now and pay the member fee to attend this program. I understand that a membership representative will be contacting me.

**CBA Membership Number**

Mr.  Ms.

Surname

Given Name

Firm or Organization

Address

City

Province

Postal Code

Office Phone No.

Fax No.

E-mail (required)

Please indicate special needs (dietary, wheelchair access, etc.)

**Method of Payment (payment due with registration application)**

Cheque (payable to the CBA)  Amex  Visa  MasterCard

Card No.

Expiry Date

Authorized Signature



THE CANADIAN  
BAR ASSOCIATION

---

L'ASSOCIATION DU  
BARREAU CANADIEN

INFLUENCE. LEADERSHIP. PROTECTION.

