



FRIDAY, FEBRUARY 11

2011 ABA Midyear Meeting
Presidential Showcase CLE Program

BACK TO THE FUTURE: VALUE BILLING FOR THE LEGAL PROFESSION

1:00 p.m. to 4:00 p.m.

A703/A704, Atrium Level, Marriott Atlanta Marquis

SPONSOR: Tort Trial and Insurance Practice Section

INTRODUCTION AND WELCOME: Stephen N. Zack, President,
American Bar Association

PANELISTS:

Steve Barrett, Principal,
LegalBizDev, Boston, MA

David Boies, Managing Partner,
Boies, Schiller & Flexner, LLP,
Armonk, New York

Susan M. DiMichele, Partner,
Squire, Sanders & Dempsey (US) LLP,
Columbus, OH

Murray R. Garnick, Sr., VP &
Associate General Counsel, Altria
Client Services Inc., Washington D.C.

Tea Hoffmann, Chief Business
Development Officer, Baker
Donelson, Nashville, Tennessee

Thomas L. Sager, VP & Assistant
General Counsel, DuPont Company,
Wilmington, Delaware

Amy Schulman, Executive Vice
President, General Counsel and
Business Unit Lead Nutritionals,
Pfizer, New York, New York

Joseph K. West, Associate
General Counsel, Walmart,
Bentonville, Arkansas

What's It Worth? Pricing Legal Services in the Perfect Storm

In today's competitive legal environment, lawyers are faced with the reality that clients are not as loyal as they once were, that the economy has forced clients to look at billing in a different way, and that clients are, in some cases, demanding that lawyers practice and bill in a very different way. These factors have combined to create "The Perfect Storm." Our two panels will debate and discuss what lawyers can do to address client concerns about billing in a way that adds value and instills loyalty and partnership with clients as well as the importance of budgeting, project management and client relationships in this "perfect storm."

Plan to Attend This FREE CLE Program!

