



2004 ANNUAL MEETING Chicago, Illinois September 10 and 11

Come! Celebrate the Tenth Annual Meeting of the College and help further define the role of the College in being a catalyst for change in the legal profession in the next decade.

Our keynote speaker, **Morrie Shechtman** of Fifth Wave Leadership, will set the tone for the meeting by addressing the need for a shift in the service-professional paradigm, including explaining the difference between conflict and hostility. He will follow the keynote with a small group discussion, which will help define the opportunities for the College to play a key leadership role. Mr. Shechtman has worked with CEOs of *Fortune* 100 corporations and with small to medium-size businesses. He will tell us what they say about their lawyers and what they expect from them.

Dr. Saul Levmore, Dean of the University of Chicago Law School, will challenge Fellows during the Annual Meeting luncheon to become a force for change in preparing new lawyers to meet the business challenges of the next decade. They need leadership as they develop into the leaders.

At the luncheon, the College will present InnovAction awards in four categories:

- ✿ **Client Service Virtuosos** (those evidencing the best innovation in client services or delivery),
- ✿ **Market Disrupters** (those who have displayed the best innovation in the creation of an entirely new revenue stream or new market development),

- ✿ **Knowledge Stars** (those who have made the most innovative advances in skill-building or knowledge-sharing), and
- ✿ **Leader-Ships** (those that have taken the most innovative action toward improving their internal management or firm efficiency).

Winners will share insights into their successes and how they can be applied elsewhere.

On a more personal level, small group discussions will provide insights into mid-career and late-career choices, retirement, and second-career considerations. The discussions will be led by professionals experienced in providing insight and counsel on such issues. *(continued on page 2)*

Editor's Corner

Your Newsletter Team is pleased to present the Spring 2004 issue. We hope you enjoy the lovely tribute to David Andrews – we've kept it in the "original" English, shortening it somewhat for the newsletter. The original is on the College Web site and you may enjoy reading all of it.

Please nominate candidates for the InnovAction awards. There are many unsung heroes in our profession, and all Fellows are positioned better than most to appreciate and call attention to those who deserve recognition. This is a new concept and one that could serve the profession well.

We also invite you to submit articles for future issues. Happy reading, and thanks to the Team for their help.

– **Mary Beth Pratt**



Note to Calendar:

College
Tenth Annual
Meeting and
Induction
set for
Sept. 10 - 11, 2004
in Chicago,
Westin River North

Annual Meeting (continued)

As always, the Annual Meeting will afford opportunities to socialize with other Fellows and guests and to meet the new Fellows.

Capping off the Annual Meeting, we will induct new Fellows at the Induction Dinner, sponsored in part by **Martindale-Hubbell**. Then we'll close out our celebration with some surprise entertainment, brought to us compliments of Dave Hamburger's firm, **Winston & Strawn**.

Further details and registration materials will be sent via the U. S. Postal Service around the first of July. You will receive an e-mail alert that they are on the way.

NOTES FROM CHUCK

Our Tenth Annual Meeting on September 10 and 11 in Chicago will be a cause for much celebration!

First, we will celebrate the induction of new Fellows into the College. To date, the following Fellows-Elect have indicated they will join us for the Induction Ceremony on Saturday evening:

David Bilinsky

Practice Management Advisor with
The Law Society of British Columbia

George Brandon

Director of Practice Management
Consulting, Thomson Elite

Richard Gary

Principal, Gary Advisors

James Keane

President, JKeane.Law.Pro

Christopher Murray

Principal, Gensler

Ronald Staudt

Professor of Law,
Chicago-Kent College of Law

Erica Tamblyn

Director of Administration,
Milbank, Tweed, Hadley & McCloy.

Second, we will celebrate the first ever awarding of the

InnovAction Awards

to four lawyers, law firms, or law departments. The awards are sponsored by the College in concert with **Edge International** to recognize innovation in the legal industry. The sponsors of the four award categories are **Edge International** (Client Service Virtuoso Award), **Greenfield/Belser Ltd.** (Market Disrupter Award), **Baker Robbins & Company** (Knowledge Star Award), and **Microsoft Corporation** (Leader Ship Award.)

Additionally, the **ABA's Law Practice Management Section**, the **Association of Legal Administrators**, the **Canadian Bar Association**, and the **Law Marketing Portal** are "Publication Partners" with the award program and are promoting nominations through their publications and websites. **MSI Legal & Accounting Network Worldwide** and **TAGLaw** are promoting the program to their members, and **Levick Strategic Communications** is assisting in a big way with national and international media relations.

In addition, **Greenfield/Belser** has contributed a great deal of time and talent to designing and launching the award program's web site. Check it out at www.innovactionaward.com.

Third, we will celebrate the College's Tenth Annual Meeting and plan to recognize the charter Trustees who founded the College in 1994. Yes, I know this is the College's eleventh year, but we had no meeting in 2001 because of the September 11 terrorist attacks.

John Cummins' Program Team is



planning the stimulating educational program described on page 1, and we always look forward to meeting and greeting old friends and new acquaintances.

Elizabeth and I hope you will join us for the celebration in Chicago!

Chuck Coulter, President
chuckcoulter@slhlaw.com



In Remembrance

*In 1987, **David Andrews** established his own firm, *The David Andrews Partnership*, a management consultancy dedicated to the legal profession in the UK and overseas. The firm merged into Grant Thornton in 1995, and David remained active in its operation until shortly before his death on February 28 of this year. The following tribute is excerpted from the words written and read at David's funeral by his friend of 44 years, **Alan Paul**. The full text is available on the College's Web site.*



David was born on Christmas Eve 1939 in Maidenhead. He showed an early interest in music, and at Uppingham School he chose the arts rather than the sciences — wisely perhaps, after causing an explosion in the science lab. Before going to university, he went to France and taught English at a boarding school. David's interest in design had attracted him towards a career in architecture, but his father recommended that he study law. David entered London University to read law at King's College.

During his studies at King's College, David mixed with the theological students, and he seriously considered switching from law to divinity. But his

father insisted that he finish his law studies, advice that was accepted with reluctance at the time. While at King's, David became President of the Law Faculty and was elected a general representative on the Students' Union. In 1963 he graduated with an LLB and also an AKC diploma in theology. Then he joined a party led by the College chaplain to stay in the ecumenical community at Taize.

After a brief spell as senior administrative tutor at Cumberland Lodge in Windsor Park, David enrolled at the London College of Law and then became articled to the Mayfair solicitors Boodle Hatfield. He moved to Wimbledon, where his first job was solicitor to a company on Wimbledon Hill. He then moved to Fisons and travelled the world negotiating the legal formalities for marketing a new "blockbuster" drug called "Intal" for asthma sufferers. He then joined the City firm of Clifford Turner, becoming the firm's first managing partner.

David was a multi-talented person. His outstanding gift was as a designer. His abilities were shown in his home interiors and in his canal boat, the "Freedom," which was built to his own design with many innovative features. He also was a skilled carpenter and gardener. He was a founding member of a local garden society and redesigned his own gardens in Wimbledon. He loved classical music, and piano and organ music, buying an organ for his home. Cars were another passion — from a Morris Minor to a new Mercedes. David also enjoyed business travel all over the world, sometimes combining this with holidays. He had many happy times on his canal boat with family and friends, and he adored travel by rail.

David had two truly outstanding personal qualities: first his good sense of humour.

David was a multi-talented person. His outstanding gift was as a designer. His abilities were shown in his home interiors and in his canal boat, the "Freedom," which was built to his own design with many innovative features. He also was a skilled carpenter and gardener.

Witty and charming, he had the gift of putting people at ease. It was always a pleasure to see him, and he was pleased to see you. He always found time to speak on the phone, even when you knew that he must be very busy.

Second, he was a wonderful father, proud of the achievements of Lucy in medicine, Martin in garden centre management, and Sam in cricket and medicine. When abroad he phoned them regularly, and at home he was able to inspire them with faith in themselves. He was also supportive to Rupert and Ben and was a doting grandfather to Oliver.

Speaking was a large part of David's life, and he had a natural gift for it. His talks sparkled with humour and clarity. He also had a restless energy that lasted all his waking hours — he never found a use for an armchair. Optimistic and positive, he always looked on the bright side. Hard-working to a fault, he was a perfectionist, meticulous in his organisation and timing. Conventional yet unconventional, almost everything he did was a bit different. Smartly dressed and elegant, he was well known for his flamboyant bow ties as well as for his collection of hats and walking sticks.

David's battle with cancer was hugely courageous, and he faced the future with stoicism and good humour, never complaining about his condition and always making visitors welcome. Between bursts of activity, more than one medical crisis occurred, but he fought each one successfully until his collapse the day before he died. Even in those few days previous to this, though very weak, he returned to King's College to hear Archbishop Tutu preach at Evensong and twice summoned the strength to go to lunch and dinner with friends.

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Personal Insights – Introducing:



Sally J. Schmidt
President,
Schmidt
Marketing

Q: What do you like most about your work as a consultant? Least?

A: What I like most is when clients realize that my job is to make them look good. Then they trust me and know that I'll steer them in the right direction, regardless of what it means for me. What I like least is the travel. While I love what I do when I get there, being on the road two, three or more days a week can be grueling, and I miss my family!

Q: When did you know you made the right decision to be a consultant?

A: I suppose it's whenever I get a comment that makes my day. For example, I had a lawyer call recently from a firm I had visited last year. He said they were going through their notes from my prior visit and were going to pick out the marketing jargon, buzz words, etc. And to their surprise, there weren't any. He told me that was the highest compliment he could pay me. I think I have a knack for explaining things in ways that people can understand, without getting caught up in "consultant speak."

Q: If you weren't working within the legal field, what profession would you pursue?

A: I would be a writer. I love to write — fiction, non-fiction, poetry, songs.



Q: Share a special memory, piece of advice, lesson learned or experience from your years in business.

A: I have always worked very hard to make sure money is not an issue. My services are not cheap, but my clients are never surprised. When I prepare my bills, I ask myself, "Would I bill that time if I were having my best month ever?" I write off many small increments of time that help build relationships.

Q: What would make the College of Law Practice Management more relevant, meaningful or interesting to you?

A: I'd like it to provide a comfortable, honest setting to share war stories and lessons learned with other COLPM consultants.

Q: What's the most difficult management-related situation you've faced?

A: Well, there was the partner retreat built around the topic of cross-selling. As I started my introduction, one of the partners declared, "This firm is on the brink of dissolution, and if we don't talk about it now, I'm leaving and I won't be back." Obviously, we altered the agenda. But probably the hardest thing I faced was when I was hired to conduct a marketing retreat in Florida. A partner and his spouse had gone to Key West and were in a horrible accident on their way back to the meeting; the spouse was killed and the lawyer was airlifted to a hospital. I offered to go home but they had flown everyone in from out of state, so the meeting went on. But, we were all distracted.

Q: How do you keep a healthy balance between your professional and personal lives?

A: My husband is incredibly supportive and, at the same time, keeps me

grounded. We always make time for vacations and doing little things together. I never travel on Sundays unless he's along. I schedule my trips around his softball tournaments and other things that are important to our family. In all the years our son, Ryan, played basketball (from second grade into college), I only missed two games. You can do that with your own business.

Q: What are your plans for the next five years?

A: Professionally, we will continue to grow Schmidt Marketing, particularly conducting searches for marketing professionals and administering law firm networks. And personally, we plan to spend more time in Arizona.

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We extend a hearty thank you to the

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Managing Partner

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John Cummens CLM,

In Memory of David W. Brezina

Francis Musselman,

In Honor of Roberta Cooper Ramo

Lowell Rothschild

Harry Trueheart

(continued on page 6)

My husband is incredibly supportive and, at the same time, keeps me grounded. We always make time for vacations and doing little things together. I never travel on Sundays unless he's along.

Barrister's Circle

(\$250 - \$499)

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*In Memory of Lee Turner
and Luther S. Avery*

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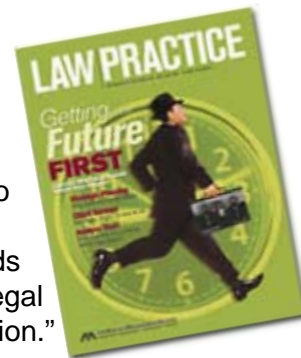
the Honorable Clinton W. Wyant

Sally Schmidt

Robert Yegge

Congratulations Are In Order

Law Practice magazine has been named as one of two finalists for the 2004 Technolawyer Awards for "Favorite Print Legal Technology Publication." Congratulations to Editor-in-Chief **Merrilyn Tarlton**, Chairman of the Editorial Board **William Gibson**, and all the other Fellows who regularly or periodically contribute articles for this publication. See for yourself at www.abanet.org/lpm/magazine/home.shtml



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