

We believe the best ideas come from relationships that cherish innovation, from passion that seeks to understand where we are going and not just where we are, from notes scribbled on napkins and not just strategic plans.



The College of Law Practice Management

# e Newsletter

July 2009

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## Fellow News

**Andy Atkins** has written a new book: *The Lawyers Guide to Practice Management Systems Software, 2nd edition* published by the ABA. For more information go to, <http://www.ababooks.org/>.

**Leann Bellon** has changed the name of her company to The Bellon Firm LLC.

**John Cummins** has announced his retirement June 30th from Dunn Carney Allen Higgs & Tongue LLP. Congratulations John!

## Dear Fellows,

We are in the midst of an exciting year. Plans for the Futures Conference have been underway since the fall and we now have all speakers confirmed. It will be a very dynamic conference. **Ward Bower** of Altman Weil, Inc. will reintroduce and update the 2008 Legal Transformation Study and its four scenarios for the legal marketplace of 2020. He will also present highlights of the associated Strategic Radar™ monitoring and scanning reports on global developments that suggest market movement toward one or more of the scenarios, and latest projections of the probability of each scenario dominating by the year 2020. Following a breakout session to discuss Ward's presentation, **Bruce MacEwan**, of Adam Smith Esq. will talk on the evolution of law firm structures. This will be followed by panels on **Career Mapping: New Paths for the Future; New Ideas to Meet Marketing Challenges;** and **Technology: Faster - yes, Cheaper - Maybe Better - Questionable?** **Harry Trueheart** of Nixon Peabody LLP will wrap the conference up, pulling together all that has preceded and discussing how it will drive law firm decisions. **Andy Atkins** has done a marvelous job as Program Chair.

In addition to the Futures Conference

**Greg Siskind** has written a new book, *The Employers Immigration Compliance Desk Reference*. [Click here](#) for more information.

### What's New?

Tell us. Have you changed jobs, received an honor, written a book...let us know so we can include the information in next quarter's newsletter.

### This & That

### Help Us Promote the 2009 Futures Conference. How you ask?

Please help us promote the 2009 Futures Conference in one of the following ways:

- Forward the brochure to non-Fellows who you think would benefit from attending. [Click here](#) for the non-Fellows brochure.

- If you are a blogger please blog about the conference. [Click here](#) to get a 100-word blurb on the conference.

- If you have a FaceBook page, become a fan of the 2009 Futures Conference.

- Follow us on twitter at [www.twitter.com/colpm](http://www.twitter.com/colpm).

### Get LinkedIn

Did you know that you can join the College of Law Practice Management group on LinkedIn? If you have a profile on LinkedIn ask to join the College of Law Practice

and College Annual Meeting & Induction Ceremony, we are celebrating the 15th Anniversary of the College this September. Look for a special celebration at the meeting.

We encourage all of you to attend this year. [Click here](#) for a copy of the Fellows' conference brochure. You will be receiving a hard copy in the mail next week. [Click here](#) to register for the 2009 Futures Conference and Annual Meeting.

Our program to assist the Legal Service Corporation in its on-site visits to its local constituents is formally underway. Fellow-elect **Cherlie Olland** assisted with the visit to Cleveland last month. Read more about her experience below. We will also participate in visits to Indianapolis in August and Los Angeles in September. It is wonderful to share the expertise of our Fellows with those providing legal services to the poor. **Ron Staudt** is to be congratulated for creating this program. Let Ron know if you'd like to participate in this program.

Like all nonprofits, this year is a challenging one for the College. You can help. You are urged to pay your dues if you have not done so already, to attend the Annual Meeting, to encourage non-Fellows to attend the Futures Conference, and to consider becoming a Sustaining Fellow.

See you in September!

Ed

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Management group or create your own profile at [www.linkedin.com](http://www.linkedin.com) and then join in.

### Fellow Dues

Please remember to pay your 2009 Fellow Dues.

### 2009 Sustaining Fellows

The College would like to recognize and thank our 2009 Sustaining Fellows.

#### Managing Partner (\$500 - \$1,000)

John Hellerman, *in honor of Hellerman Baretz Communications*  
Lowell Rothschild

#### Barrister's Circle (\$250-\$499)

Charles Coulter  
John Cummins, *in memory of David Brezina*  
Joan Gleich  
Stephen Peterson, *in memory of Robert Yegge*

#### Advocate (\$100 - \$249)

Ron Friedmann  
Richard Granat, *in memory of James Keane*  
Robert Greene  
David Hamburger  
John Hanley, *in memory of Robert Yegge*  
Linda Klein, *in honor of Tom Grella*  
D. James Lantonio  
Gerry Malone  
Carol Phillips  
Edward Poll  
Richard Potter  
Mark Robertson  
Joel Rose  
Robert Rubenstein  
Sally Schmidt



Cherie Olland, Global Director of Business Development and Communications, Jones Day

### Legal Aid Pilot Project Update

What can you say about someone who has been in her position at Jones Day since 1991 and who will become a Fellow in September? How about: Thank you!

Fellow-elect Cherie Olland has already participated in her first volunteer project for the College. As Fellows will recall, the College has begun a collaboration with the Legal Services Corporation (LSC). This involves assisting the LSC with practice management and operations issues. In one of our first projects, the Cleveland LSC asked for help with its marketing and communicators efforts. Who better than Cherie, since she works

Cullen Smith

Please consider supporting the activities and purposes of the College by becoming a Sustaining Fellow. Our Sustaining Fellows help us provide programs and services that support the College's mission of recognizing, inspiring and promoting excellence in law practice management.

### 2009 Sponsors

The College would like to recognize and thank our 2009 Sponsors.

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[Legal Marketing Association](#)

#### Silver

[Altman Weil, Inc.](#)

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[Lawyers Weekly](#)

and lives in the area?!

According to Cherie, "I found it fascinating - I really enjoyed having the opportunity to do a 'service' project in the legal arena. I reviewed Legal Aid's marketing plan and interviewed its executive director, development director and annual campaign coordinator and provided my comments to them in writing." Cherie also will de-brief the College Trustees as they assess our ongoing relationship with LSC. Other Fellows will participate in upcoming visits to LSC offices in Indianapolis and Los Angeles.

At Jones Day, Cherie leads a marketing/business development team of more than 50, which serves more than 2,400 lawyers in 30 offices throughout the world. Through it all, she has kept her perspective, sense of humor, integrity and

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dedication to reaching the highest standards of marketing leadership. She has been a mentor to many new marketers, and seasoned veterans often seek her opinions when confronted with vexing issues.

Cherie writes and publishes frequently, and is active in legal marketing organizations and in the greater Cleveland community.

We know you will enjoy getting to know her in Denver at the Annual Meeting and Induction in September.

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**InnovAction**

