



Friday, March 17, 2017

9:00 a.m. – 12:00 p.m.  
*Board Room*

**BOARD OF DIRECTORS MEETING**

2:00 – 2:30 p.m.  
*Americana Gallery*

**ARRIVAL BREAK**

2:30 – 2:45 p.m.  
*Americana Salon 2*

**WELCOME & OPENING REMARKS**

Presenter: **David Poisson**, CEO, *SCG Legal*

2:45 – 4:15 p.m.  
*Americana Salon 2*

**SESSION I**

***Practicing Law at the Speed of Light: Coping in an Era of Hyper-change***

Unprecedented change continues to disrupt businesses all over the world. While it enjoyed immunity for a number of years, the legal profession is now reeling from the same forces. The effects of change are not just economic. There are serious psychological consequences as well. This session will examine the latest research on the lawyer personality, and elucidate how lawyers cope with change. It will also provide three principles for creating a preferred future for organizations like ours in today's legal market.

Presenter: **Dr. Larry Richard**, Founder, *LawyerBrain*

4:15 – 5:15 p.m.  
*Americana Salon 2*

**SESSION II**

***Becoming More than a Chowder & Marching Club: What's It Going to Take?***

The late Andy Grove once said, "Success breeds complacency. Complacency breeds failure. Only the paranoid survive." As was discussed at the 2016 annual meeting, SCG Legal has had a very successful run over the last 28 years. However, what got it here isn't going to be good enough to get it there any longer. It has to adapt. This session will focus on the options for change being considered by the board of directors, and invite comments from attendees about which they believe will likely yield the most promising outcomes.

Presenters: **Henry Bubel**, Partner, *Patterson Belknap Webb & Tyler*, & Chairman, *SCG Legal*  
**David Poisson**, CEO, *SCG Legal*

6:00 – 7:00 PM  
*St. Moritz Lawn*

**WELCOME RECEPTION**

7:30 –  
*Local Restaurants*

**NO-HOST DINNERS**

Saturday, March 18, 2017

7:30 – 8:30 a.m.  
*Rotunda*

**BREAKFAST**

8:30 – 9:45 a.m.  
*Americana Salon 2*

**SESSION III**

***“Future-proofing” Your Firm: Keys to Developing an Effective Succession Plan***

Whether you’re recruiting, developing or rewarding talent, what really matters is having people who can build strong, trusted relationships with clients and deliver high-quality advice that will keep them coming back for more. But what do you do when that talent retires – or decamps unexpectedly to a competitor or an in-house role? This is why sound succession planning is so critical to the long-term sustainability of any law firm. This session will focus on the steps firms should take to “future-proof” themselves, in order to assure clients of a smooth changing of the guard – and the firm, of a lasting client base.

Presenters: **Shivpriya Nanda**, Partner, *J. Sagar Associates*  
**Herman Raspé**, Partner, *Patterson Belknap Webb & Tyler*  
**Cristina Sánchez Vebber**, Partner, *Sánchez Devanny*  
**Sajai Singh**, Partner, *J. Sagar Associates*

9:45 – 10:15 a.m.  
*Americana Gallery*

**MID-MORNING BREAK**

10:15 – 11:30 a.m.  
*Americana Salon 2*

**SESSION IV**

***Marketing & Business Development: Strategies for Winning & Maintaining Client Loyalty***

Among the many challenges firms face in today’s legal market, none perhaps is greater than the erosion of client loyalty, something which Citi Private Bank’s “2017 Client Advisory” says will require firms to “invest more in their business development teams,” in order to develop and maintain “strong personal client relationships.” This session will examine the most impactful uses to which firms can apply their marketing and business development resources, as well as strategies for maximizing the value of your firm’s membership in our network.

Presenters: **Jennifer Bankston**, Chief Marketing & Business Development Officer, *McGinnis Lochridge*  
**Alina Gorokhovsky**, Chief Marketing Officer, *Wiley Rein*  
**Graeme Menzies**, Of Counsel, *Mills & Reeve*, & Vice Chairman, *SCG Legal*  
**Edward Mullins**, Partner, *Astigarraga Davis*

12:00 – 5:00 p.m.  
*Buses depart Palm Court*

**MEMBER NETWORKING**

6:30 – 9:00 p.m.  
*Preston’s*

**RECEPTION & DINNER**

9:00 – 11:30 p.m.  
*Bar Collins*

**AFTER-HOURS RECEPTION**

Sunday, March 19, 2017

8:00 – 10:00 a.m.  
*Rotunda*

**BREAKFAST & DEPARTURES**

Join us for breakfast – or just grab something to go – and take this opportunity to do a little more networking before you say, “Adios!”

Host: **Henry Bubel**, Partner, *Patterson Belknap Webb & Tyler*,  
& Chairman, *SCG Legal*

*SCG Legal Extends Its Appreciation to*

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*for Their Generous Support of This Year’s Spring Meeting.*

*We Look Forward to Seeing You at the*

*2017 International Meeting May 11 – 12 at the*  
**Siam Kempinski** *in Bangkok, Thailand, and the*

*2017 Annual Meeting September 7 – 9 at*  
**The Inverness Hotel** *in Denver, Colorado.*

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