



September 18 – 19
Austin, Texas



SCGLEAL[®]

A WORLDWIDE NETWORK OF LEADING LAW FIRMS



September 18 – 19
Austin, Texas

**INSTANTLY CONNECT WITH
125 INDEPENDENT LAW
FIRMS IN 65 COUNTRIES
INCLUDING ALL U.S. STATES**



Rosholm | Dell

SWEDEN



BERMAN FINK VAN HORN

US: GEORGIA



Global Reach with Local Expertise

36 Years of Excellence

SCG Legal has been connecting premier independent law firms since 1989. Our network has grown into a powerful global alliance of trusted legal and public affairs partners.

65

Countries

*Comprehensive
global coverage*

125

Member Firms

*Independent, high-quality
law firms across the globe*

12,000+

Attorneys & Public Relations Professionals





Chambers
AND PARTNERS

Global Market Leaders
Leading Law Firm Networks:
THE ELITE



Elite Legal Talent & Leadership

SCG Legal member firms are recognized leaders in their jurisdictions.



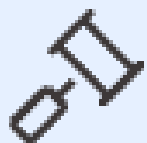
Global Recognition

88 Chambers-ranked firms in the network



Government Experience

Former high-level government officials



Premier Legal Practices

Representing leading organizations

This combination of elite legal talent and government experience creates a uniquely powerful resource for clients navigating complex legal, regulatory, and policy landscapes. The distinguished backgrounds of our members provide invaluable insights and connections that enhance client representation.

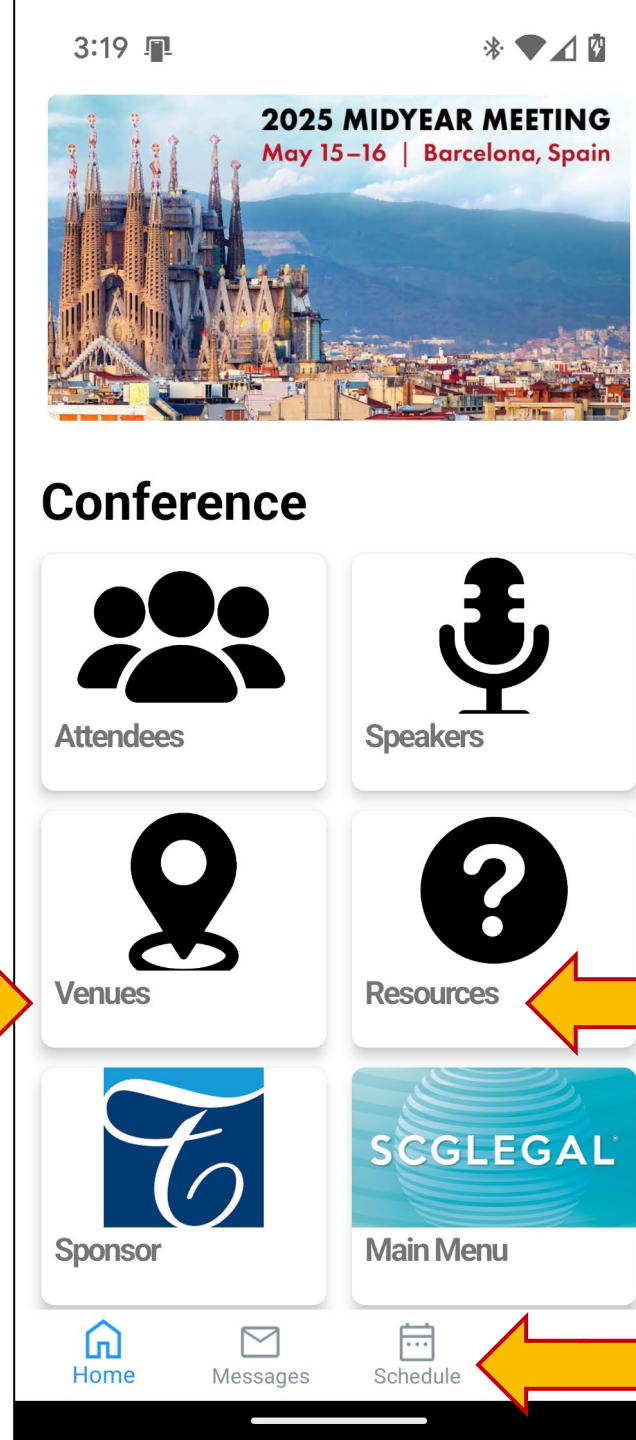




**Event locations
with address details
+ links as available**



2025 Vetted Solution Partner



Mobile App

**LOG IN USING YOUR EMAIL
ADDRESS**

- Contact SCG Team
- Guiding Principles for Dialogue & Engagement @ SCG Legal Events
- Member Jurisdiction Guides + Practice Group Directories
- Member Perks: Industry Partnerships
- Member Region, Practice & Affinity Groups
- Referrals: Track for Impact
- SCG Legal Global Spin & Spinette
- Spanish >> Everyday Phrases
- Tour Barcelona
- Travel to/from Spain

AGENDA >> Latest details!

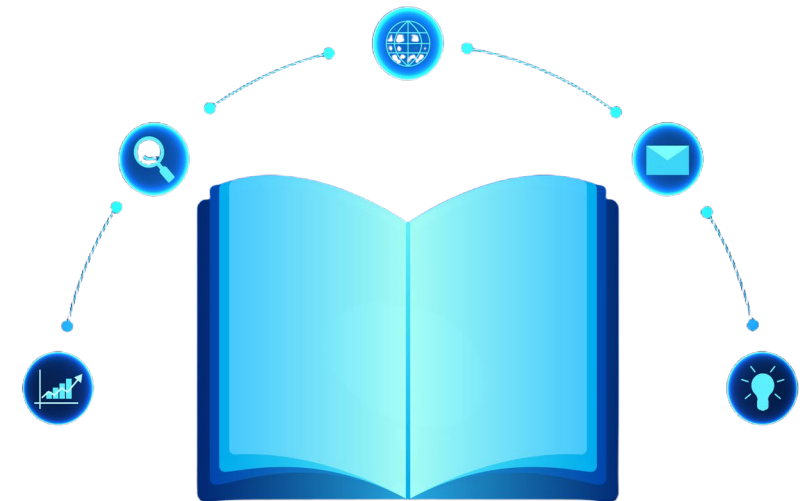


Guides

- Market Entry App for Australia by Hall & Wilcox (Melbourne)
- Doing Business in Asia and Pacific Rim >> **Coming Soon**
- Doing Business in Canada
- Doing Business in Latin America & Caribbean
- Doing Business in Vietnam by Dilinh Legal

Practice Groups

- Corporate/M&A
- Data Protection, Privacy & Cybersecurity
- Labor & Employment



SCGLEGAL[®]

A WORLDWIDE NETWORK OF LEADING LAW FIRMS



**Doing Business in
Latin America & Caribbean**

scglegal.com

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Panama
Peru
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Saint Kitts & Nevis
Turks & Caicos
Venezuela

About SCG Legal

SCG Legal, a worldwide network of 123 independent law firms, was founded in 1989 and includes firms—80% of which are Chambers ranked with Chambers-ranked attorneys in the balance—that house legal, regulatory, and, in many countries, public policy practices. Members serve clients in major commercial centers and capitals in more than 63 countries, every U.S. state capital city, and the District of Columbia. The 2023 edition of Chambers Global Guide has recognized the network as a Global Elite. Firms in the network are unified by a culture of premier legal practices and industry leadership; an elevated dedication to client service and responsiveness; a commitment to diversity and inclusion; and a devotion to transparent, innovative, and fair billing practices. For more information, please visit scglegal.com.

PRACTICE GROUP GUIDE:
U.S. GOVERNMENT RELATIONS



scglegal.com/practices

SCG Legal's [Government Relations Practice Group](#) has extensive experience in the complete range of U.S. federal and state issues. This Directory provides a brief overview of the specific capabilities by jurisdiction as well as contact information for the attorneys/firm representatives that make up the network's Practice Group. For more information, please reach out directly to the listed contact(s) or SCG Legal CEO Alina Gorokhovskiy > agorokhovskiy@scglegal.com | O: 202.580.6527.

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CALIFORNIA, SACRAMENTO



CONTACT(S):

John Latimer | Managing Partner and Founder > jlatimer@capitoladvocacy.com | P: 916-444-0400
Dean Grafilo | Partner > dgrafil@capitoladvocacy.com | P: 916-444-0400

EXPERIENCE/AREAS OF FOCUS

- ✓ Coalition Building & Mobilization
- ✓ Communication Strategy
- ✓ Government Procurement Advocacy
- ✓ State Funding
- ✓ State Government Relations
- ✓ State Permitting

Specific Local (City Halls) Government Advocacy:

Counties of (and numerous cities within) Los Angeles; San Bernardino, Orange, Riverside--California

INDUSTRIES OF FOCUS

- ✓ Artificial Intelligence
- ✓ Banking/Financial Sector
- ✓ Business & Employer Defense
- ✓ Cannabis
- ✓ Education
- ✓ Energy
- ✓ Food, Beverage & Retail
- ✓ Gaming
- ✓ Healthcare
- ✓ Privacy and Cybersecurity
- ✓ Tax

EMPLOYMENT LAW PRACTICE GROUP DIRECTORY

SCG's Employment Law Practice Group has extensive experience in the complete range of employment law issues. This handbook provides a brief overview of the specific capabilities by state as well as contact information for the law firm attorneys that make up the group. If information being sought is not readily available, please reach out directly to the state representative or the SCG administrative team.

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MASSACHUSETTS

Robinson + Cole
(Management-Side Representation)

[Labor, Employment, Benefits + Immigration \(rc.com\)](http://rc.com)

Attorney Contact:

Abby Warren

(501) 377-0331

awarren@rc.com

Employment Law Practice Areas:

Affirmative Action and Federal Contract Compliance

Corporate Compliance and Governance

Counseling and Advice

Employee Benefits and Tax

Employee Defection and Trade Secrets

Employee Leaves and Accommodations

Employment Discrimination and Harassment

Government Audits

International Employment

Labor Relations

High Level Industry Experience:

Steel Manufacturing

Funeral Homes

Litigation and Trials

Management Training

Mergers and Acquisitions

Pay Equity

Wage and Hour

Workers' Compensation and Unemployment Cost

Management

Workplace Safety

Higher Education

CROSS-SELLING & BUSINESS DEVELOPMENT CROSS-BORDER OPPORTUNITIES

PRACTICE GROUP: MERGERS & ACQUISITIONS / CORPORATE



scglegal.com/practices

FIRM: Lydian		
SCG LEGAL JURISDICTION (COUNTRY/STATE, ETC.): Belgium		
	Your Name: Maxime Colle	
	Title: Partner	
	Practice/s: Corporate M&A	
	Email: maxime.colle@lydian.be	Phone: +32 477 87 28 28
Lydian's Corporate and M&A team has expertise in corporate law and transactions for domestic and international clients across diverse sectors. With a keen understanding of clients' businesses, our team offers clear, practical solutions for their daily governance, financing, and M&A activities. Our services include: M&A, Private Equity & Venture Capital, Joint Ventures and Partnerships, Corporate Advisory, Corporate Governance, Business Restructuring and Insolvency, Corporate Housekeeping, Corporate Litigation, Equity Capital Markets, Finance, Tax, Warranty and Indemnity Insurance. Maxime Colle co-heads Lydian's Corporate and M&A team, together with Peter De Ryck (partner) and Florence Colpaert (partner).		

KEY CLIENT SECTORS/INDUSTRIES (Oil and Gas, Tech, etc.) ¹		
1. Tech	3. Life Sciences	5. Insurance
2. Private Equity	4. Logistics & Infrastructure	6. Foods & Beverages

CROSS-SELL OPPORTUNITIES: LIST CLIENTS THE YOU AND/OR THE FIRM IS TARGETING ²		
1. Nestlé / Danone / Unilever / P&G	3. Airbus	5. Generali
2. Siemens	4. Sanofi	6. CVC Capital Partners

CURRENT [NON-CONFIDENTIAL] CLIENTS ³		
1. IBM	3. McDonald's	5. Group IPS
2. Kyndryl	4. IU Group	6. IQGeo Group PLC

CROSS-SELLING/BUSINESS DEVELOPMENT WISH LIST
Q: What cross-selling/business development resource/support from SCG and our members would be of greatest benefit to your success?
A: A strong SCG M&A Practice Group would benefit all SCG members active in Corporate and Mergers & Acquisitions in regards to both cross-selling opportunities and knowledge sharing.

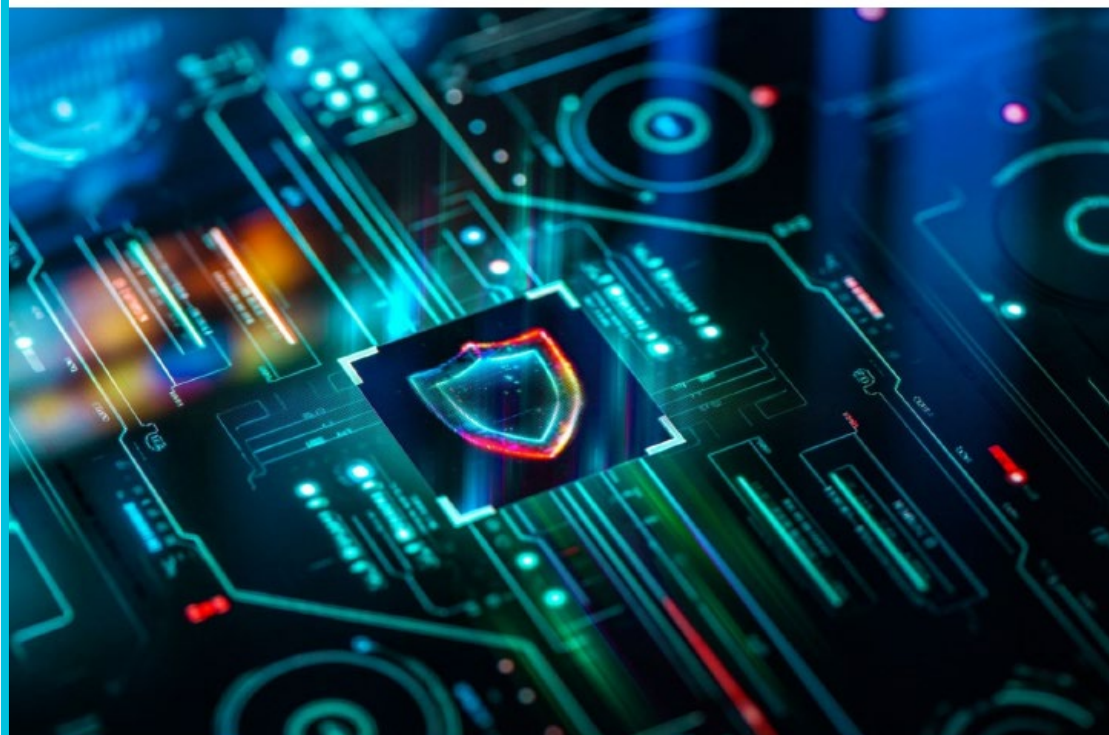
¹ As mentioned in the description Lydian is a full service Belgian independent law firm, our Corporate M&A partners act for various clients active in all sectors. Sectors below are merely a snapshot of Maxime Colle's practice at the date of this note.

² Lydian focuses on servicing on local companies as well as on multinational companies across all sectors, operating in Belgium.

³ As mentioned in the description Lydian is a full service Belgian independent law firm, our Corporate M&A partners act for various clients active in all sectors. Clients below are a sample of Maxime Colle's clients at the date of this note.

Draft 15 May 2024

PRACTICE GROUP GUIDE:
DATA PROTECTION, PRIVACY & CYBERSECURITY



scglegal.com/practices

US: LOS ANGELES, CALIFORNIA

[Mitchell Silberberg & Knupp](#)

[Su Ross](#)
skr@msk.com | (310) 312-3206

Attorney/s Certified Under Privacy Professionals or Other Related Certification

- [Stacey Chuvaieva](#), CIPP/US and CIPP/E | (310) 312-3749 | stc@msk.com
- [Lucy Plovnick](#), CIPP/US | (202) 355-7918 | lh@msk.com

Areas of Expertise

- Cyber Compliance
- Cyber Insurance (Claims, Negotiations, Policy Drafts, etc.)
- Digital Assets, Cryptocurrencies, AI and Blockchain
- Data Breach Incident Investigations and Response Teams
- Data Protection Compliance: Records Management and Policies
- Data Processing Agreements
- Disputes Related to Cyber/Data Privacy
- GDPR and Global Privacy
- Privacy Regulations (e.g. promotional/marketing campaigns– tele-marking/e-marketing, etc.)
- Relationships with Third Party Forensics/IT Security Partners the Firm Works With
- Transactional Support and Due Diligence

US-Specific DPPC Practice Areas

- California Consumer Privacy Act and Online Privacy Protection Act (CalOppa) and Do-Not-Track laws
- Health Insurance Portability and Accountability Act (HIPAA)
- Privacy Law Litigation Experience/Class Actions Capabilities
- State Enforcement Actions
- State Privacy Laws Compliance
- Telephone Consumer Protection Act (TCPA)/Telemarketing

Member-Only Best Practice Training Programs



MEMBER RESOURCE CENTER

Business of Law

Policies

- AI Policy EXAMPLE [Word]
- Clean Desk Policy EXAMPLE [Word]
- Environmental Responsibility Policy EXAMPLE [Word]
- Flexible Work Policy Template EXAMPLE [Word]
- Law Firm Compensation Models [Word]
- Return to Work Policy EXAMPLE [Word]
- Social Media Policy EXAMPLE [Word]
- Technology Stipend Policy EXAMPLE [Word]

Business Development & Marcom

Strategy Presentations

- Bridging Generational Gaps [PDF]
- Chambers/Legal 500 Submission Guide [PDF]
- Client Interview Kits [Word]
- Cross-Selling [PDF]
 - Attorney Internal to Firm Cross Sell Guide SCG Legal EXAMPLE [Word]
 - Attorney Internal to Firm Cross Sell Guide SCG Legal Template EXAMPLE [Word]
- LinkedIn Strategies v2024 [PDF]
- Personal Branding [PDF]
- Return on Investment (ROI) of In-Person Events [PDF]
- Strategy Session EXAMPLE [PPT]
- SWOT Analysis [PDF]

Strategic Initiatives

2025 Meeting Schedule

- Practice & Affinity Groups + Regions [PDF]

Artificial Intelligence (AI) Exchange Working Group

- AI Strategy Exchange 2.0 v2025 [web portal]
- AI Strategy Exchange 1.0 v2024 [web portal]

Diversity, Equity, and Inclusion

- Coming Soon

New Partner Institute (NPI)

- Class 2024-2025 [web portal]
- Class 2023-2024 [web portal]

MEMBER RESOURCE CENTER

Directories & Guides

Guides

- [Market Entry App for Australia](#) by Hall & Wilcox (Melbourne)
- [Doing Business in Asia and Pacific Rim >> Coming Soon!](#)
- [Doing Business in Canada \[PDF\]](#)
- [Conflict in Guatemala: Risks and Strategies | Carrillo & Asociados](#)
- [Doing Business in Latin America & Caribbean \[PDF\] >> Update coming soon!](#)
- [Doing Business in Peru](#) by Philippi Prietocarrizosa Ferrero DU & Uría [PDF]
- [Doing Business in Vietnam](#) by Dilinh Legal [PDF]

Practice Groups

- [Corporate/Mergers & Acquisitions \[PDF\]](#)
- [Data Protection, Privacy & Cybersecurity \[PDF\]](#)
- [Government Relations \(U.S.\)](#)
- [Labor & Employment](#)

Vetted Partner Solutions

Network Partners

2025 Midyear & Annual meetings are sponsored in part by:



The Global Leader in Legal Technology & Support: TransPerfect Legal empowers legal professionals to leverage AI, analytics, and multi-language technology across eDiscovery, forensic consulting, due diligence, privacy, managed review, and staffing projects.

>> Click [HERE](#) for more details.

2025 Annual Meeting is sponsored in part by:



Intapp's DealCloud gives marketing professionals the tools they need to develop effective pitches and campaigns, track the ROI of their efforts, enhance firm reputation, and optimize client retention strategies. You'll enjoy access to your firm's most current and relevant information with minimal input.

>> For more information, click [HERE](#).

Member Meeting Archive

Links below go directly to meeting portal pages.

- [2025 Midyear Meeting | Barcelona](#)
- [2024 Annual Meeting | Los Angeles](#)
- [2024 Midyear Meeting | Dublin](#)
- [2023 Annual Meeting | New Orleans](#)
- [2023 Midyear Meeting | Berlin](#)
- [2022 Annual Meeting | Toronto](#)
- [2022 Midyear Meeting | Lisbon](#)

Full List @ scglegal.com/Events/PastMeetings

**INSTANTLY CONNECT WITH
125 INDEPENDENT LAW
FIRMS IN 65 COUNTRIES
INCLUDING ALL U.S. STATES**





2025 Regional Meeting Schedule

All Meetings Virtual & All Times ET Unless Otherwise Noted

Calendar Invitations Sent via Email to Participants

ASIA & PACIFIC RIM > 11 PM – MIDNIGHT

Jan 21 | Apr 8 | Oct 21

+ 10 – 11 July | Kuala Lumpur (in person)

CANADA > 11 AM – NOON

Feb 13 | Apr 10 | Sept 11 | Nov 13

+ 19 – 20 June | Calgary (in person)

EUROPE > 9 – 10 AM

Mar 11 | Jun 10 | Oct 14 | Dec 9

LATIN AMERICA & CARIBBEAN > NOON – 1 PM

Feb 18 | Apr 1 | Jun 24 | Oct 29

UNITED STATES > 2 – 3 PM

Mar 3 | Jun 3 | Nov 4

IBA Cocktail Reception | Toronto

Monday, November 3, 2025 > 7:30–9:30 p.m.

Co-Hosted by WeirFoulds (Canada: Ontario) & SCG Legal

More than 60 SCG Members + WeirFoulds' clients and contacts will merge at the stunning Casa Loma. It promises to be a great evening and a fantastic opportunity to reconnect! >> Click [HERE](#) to view the invitation and RSVP.

WeirFoulds has also prepared a **fantastic Toronto travel guide** >> click [HERE](#). It's thoughtful, comprehensive, and a great resource for anyone heading to the city.



2025 Practice Group Meeting Schedule

All Meetings Virtual & All Times ET Unless Otherwise Noted

Calendar Invitations Sent via Email to Participants

ARBITRATION

Jan 13 | Oct 13 > 4 – 5 AM / 11 AM - NOON

BANKRUPTCY & INSOLVENCY

Feb 18 | Apr 3 | Jul 9 | Oct 9 > 11 AM – NOON

CORPORATE/MERGERS & ACQUISITIONS

Feb 25 | Jun 25 | Oct 22 > 11 AM – NOON

DATA PROTECTION, PRIVACY & CYBERSECURITY

Feb 11 | Jul 17 | Oct 23 > 11 AM – NOON

EMPLOYMENT

Jan 22 | Oct 15 > 11 AM - NOON

ENVIRONMENT/ENERGY (EUROPE)

Jan 16 | June 5 | Oct 23 > 9 – 10 AM

GOVERNMENT RELATIONS

Jan 9 | Mar 6 | Jun 4 | Oct 16 | Nov 19 > 3 – 4 PM

IMMIGRATION

Jan 23 | June 11 | Oct 1 > 9 – 10 AM

INTELLECTUAL PROPERTY

Feb 26 | June 4 | Oct 1 > 11 AM – NOON

LITIGATION

June 4 | Oct 16 > 10:30 – 11:30 AM

TRUSTS & ESTATES

Feb 13 | June 10 | Next Meeting(s): TBA

WHITE COLLAR

Jan 8 | June 5 | Sept 30 > 11 AM - NOON



SCGLEGAL[®]
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Women in Law Mentorship Program

Together, we are shaping a future
where women lawyers are empowered
to lead, excel, and inspire.

scglegal.com

Mentors & Mentees

Mentee Candidates:
Junior Partner, Of Counsel, Senior Associate



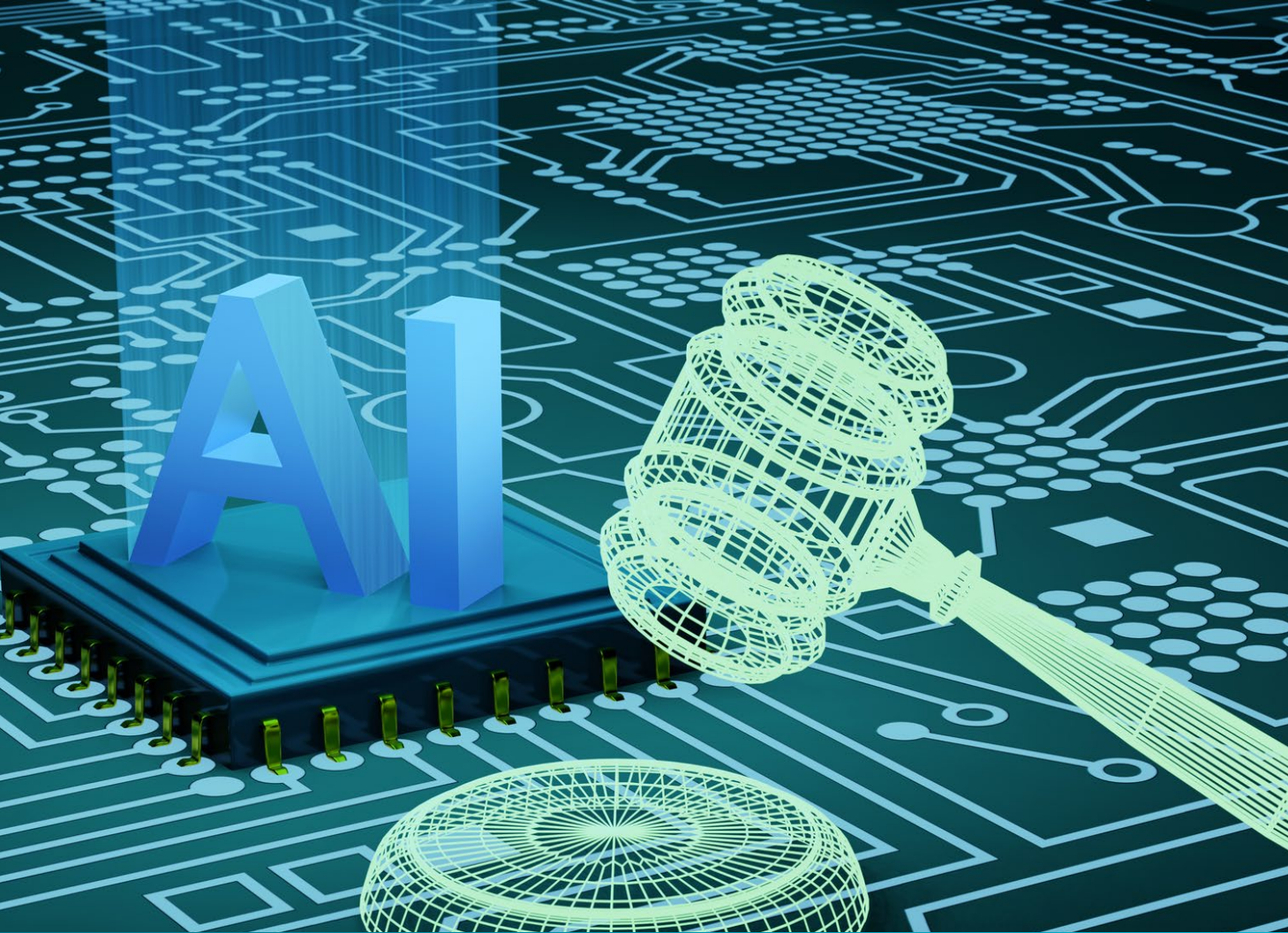
Key Benefits

Knowledge transfer,
network expansion,
career guidance



Cross-Firm Connections

Build relationships
across member firms



SCGLEGAL[®]

A WORLDWIDE NETWORK OF LEADING LAW FIRMS

Building on the success of AI Strategy Exchange 1.0, SCG proudly introduces AI Strategy Exchange 2.0. This initiative is designed to equip member law firms with innovative AI technologies and resources, enabling them to drive productivity, enhance efficiency, optimize operations, and gain a competitive edge.

This program will act as a compass, guiding our members in shaping the future direction of their firms.

In partnership with LegalTech Hub (LTH), AI Strategy Exchange 2.0 will provide members with access to cutting-edge industry resources, collaborative engagements with leading vendors and consultants, and insightful expertise to drive meaningful innovation across firm operations and practice areas.

AI Strategy Exchange 2.0

This program is a no-cost, value-add benefit exclusively available to SCG Legal Members

Legal Point

Solutions

Orisaw

BeringLab

MANTLE

SmartEsq

Juristic

Atticus

Syntheta

SlataDoc

CONTRACTSERVICES

BRYTER
Fund Management

Corpora

Dimension A

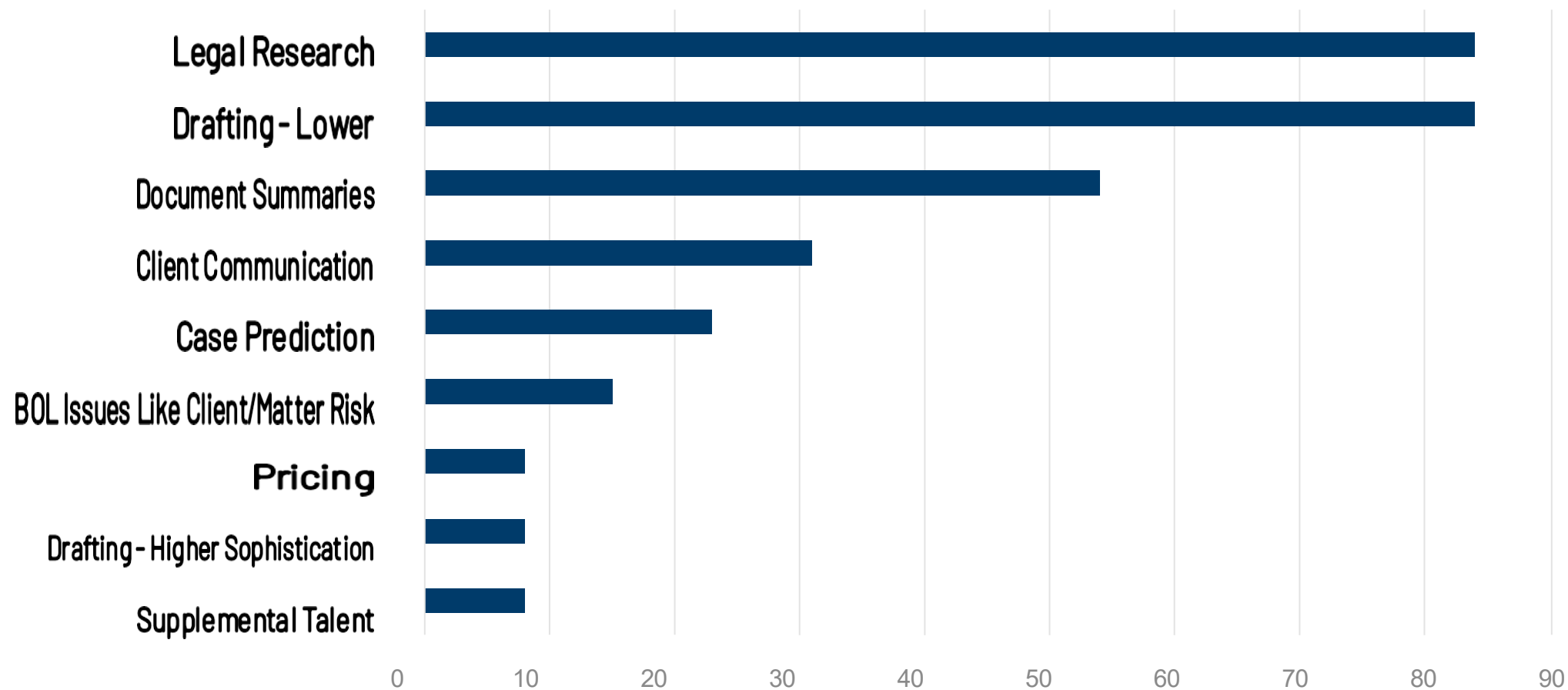
StructureFlow

Compliance

Knowledge Management

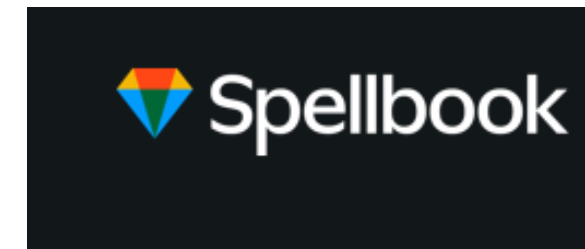
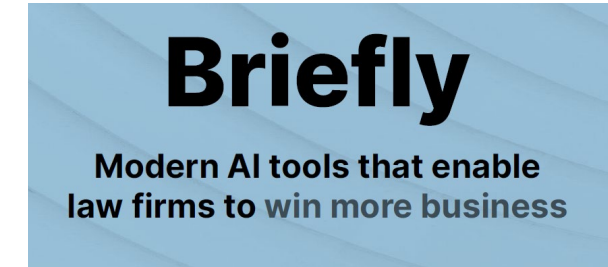
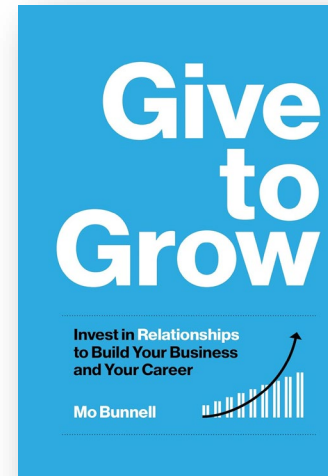
blee
abstract
BRYTER
BRYTER Assist
LAYERUP
W Norm AI
People
lawline

Assess Critical AI Applications





Industry Partnerships



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**DIVERSITY, EQUITY
and INCLUSION (DEI)
ADVOCATE™
CERTIFICATION**

*This program is a no-cost, value-add benefit
exclusively available to SCG Legal Members*

2025 Program

Program Overview

Certification for this Program is focused on:

- **Diversity Statement & Plan;**
- **Cultural & DEI Awareness & Training; and**
- **Commitment to Recruitment & Hiring.**



The Program will also support **In/External Communication**.

Conscient Strategies' team will facilitate the assessment process and work closely with each participating firm to help them promote and/or achieve progress in each one of the evaluation areas.

Program Impact





SCGLEGAL
A WORLDWIDE NETWORK OF LEADING LAW FIRMS

LAW FIRM LEADER ROUNDTABLE | February 20 - 21
LEADING THE CHARGE IN A WORLD OF CHANGE
Sofitel Washington, DC Lafayette Square
806 15th St NW, Washington, DC 20005
AGENDA

Thursday, February 20

12:00 pm - 1:30 pm
Concorde Conference Room

LUNCH | INFORMAL NETWORKING WITH SCG LEGAL'S BOARD CHAIR AND CEO
If you are arriving early, please join us for this pre-event networking lunch.

1:30 pm - 2:00 pm
Madeleine Conference Room

INTRODUCTIONS and MEETING OVERVIEW
• Celeste Bruce, Rifkin Weiner Livingston (US: Maryland) | Chair, SCG Legal
• Alina Gorokhovskiy, CEO, SCG Legal

2:00 pm - 3:30 pm
Madeleine Conference Room

THE EVOLVING LEGAL LANDSCAPE: KEY TRENDS SHAPING THE INDUSTRY
As the legal industry continues to evolve, law firms face increasing pressure to adapt to a rapidly changing environment. From shifting market dynamics and technological innovations to changing client expectations and the evolving needs of talent, firms must rethink their strategies to stay competitive. This session will provide the latest on the legal market, examining key trends reshaping the future of legal services and exploring how law firms can adapt their strategies to stay competitive and relevant in an increasingly dynamic environment.

3:30 pm - 3:45 pm
Madeleine Conference Room

BREAK | NETWORKING

3:45 pm - 5:00 pm
Madeleine Conference Room

COLLECTIVE WISDOM: A ROUND-ROBIN DISCUSSION
A group discussion and collective response to *The Evolving Legal Landscape: Key Trends Shaping the Industry* presentation, allowing participants to reflect on key takeaways and offer additional insights into what's impacting the legal industry as well as individual firms. The goal is to collaborate on creative solutions and new strategies that address common challenges within firms and across the SCG community. By leveraging the combined experience and expertise of the group, the outcomes of this session will help firm's drive growth, enhance client service, and strengthen internal operations and processes.

5:00 pm

ADJOURN

6:30 pm - 9:30 pm

COCKTAIL RECEPTION/DINNER
@Joe's Seafood, Prime Steak & Stone Crab

Friday, February 21

7:45 am - 9:30 am
Concorde Conference Room

BREAKFAST | NETWORKING

SCGLEGAL
A WORLDWIDE NETWORK OF LEADING LAW FIRMS

LAW FIRM LEADER ROUNDTABLE | February 20 - 21
LEADING THE CHARGE IN A WORLD OF CHANGE
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AGENDA

9:30 am - 11:00 am
Madeleine Conference Room

LATEST INNOVATIONS IN TECHNOLOGY: WHAT LAW FIRM LEADERS NEED TO KNOW
In today's highly competitive legal landscape, where law firms face intense pressure not only to attract clients but also to secure market share and top talent, strategic investments in technology are more critical than ever. For independent law firms, making informed decisions about which platforms to adopt, understanding the return on investment for any improvements, and effectively implementing artificial intelligence (AI) tools is key to staying competitive. This panel will offer a forward-looking discussion on the leading technologies reshaping the industry and how to assess and implement them. There will be a special focus on the transformative role of Generative AI (GenAI) in law firms.

11:00 am - 11:15 am

BREAK | NETWORKING

11:15 am - 12:30 pm
Madeleine Conference Room

BALANCING GROWTH, PROFITABILITY, AND CULTURE: BUILDING A HIGH-PERFORMANCE LAW FIRM
Fostering a cohesive, high-performance culture while driving growth and meeting goals for greater profitability can present significant challenges for law firm leaders. This session will explore how law firm leaders can navigate this delicate balance through proven strategies for aligning culture with business objectives, tackling difficult conversations around performance improvements, and managing compensation systems to incentivize the right behaviors. Additionally, panelists will address the role of profitability modeling and analysis in shaping performance expectations and how law firms can develop and retain their leading talent.

12:30 pm - 2:30 pm
Concorde Conference Room

LUNCH | NAVIGATING CHANGE: FORECASTING THE TRUMP ADMINISTRATION'S IMPACT ON THE GLOBAL LEGAL LANDSCAPE | STEVE TUGEND, KEGLER BROWN

2:30 pm - 4:00 pm
Madeleine Conference Room

COLLABORATIVE INSIGHTS: A ROUNDTABLE OF IDEAS
This session, facilitated by faculty from Zeughauser Group, is designed to foster open dialogue and the exchange of innovative ideas regarding topics chosen by the group (financial and strategic planning, growth and merger trends, best practices to drive profitability, building and maintaining a strong firm culture, profitable lateral growth). In a structured round-robin format, participants will have the opportunity to briefly share insights, challenges, and best practices from their respective leadership roles. The goal is to generate collaborative discussions, spark creative solutions, and uncover new strategies for addressing common challenges within our firms. By leveraging the collective experience and expertise of the group, the session will provide valuable takeaways that can be applied across firms to drive growth, enhance client service, and strengthen internal processes.

4:00 pm - 4:30 pm

KEY TAKEAWAYS & CLOSING INSIGHTS

4:30 pm

ADJOURN

5:00 pm

COCKTAILS/DINNER FOR PARTICIPANTS WHO ARE STAYING IN TOWN

Law Firm Leaders 2025 Roundtable

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A WORLDWIDE NETWORK OF LEADING LAW FIRMS

LAW FIRM LEADER ROUNDTABLE | February 20 - 21
LEADING THE CHARGE IN A WORLD OF CHANGE
Sofitel Washington, DC Lafayette Square
806 15th St NW, Washington, DC 20005
AGENDA

MEETING FACILITATORS

Mary K Young, Zeughauser Group: With more than 18 years of experience at Zeughauser Group, Mary K has been instrumental in helping law firm clients develop strategic plans, create impactful growth initiatives, launch branding campaigns, and build high-performing operational teams. Known for her insightful analysis and ability to produce tangible results, Mary K excels in driving success through innovation and collaboration. Prior to joining Zeughauser Group, she served as Chief Marketing Officer at a Global 50 law firm, where she led marketing and business development efforts on a global scale. Mary K's deep expertise in law firm strategy and operations has made her a trusted advisor to firms seeking sustainable growth and competitive advantage.

Paul S. Pearlman, Zeughauser Group: A highly regarded industry leader, Paul led New York-based Kramer Levin ~~Nesha~~ & Frankel to two decades of impressive financial growth. Drawing on his extensive experience, Paul now applies his deep understanding of building and maintaining successful, creative, and collaborative partnerships to his consulting practice. He specializes in advising law firms on a range of management and governance issues, including strengthening financial performance, strategic planning, compensation systems, practice management, talent development, and high-value lateral partner recruitment. Known for his ability to drive growth and innovation, Paul's expertise helps law firms enhance operational effectiveness and achieve long-term strategic objectives.

Nikki Shaver, CEO, Legaltech Hub: With 20 years in law, Nikki has practiced at major firms in Australia, led knowledge and innovation teams at Stikeman Elliott and Paul Hastings, and advised on Legaltech procurement. In 2019, frustrated by the lack of searchable Legaltech resources, she saw a need for better tracking of solutions—an insight that inspired the founding of Legaltech Hub.

2025 In-Person Meetings: Save the Details

May 15 - 16: Midyear Meeting in Barcelona (Spain)
September 18 - 19: Annual Meeting in Austin, TX (U.S.)



Law Firm Leaders 2025 Roundtable Firms

Adler Pollock &
Sheehan

Barnes &
Thornburg

Clark Wilson

Eckert Seamans
Cherin & Mellott

Fennemore

Hall & Wilcox

Kegler Brown Hill
+ Ritter

Larkin Hoffman

McGinnis
Lochridge

McGuireWoods

Mills & Reeve

Mitchell
Silverberg &
Knupp

Nyemaster
Goode

Parsons Behle &
Latimer

Rifkin Weiner
Livingston

Robinson + Cole

WeirFoulds

Business Development Webinar Series

Please join SCG Legal for two 45-minute webinars focused on client relationship development, building your personal brand, and managing your professional career. **The series is complimentary, but registration is required.**

Your Invisible Network: How to Build and Enrich Relationships With Clients and Within SCG

February 27 at 10:30 am (EST)

Relationships are a must-have...not a nice-to-have...when it comes to achieving your leadership and business potential. Internationally renowned executive coach, leadership expert, and lawyer Michael Urtuzuástegui Melcher, author of the book *Your Invisible Network: How to Create, Maintain, and Leverage the Relationships That Will Transform Your Career* (2023), will share insights and practical tips for how to get the most out of your current and future connections based on his years coaching senior leaders across multiple industries.

Through this webinar you will better understand:

- How relationships are a form of wealth that is under your control
- What it means to build and manage a relationship portfolio
- How relationship 'bids' work and how we can offer – and be more receptive to – more bids with clients and colleagues
- 'Minute 32' and the unpredictable ways that conversations unfold
- The limits of pre-qualifying aka why you can't predict who will be most valuable
- The power of research-based principles like 'strength of weak ties'
- Why your discomfort is part of the process...and how to deal with it
- How to do all the above amid a busy career and life

REGISTER TODAY

Edelman's 2025 Trust Barometer: Navigating the Evolving Confidence Crisis in Law

April 8 @ 10:00 - 11:00 AM EST

This webinar is a complimentary value-added program for SCG Legal members. If the date/time does not work for your schedule, please register so you can receive the recording.

Trust is the cornerstone of the legal profession, yet the 2025 Edelman Trust Barometer highlights growing skepticism toward institutions, including the judiciary and legal system.

This webinar examines the evolving trust landscape in law—spanning judicial integrity, corporate ethics, AI in legal decision-making, and crisis management—and equips lawyers with actionable strategies to reinforce confidence, accountability, and ethical leadership.

Through expert insights and real-world applications, the discussion will explore how trust is shaping the future of law and the profession's critical role in addressing societal concerns amid declining institutional confidence.

Key Takeaways

- How to lead through this crisis
- How to navigate expectations
- How to deliver results that benefit everyone
- How to prioritize and rebuild trust across your organization and local communities

REGISTER NOW

Building Your Personal Brand

March 14 at 10:30 am (EST)

Individual lawyers represent their firm's brand only as well as how they present themselves. Building your personal brand will strengthen your reputation within your firm, with current and prospective clients, and across business-building resources such as SCG Legal.

Sought after Executive coach Kimberly Togman, founder of Scalable Leader and a principal with Next Step Partners®, and Michael Urtuzuástegui Melcher will help you understand your existing brand and ways to optimize it.

Through this webinar you will better understand how to:

- Define, refine, or re-invent your brand
- Communicate your brand
- Explore strategies for aligning your existing network with your brand
- Keep brand at the forefront of your career management strategy

REGISTER TODAY

- Efficiency: Process Improvement, Project Management and the P+Ecosystem
- Well-Being: A six-part webinar series featuring How to Foster and Keep a Sense of Control, A Stress- Resilience Workspace, Virtual Team Building Activities, Habits for Continued Professional and Personal Growth, Healthy Work Engagement vs. Burning Out and The Six Human Needs and Seven Habits of Highly Effective People
- Diversity, Equity and Inclusion: A three-part webinar series featuring Bias-Reducing and Diversity-Promoting Decision-Making for Legal Professionals, Identifying and Confronting Subtle Forms of Bias in the Law Firm and a Fireside Chat with Law Firm Diversity Professionals
- Strategic Communication as Law Firms Re-Open Their Doors
- Developing Business in a Virtual Landscape
- Post-pandemic Future: How to Orient Your Business for the Changes We've Seen and the Changes to Come
- Drive Client Loyalty and Build Business by Understanding the Voice of Your Client

148 Alumni
Organizing Annual
Alumni Meeting

Executive Coaching Sessions

Group sessions + online training modules (video tutorials). Run-time average of six-minutes or less ensures minimal impact on billable time.

Immediately actionable with clear step-by-step instructions on how to apply each strategy.

- **How to Expand Your Professional Network Virtually**
- **Prospecting for New Clients in a Virtual Environment**
- **How to Succeed in a Virtual Pitch**
- **How to Differentiate from the Competition**
- **How to Enhance Your Professional Reputation with Social Media and Thought Leadership**



2025: 3 Classes (55 Participants)

MODULE ONE – OCT 30, 2024

VIRTUAL WORKSHOP – TWO HOUR PROGRAM

INTRODUCTIONS & BUILDING A STRONG FOUNDATION

PROGRAM WELCOME, SALES V. MARKETING, & EFFECTIVE INTRODUCTIONS

PURPOSE: To discover the roadmap to follow and the specific steps to achieve business development goals. To develop, practice and refine a unique 'elevator speech' and facilitate connections among the participants.

Participants are introduced to each other as well as the marketing cycle and sales process. This module includes addressing the reluctance some lawyers have in 'selling' by defining exactly what it is in the context of selling professional services. By laying out the specific phases of the sales process and detailing what activities should be undertaken at each juncture from planning to retaining and growing clients, lawyers have a clear roadmap to follow and an in-depth understanding of what can and should be done to advance to the next step.

Creating and delivering an elevator speech is essential for effective relationship development and networking. First impressions can make or break a relationship. In this program, participants learn what it is (a 10 second 'tagline' that is succinct and memorable, focused on benefits and delivered effortlessly) and then practice and revise it as appropriate to the situation.

The FIRM Guidance 'Elevator Speech Worksheet' will be provided for the small amount of advance work required in this kickoff.

MODULE TWO – NOV 20, 2024 AND JAN 15, 2025

TWO VIRTUAL WORKSHOPS – ONE HOUR EACH

LEADERSHIP

PURPOSE: To guide you to develop important leadership skills for your career, including identifying and leveraging your own style for the benefit of your practice, team, and firm.

AGENDA FOR THIS MODULE:

These workshops are designed to help you develop your personal leadership, team leadership, and project management skills specifically in the legal context. Participants will also develop a personal leadership plan to put their learnings into action and transform as a leader. In this module, you will:

- Identify your personal leadership style and the emotional intelligence components that support effective leadership.
- Understand how legal training impacts emotional intelligence and leadership.
- Understand the components necessary to build and lead an effective high-functioning team.
- Learn how to incorporate personal leadership and team leadership to successfully manage a process improvement project.
- Identify opportunities for the development of personal leadership, team leadership, and/or project management skills and develop a plan to expand those skills.

MODULE THREE – FEB 19 AND MAR 19, 2025

TWO VIRTUAL WORKSHOPS – ONE HOUR EACH

PRACTICE MANAGEMENT & PROCESS IMPROVEMENT

PURPOSE: To gain knowledge of key process improvement and project management concepts and tools for a more efficient practice that delivers greater value to your clients and your firm.

AGENDA FOR THIS MODULE:

Process improvement, project management, and Design Thinking are being used by the legal profession to produce efficiency, predictability, excellence in work product and service delivery, while enhancing employee and client experience and improving the chances of successful outcomes. No trade-offs are needed by either the firm or the client when employing these approaches, because everyone wins.

The program includes a brief introduction to key process improvement terms and methodologies, an explanation of project management, and how PI and PM work together. In this module, you will:

- Learn about process improvement, project management, and how they work together.
- Understand what Design Thinking is and how it is used in the legal industry.
- Find out how to get started on a PI/PM/DT program.
- Practice using PI, PM, and DT for competitive advantages: case studies of what others in the legal profession are doing.
- Learn how combining PI, PM and DT produces a winning equation for everyone.

MODULE FOUR – APR 23 AND JUN 18, 2025

TWO VIRTUAL WORKSHOPS – ONE HOUR EACH

PLANNING FOR SUCCESS

PURPOSE: To understand benefits of networks available in and through your firm. We'll discuss the value of relationships and defining the scope and roles of those involved when it comes to referrals and collaborative cross-selling efforts. You'll gain insights on bridging cultural differences of firms from different countries and ways to establish productive multi-cultural collaboration in the interest of the client, your firm and SCG Legal.

AGENDA FOR THIS MODULE:

- Set SMART goals.
- Develop your individual business plan that leverages your strengths.
- Focus on actionable plans to build long-term business development habits and solidify your relationships.
- Develop a long-term business development strategy and execute your short-term business development plan.
- Building referral sources and clients for life.



FIRM GUIDANCE/MACDONAGH CONSULTING

Catherine Alman MacDonagh, JD is an award-winning lawyer entrepreneur, consultant, professor, author, and speaker.

With FIRM Guidance, she offers planning, organizational development, marketing, and business development consulting services with a particular focus on the legal profession.



THE LEGAL LEAN SIGMA INSTITUTE

LLSI is the first and only organization that offers a full range of consulting services and certifications in process improvement and project management as well as certificate programs and workshops for legal departments and law firms / offices.



Networking @ Industry Events

2025 In-Person Legal Industry Meetup Opportunities

International Trademark Assoc (INTA) Annual Meeting

San Diego, CA

Member Meetup: Sun, May 18 > 4:00 – 6:30 pm @ Wild Hare Bar Garden (a five-minute walk from the Convention Center)

International Bar Association (IBA) Annual Conference

Toronto, ON

November 2–7 > Cocktail Reception/s + Other Events



International
Trademark
Association



SCGLEGAL®

A WORLDWIDE NETWORK OF LEADING LAW FIRMS

Weekly Global Roundup

Vol 2025 Issue Feb 17

The Members of SCG Legal's global community are consistently offering critical opportunities – **thought leadership, industry guides, in-person events, podcasts, webinars, and more** – with direct impact on attorney, firm, and client success. If you/r firm would like to contribute to this weekly e-communication, please send details to sharealerts@scglegal.com.

IN THE SPOTLIGHT

SCG Legal 2025 Midyear Meeting | May 15-16 | Barcelona, Spain

The legal landscape is shifting rapidly, influenced by technological advancements, geopolitical uncertainty, economic fluctuations, and evolving regulations. Navigating this ever-changing landscape requires more than just expertise—it demands collaboration, foresight, and strategic innovation.

This Midyear Meeting is designed to equip lawyers with the tools, insights, and connections needed to not only manage but lead through challenges and changes

WEBINARS to watch

THIS WEEK

February 18

- **The Tax Reform of Trapped Profits - User Guide** presented by Amit, Pollak, Matalon & Co. (Israel)
- **How To ... Assert Employer's Rights With Your EPLI Insurer** presented by Barnes & Thornburg (US: Indiana)

February 19

- **Artificial Intelligence and Ethics** presented by Mitchell Silberberg & Knupp (US: Los Angeles, CA)
- **Understanding the New Administrative False Claims Act** presented by Wiley (US: Washington, D.C.)

February 20

- **Immigration Insights: Weekly Fireside Chats** presented by Barnes & Thornburg (US: Indiana)
- **2025 Employment Law "Year in Review"** presented by Mitchell Silberberg & Knupp (US: Los Angeles, CA)
- **SBA's New Size Recertification Rules for Multiple-Award Contracts** presented by Wiley (US: Washington, D.C.)

Want to be Featured in the Next Newsletter?

Have news you want to share with the SCG community? Please send emails to sharealerts@scglegal.com.



News from the Network

In the Spotlight

AGM Abogados (Spain) announced the launch of their new ESG – Regulatory Compliance and Sustainability practice area. The new practice is led by **Marta Salvador Mateo**, lawyer in the Immigration area, and **Héctor Déniz Guedes**, Head of the Penal and Compliance area.

Fraser Trebilcock (US: Michigan) The firm's growth continues with Grand Rapids office relocation. New office address: 300 Ottawa NW Suite 810.

We're just three weeks away from SCG's 2025 Midyear Meeting in Barcelona on May 15–16! If you plan to attend but haven't registered yet, please click [HERE](#) to register.

We're also excited to announce that registration is now open for our **Annual Meeting**, taking place **September 18–19 in Austin, TX**. Click [HERE](#) for additional information. The first round of invitations for this event will go out to our network tomorrow.

Given the current global political, regulatory, economic, and legal uncertainties, we are hoping for strong member participation in Austin—ideally with two to three attorneys from each member firm. All SCG meetings are valuable opportunities to connect across firms and practice areas, and now more than ever, it's essential that we come together. These meetings not only highlight business development opportunities but also foster deeper collaboration to support clients in today's unprecedented environment.

In addition to Barcelona and Austin, we want to highlight two important **regional meetings** happening this year. We will have participation from all regional firms, ideally with two to three attendees per firm across different practice areas. If you or members of your firm are interested in attending and/or speaking, would like to promote your firm and practice, or have clients in Canada or the Asia-Pacific region and want to expand relationships there, please let me know.

Canada Regional Meeting – Calgary, June 19–20, 2025: This meeting will bring together our Canadian firms from across Alberta, British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Nunavut, Ontario, Quebec, Saskatchewan, and Yukon. Discussions will include a wide range of topics—from M&A to litigation—and offer a strong focus on business development and cross-selling among firms.



Welcome to SCG's Global Spin Studio

Home to SCG Legal's attorney-to-attorney webcasts focusing on the issues and conversations that matter to you.



Disclaimer: SCG Legal's Global Spin and Global Spinette webcasts are for informational purposes only and do not constitute legal or professional advice. Listening does not create an attorney-client relationship. Always seek advice from an attorney licensed in the relevant jurisdiction.



Jul 9

Foreign Merger Deals in Today's Ukraine

In this very timely Global Spin, SCG Legal Member GOLAW (Ukraine) offers critical insights on why foreign deals need merger clearance...



Jun 24

Residency by Investment in Anguilla + Turks &...

In this special Caribbean edition of SCG Global Spin, our Member firms – Webster LP in Anguilla and Miller Simons O'Sullivan in Turks &...



Jun 13

Playing the Odds: An Update on Sports Betting i...

It's been seven years since the U.S. Supreme Court struck down a federal ban on sports betting, meaning each state gets to determine...

Member-to-Member Pod/Webcast



Thought Leadership

Showcase expertise to global legal community and clients.



Network Building

Forge connections with peers in specialized practice areas.



Production Support

Full production assistance included at no additional cost.





Client Referral Network



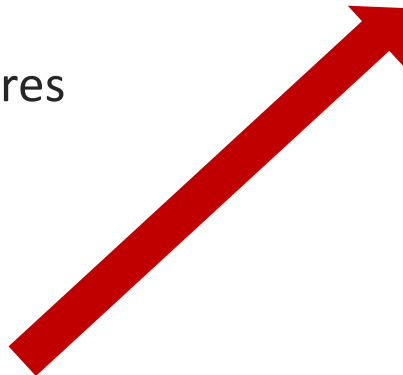
Identify Need

Determine when your client requires assistance in another jurisdiction



Find Resources

Visit www.scglegal.com/firms or contact CEO Alina Gorokhovsky



Make Connection

Connect with the listed representative in the needed jurisdiction



Track Referral

CC your voting rep and SCG's CEO on all referral communications



2025 Locations

Meetings



Austin, TX

Annual Meeting: September 18-19, 2025



IBA Cocktail Reception

Toronto: November 3, 2025



2026 Locations

MIDYEAR MEETING in Melbourne: March 26 - 27

INTA Cocktail Reception in London: May 2 - 6

ANNUAL MEETING in Washington, DC: September 17 - 18

IBA Cocktail Reception in Copenhagen: October 4



2027 Locations

MIDYEAR MEETING in London: March 15 - 16

INTA Cocktail Reception

ANNUAL MEETING (TBD): September

IBA Cocktail Reception

TEAM ASIA & PACIFIC RIM in Dhali: February 25 - 26

WeirFoulds^{LLP}
165
YEARS



A Night of Roaring Connections

SCG Legal Exclusive Invitation

Monday, November 3, 2025 | 7:30 – 9:30 p.m.

We are thrilled to invite members of our SCG Legal network to the historic Casa Loma for **A Night of Roaring Connections: WeirFoulds' Referral Appreciation Night at the Castle**, in conjunction with the **2025 IBA Annual Conference**.

Nestled in the heart of Toronto, Casa Loma is a majestic castle built in the early 20th century, famous throughout the 1920s as a luxury hotel and favourite Prohibition-era nightspot. With its rich history and stunning architecture, Casa Loma offers a truly unique setting for an evening of professional networking and collaboration, where we will throw ourselves 100 years into the past and enjoy cocktails, food and music inspired by the glitz and glamour of the Roaring '20s.

Join us for an unforgettable exclusive night of meaningful conversations and entertainment, as you foster new connections and grow your network in one of Toronto's most iconic landmarks.

Please RSVP no later than September 15th to secure your spot!



2025 Past Meetings



Barcelona, Spain

Midyear Meeting: May 15 – 16, 2025



Calgary, Canada

Canada Regional Meeting: June 19-20, 2025



Kuala Lumpur, Malaysia

Asia & Pacific Rim Regional Meeting: July 10-11, 2025

**INSTANTLY CONNECT WITH
125 INDEPENDENT LAW
FIRMS IN 65 COUNTRIES
INCLUDING ALL U.S. STATES**





September 18 – 19
Austin, Texas



WALLER SALON CD (main session room) >

**FROM WELLS TO WIND: NAVIGATING THE FUTURE
OF OIL, GAS & RENEWABLES**

WALLER SALON EF (next door) >

**WORK WITHOUT BORDERS: NAVIGATING
IMMIGRATION & EMPLOYMENT LAW**

BREAKOUT 1:
FROM WELLS TO WIND: NAVIGATING THE FUTURE
OF OIL, GAS & RENEWABLES

Moderator

- **Jonathan Baughman > McGinnis Lochridge (US: Texas)**

Panelists

- **Jack Balagia, former Vice President and General Counsel > Exxon Mobil Corporation**
- **Joseph Kesler > Parsons Behle & Latimer (US: Utah)**
- **Brett Koenecke > May, Adam, Gerdes & Thompson (US: South Dakota)**

BREAKOUT 2:
WORK WITHOUT BORDERS: NAVIGATING
IMMIGRATION & EMPLOYMENT LAW

Moderator

- **Felicity Fowler > McGinnis Lochridge (US: Texas)**

Panelists

- **Mary Kate Fernandez > Adams & Reese (US: Louisiana)**
- **Kristopher Kunasingam > Hall & Wilcox (Australia: Melbourne)**
- **Lauren Sigg > Robinson + Cole (US: Massachusetts)**

U.S. DIPLOMACY THROUGH TIME WITH CANADA & EUROPE

Moderator

- **Martin Lutz > McGinnis Lochridge (US: Texas)**

Panelists

- **Gunnar Jonsson > Jonsson & Hall (Iceland)**
- **Aaron Makovka > Dunton Rainville (Canada: Quebec)**
- **Tom Pickthorn > Mills & Reeve (UK)**
- **Robert Theissen > GvW Graf von Westphalen (Germany)**

NETWORKING BREAK

3:45 – 4:00



#RAPIDiNSIGHTS | GENERATIVE AI & THE PRACTICE OF LAW: CURRENT REALITIES & FUTURE POSSIBILITIES

- **Dan Meyers**, President, Consulting & Information Governance > **TransPerfect Legal**
+ Q & A with **Andrew Edge** > **McGinnis Lochridge** (US: Texas)

FIRESIDE CHAT | MORE THAN LEGAL: ELEVATING CLIENT VALUE THROUGH INNOVATION & COLLABORATION

Moderator

- **Alina Gorokhovsky > SCG Legal (US: Washington, DC)**

Panelists

- **Jeff Dennis > Kegler, Brown, Hill, + Ritter (US: Ohio)**
- **Stephen Rozen > Amit, Pollak, Matalon & Co. (Israel)**
- **Liz Sobe > Robinson + Cole (US: Massachusetts)**

September 18 – 19
Austin, Texas



A wide-angle, high-angle photograph of the Austin skyline at dusk. The city's skyscrapers, including the Frost Tower, are illuminated with warm lights, reflecting on the blue water of the Colorado River. In the foreground, a large, multi-arched bridge (the Burnet Road Bridge) spans the river, crowded with people and vehicles. The river is filled with many small boats, and the surrounding area is lush with green trees and grass. The sky is a clear, light blue.

SESSION
9:00 – 10:00

KEYNOTE:
MAYOR OF AUSTIN
KIRK WATSON

**#RAPIDiNSIGHTS | THE RISE OF THE ACTIVATOR:
REDEFINING GROWTH IN
PROFESSIONAL SERVICES**

Panelists

- **Jon Brewer, Global Growth Director - Dealcloud | Intapp**

The Rise of The Activator: Redefining Growth in Professional Services

Jon Brewer, Senior DealCloud Growth Director, Intapp



2025



What Today's Rainmakers Do Differently

Business development at professional services firms is outdated.
Here's what works now. by Matthew Dixon, Ted McKenna, Rory Channer, and Karen Freeman

From the Magazine (November–December 2023)



Sponsored by

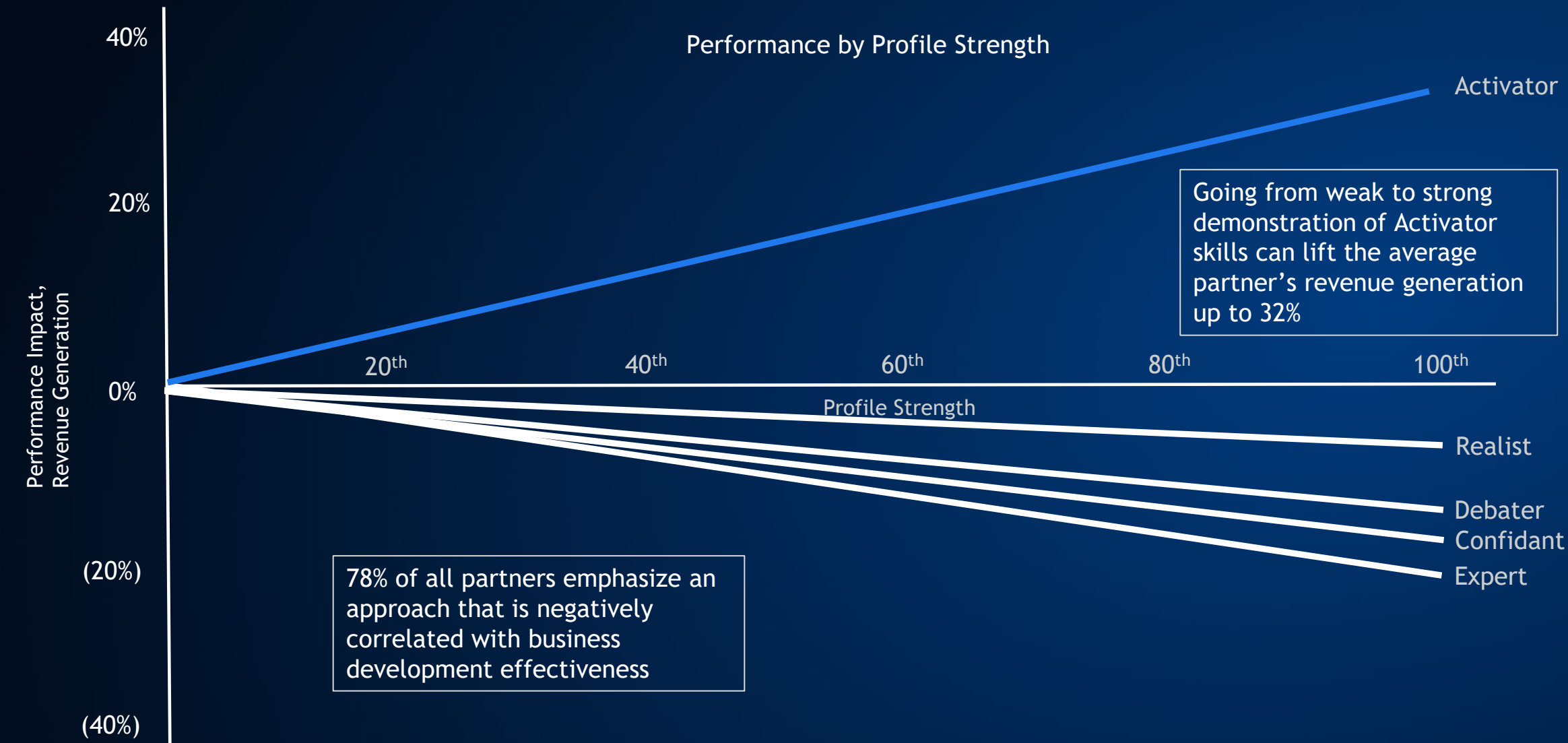


The Rainmaker Genome Project

- Uncovered the specific behaviors that make top-performing business developers successful
- Surveyed 2,941 partners and leaders in the professional and financial services industries
- 41 firms across all segments
- 45-minute behavioral study
- 83 top performer interviews



One Profile Excels



Activators do three things:

- **Commit** to business development time and client outreach
- **Connect** with others to deepen relationships and expand networks
- **Create** new opportunities and share them with clients and colleagues

32% increase

in the average partner's business development performance from adopting Activator behaviors



Delivering competitive advantage for law firms

NETWORKING BREAK

10:20 – 10:30



NAVIGATING CHANGE: FORECASTING THE TRUMP ADMINISTRATION'S IMPACT ON LOCAL, STATE & FEDERAL GOVERNMENTS

Moderator

- **Jamie Joiner > McGinnis Lochridge (US: Texas)**

Panelists

- **Tray Adams > McGuireWoods (US: Virginia)**
- **Alexis Glascock > Fennemore (US: Arizona)**
- **Rob Rieger > Adams & Reese (US: Louisiana)**
- **Nick Tosco > Poyner Spruill (US: North Carolina)**
- **Randi Valverde > Capitol Counsel & Consulting (US: New Mexico |
Government Relations)**

FIRESIDE CHAT

THE CYBER BRIEF: LAW, LIABILITY, & RESPONSE

Moderator

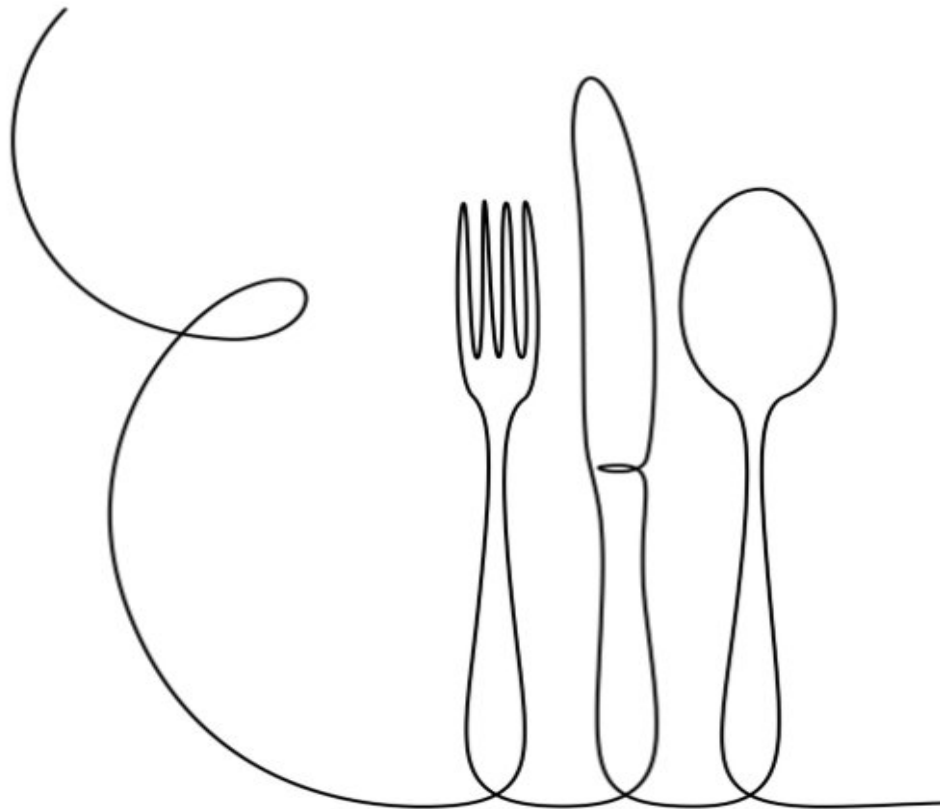
- **Lyn Brown > Wiley** (US: Washington, DC)

Panelists

- **Stephan Menzemer > GvW Graf von Westphalen** (Germany)
- **Janet Peyton > McGuireWoods** (US: Virginia)
- **Kathryn Rattigan > Robinson + Cole** (US: Massachusetts)

12:00 pm – 1:30 pm

LUNCH > WALLER AB



TABLES FOR:
BANKRUPTCY & INSOLVENCY (1 table)
CYBERSECURITY (1 table)
GOVERNMENT RELATIONS (2 tables)
INTELLECTUAL PROPERTY (1 table)
IMMIGRATION (1 table)
LABOR & EMPLOYMENT (1 table)
LITIGATION (3 tables)
REAL ESTATE (1 table)

Lunch tables will be dedicated for these practice groups to network and discuss industry trends + business development and collaboration opportunities.

#RAPIDiNSIGHTS | TRADE AT A CROSSROADS: THE FUTURE OF GLOBAL COMMERCE

Panelist

- **Greta Peisch > Wiley** (US: Washington, DC)

wiley

Trade at a Crossroads: The Future of Global Commerce

Greta Peisch

Wiley Rein LLP

September 19, 2025



The Old Trade Policy Consensus



Bipartisan Shift in U.S. Trade Policy

Biden Administration Priorities

- Supply chain security
- U.S. industrial policy
- Climate policy objectives
- Manufacturing jobs
- Labor and human rights
- Competition with China
- National Security
- Overcapacity in industrial sectors
- Geopolitical objectives



Trump Administration Trade Policy and Tariffs

- The Trump Administration sees trade policy as a key component to national security and revitalizing the economy
- Tariffs and import restrictions, which are used to:
 - Correct for distortions in the economy
 - Reshore manufacturing jobs
 - Establish leverage and retaliate against trading partners
 - Raise revenue
 - Reshore key supply chains
 - Address foreign policy objectives
 - Reduce the U.S. trade deficit



Tariffs in Place Today

Preexisting Tariffs

- China tariffs from first Trump Administration (7.5-100%)
- Steel and Aluminum tariffs increased and expanded from first Trump Administration (now 50%)

New Tariffs

- China, Mexico and Canada tariffs (fentanyl & immigration) (20-35%)
- Liberation day reciprocal tariffs (various)
- Brazil (40%)
- India (25%)
- Autos (25%)
- Copper (50%)

More Tariff Changes to Come

Sectoral Investigations

- Timber/lumber
- Pharmaceuticals
- Critical Minerals
- Semiconductors
- Heavy Trucks
- Aerospace
- Polysilicon
- Drones
- Wind Towers

Adjustments

- Exclusions
- Agreement Negotiations
- *Ad hoc* Increases (India/Brazil)
- Court challenges

Trade Agreement Negotiations – Not Just Tariffs

- **Rules of origin** that ensure benefits accrue to parties
- Cooperating on **supply chains** (e.g., critical minerals) and **export controls** (e.g., semiconductors) in key sectors
- Investment and procurement commitments
- Regulatory and other nontariff barriers
- Alignment on **economic security** and addressing **non-market practices**

➡ Preview of issues for USMCA review

Issues to Monitor Going Forward

Reciprocal tariff trade negotiations

USMCA Review

Ongoing Section 232 and 301 investigations

New duties and modifications of existing duties (*i.e.*, derivative products)

Outcome of IEEPA litigation

What Should Companies Know?

- Their products, how they are classified, and where they are from
- Their supply chains and any policy vulnerabilities
- What risks do they face and how to minimize them
- How to engage with the U.S. government productively



wiley

Thank you

Greta Peisch

(202) 719-3378

Gpeisch@wiley.law



WALLER SALON CD (main session room) >

**FROM BOARDROOM TO BROWSER: NAVIGATING
THE EVOLVING LITIGATION LANDSCAPE**

WALLER SALON EF (next door) >

**M&A TRENDS: NAVIGATING OPPORTUNITIES IN A
SHIFTING MARKET**

BREAKOUT 1:
**FROM BOARDROOM TO BROWSER: NAVIGATING THE EVOLVING
LITIGATION LANDSCAPE**

Moderator

- **Frederik Kromann Jespersen > Skau Reipurth (Denmark)**

Panelists

- **Krista Chaytor > WeirFoulds (Canada: Ontario)**
- **J.M. Durnovich > Poyner Spruill (US: North Carolina)**
- **William Egan > Robinson + Cole (US: Massachusetts)**
- **Inga Kingland > Larkin Hoffman (US: Minnesota)**

Breakout 2
**M&A TRENDS: NAVIGATING OPPORTUNITIES
IN A SHIFTING MARKET**

Moderator

- **Vinita Mehra > Kegler Brown Hill + Ritter (US: Ohio)**

Panelists

- **Mariano Batalla > ALTA Batalla (Costa Rica)**
- **Rob Bethea > Adams & Reese (US: Louisiana)**
- **Steve Doak > WeirFoulds (Canada: Ontario)**
- **Craig Hodgson > Mills & Reeve (UK)**

WALLER SALON CD (main session room) >
**ATTORNEYS GENERAL IN ACTION: TRENDS,
CHALLENGES & IMPACT**

WALLER SALON EF (next door) >
**INTELLECTUAL PROPERTY TRENDS, RISKS & THE
ROAD AHEAD**

BREAKOUT 1
**ATTORNEYS GENERAL IN ACTION: TRENDS,
CHALLENGES & IMPACT**

Moderator

- **Dean Grafilo > Capitol Advocacy (US: California | Government Relations)**

Panelists

- **Doug Chin > Starn O'Toole Marcus & Fisher (US: Hawaii)**
- **Bob Cooper > Bass Berry & Sims (US: Tennessee)**

BREAKOUT 2
**INTELLECTUAL PROPERTY TRENDS,
RISKS & THE ROAD AHEAD**

Moderator

- **Eric Stevens > Poyner Spruill (US: North Carolina)**

Panelists

- **Emily Evitt > Mitchell Silberberg & Knupp (US: Los Angeles, CA)**
- **David Weslow > Wiley (US: Washington, DC)**



INTELLECTUAL PROPERTY TRENDS, RISKS, AND THE ROAD AHEAD

David Weslow, Wiley
September 19, 2025





Hi Everyone, I just love TAB brand soda, don't you? It makes you feel better, gives you energy, helps you grow taller, and even cures cancer. I want you to go to the website www.ThisIsAScam.com right away to buy some TAB brand soda. The website definitely will NOT steal your money and your personal information.

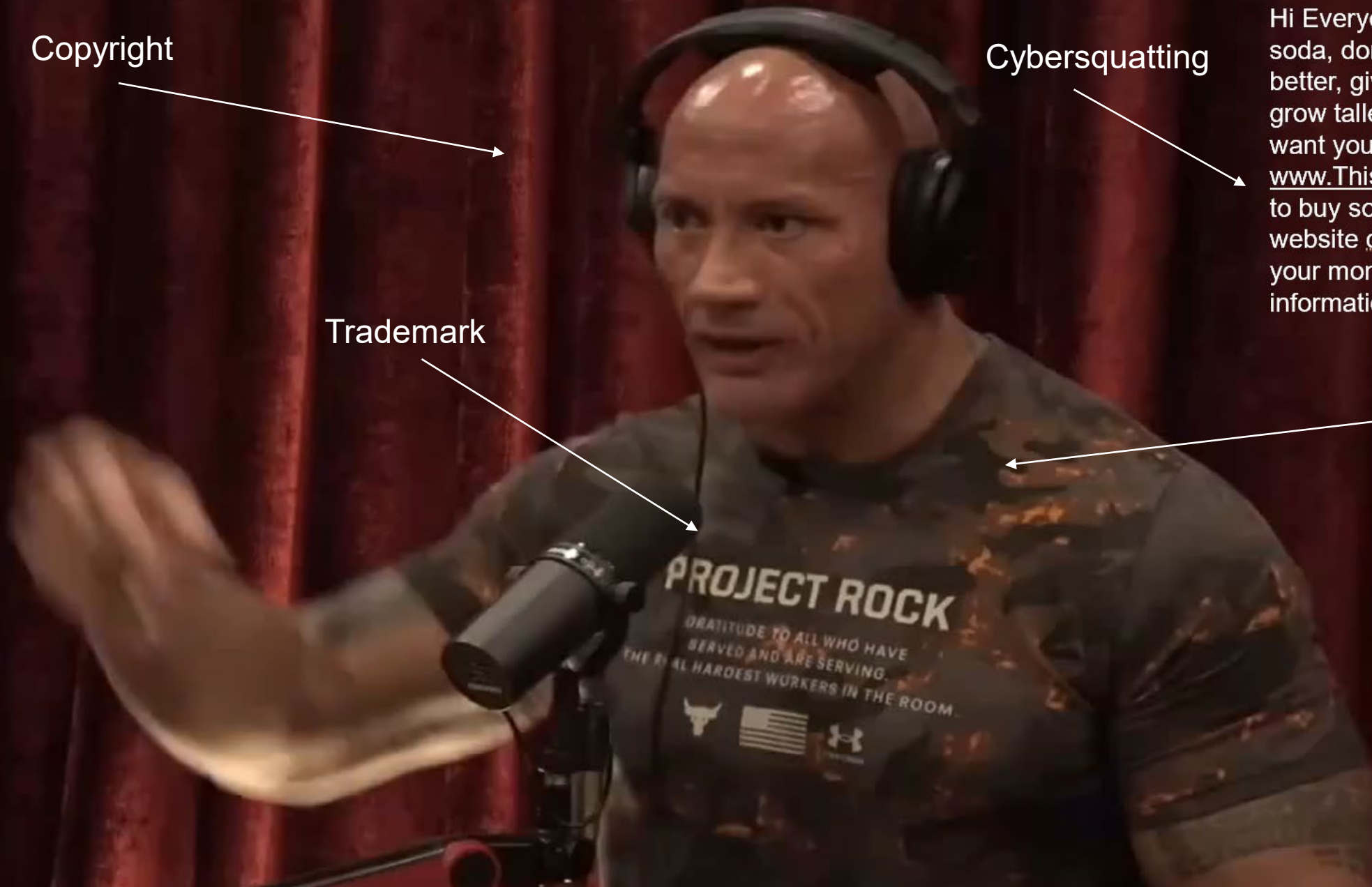
Copyright

Cybersquatting

Hi Everyone, I just love TAB brand soda, don't you? It makes you feel better, gives you energy, helps you grow taller, and even cures cancer. I want you to go to the website www.ThisIsAScam.com right away to buy some TAB brand soda. The website definitely will NOT steal your money and your personal information.

Trademark

Right of Publicity /
Deepfake specific
state law



Asserting IP Claims to Disable Deepfakes

- Direct infringement claims
 - Claims against the domain registrant, website operator, social media account holder, marketplace seller, or other directly responsible party
- Using IP Policies (notice and take down procedures)
 - Invoking DMCA or anti-abuse policies of social media platforms, web hosts, CDNs, domain registrars and registries, payment providers, or other service providers
- Secondary infringement claims
 - Knowledge of the infringement is often a central issue
 - Consider “active concert or participation” standard of FRCP 65

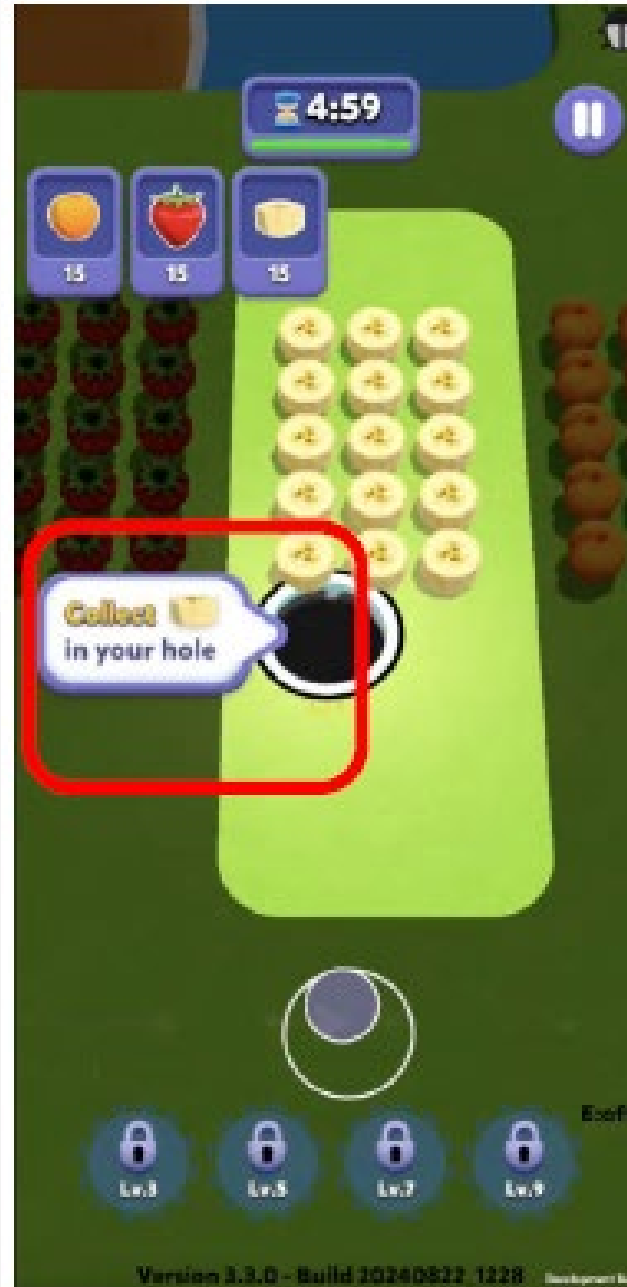




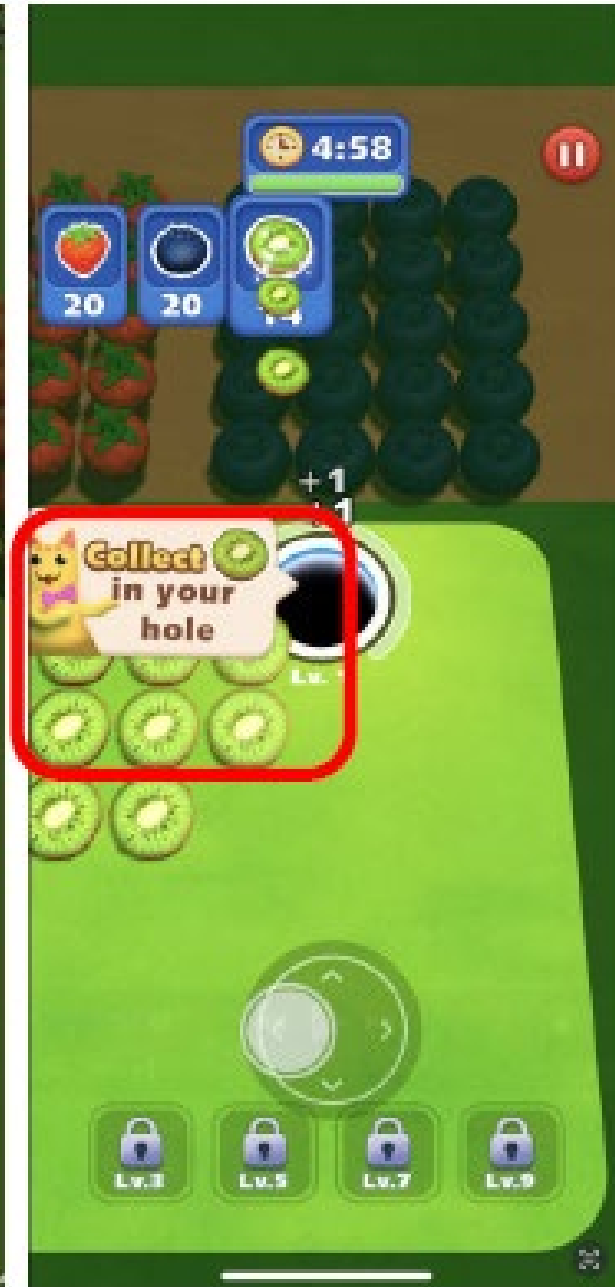
Copyright Enforcement

- Copycats are prevalent in mobile games.
- We pursue enforcement via DMCA notices to the app stores.
- We also file lawsuits and seek injunctive relief.

All in Hole Level 1



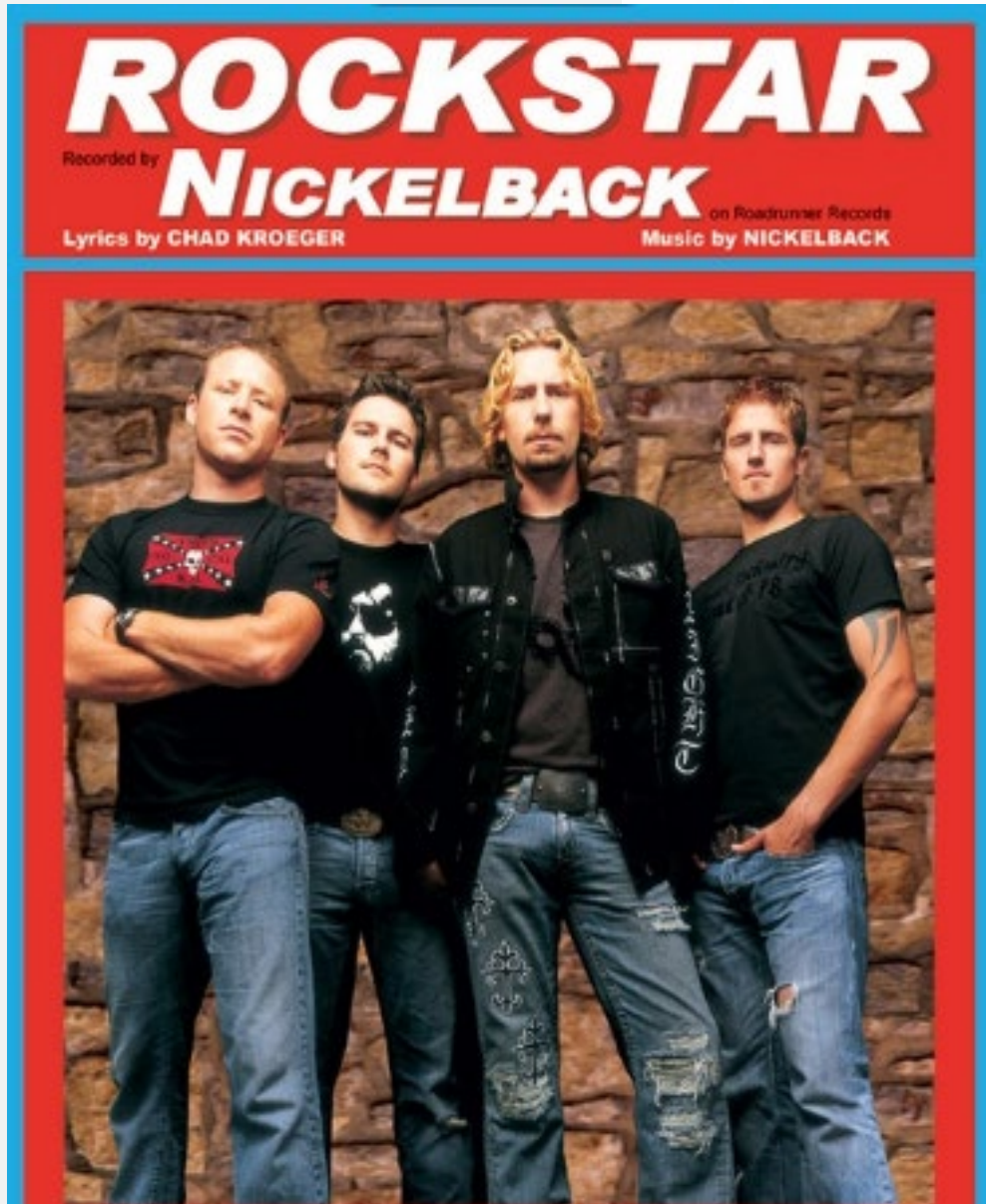
Hooole! Level 1





Defending Against Copyright Claims

Film and Television



Defending Against Copyright Claims Music

- Plaintiff claimed that Nickelback's song *Rockstar* infringed his song *Rock Star*.
- 5th Cir. affirmed the songs were not substantially similar .

Nickelback's <i>Rockstar</i>	Plaintiff's <i>Rock Star</i>
I'm gonna trade this life for fortune and fame	Gonna make lots of money
My own star on Hollywood Boulevard	Gonna hang out at Hollywood parties
And a bathroom I can play baseball in	Might buy the Cowboys and that's how I'll spend my Sundays



THE CLIENT'S PERSPECTIVE: WHAT MATTERS, WHAT WORKS & WHAT DRIVES LOYALTY

Moderator

- **Marla Broaddus > McGinnis Lochridge (US: Texas)**

Panelists

- **Lecia Chaney > Associate General Counsel, Insperity**
- **Lawrence Temple > Director, Legal Affairs, ABDM**
- **Neal Nobles > Senior Counsel, Exxon Mobil Corporation**

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