Boston Bar ASSOCIATION

THE BOSTON BAR ASSOCIATION PRESENTS:

BRAND YOURSELF.

BUSINESS DEVELOPMENT STRATEGIES FOR NEW ASSOCIATES CONFERENCE

CORDELL PARVIN
LEGAL MOCKTAIL
PHILIP AUSTIN
BRADLEY CROFT
JOHN CUNNINGHAM
KATHLEEN HENRY
SANDRA JESSE
SAMIA KIRMANI
LISA MURRAY
CHINH PHAM
DEB SCARINGI
STEVEN WRIGHT

FRIDAY, OCTOBER 23, 2015

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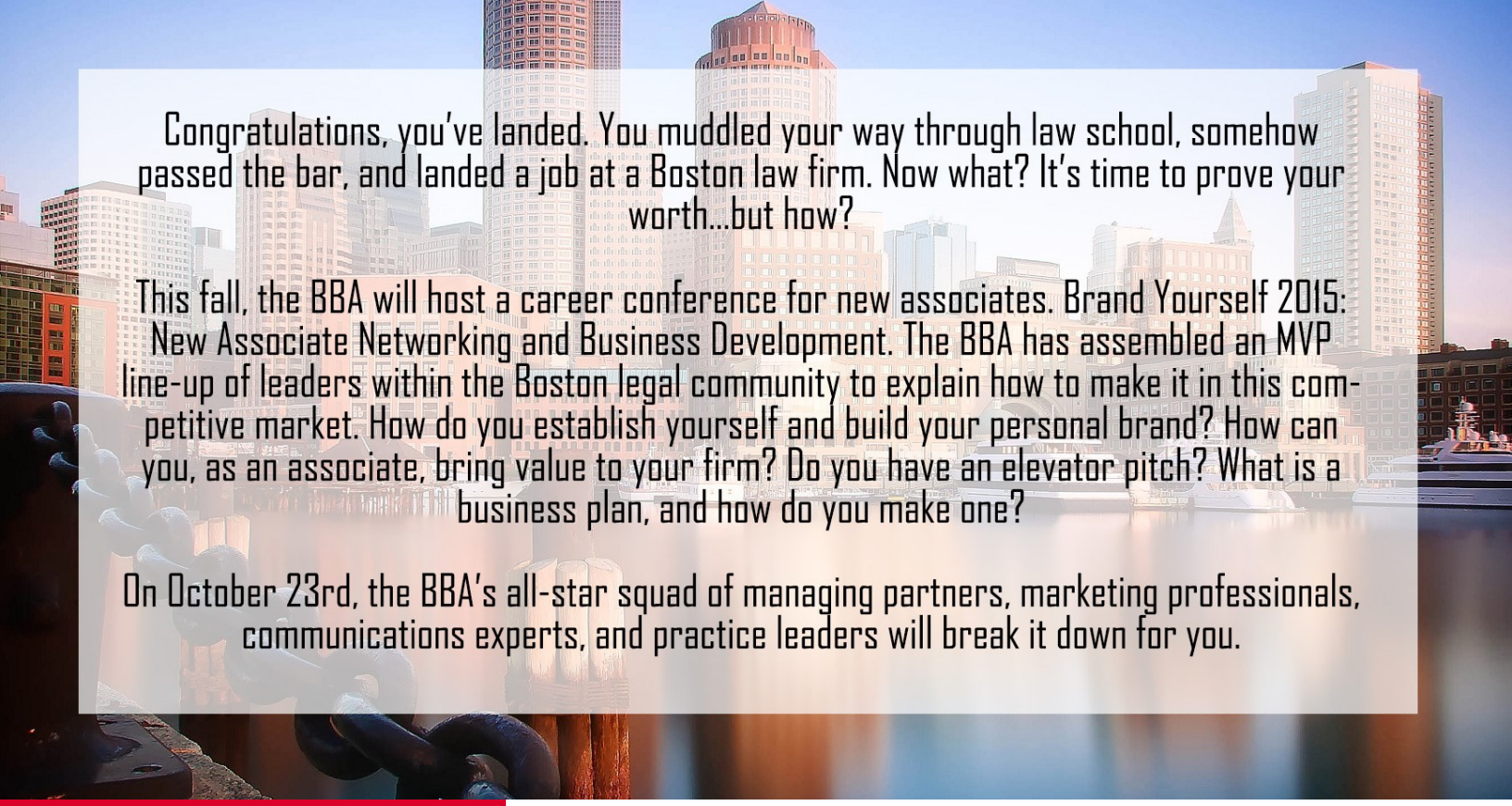

Congratulations, you've landed. You muddled your way through law school, somehow passed the bar, and landed a job at a Boston law firm. Now what? It's time to prove your worth...but how?

This fall, the BBA will host a career conference for new associates. Brand Yourself 2015: New Associate Networking and Business Development. The BBA has assembled an MVP line-up of leaders within the Boston legal community to explain how to make it in this competitive market. How do you establish yourself and build your personal brand? How can you, as an associate, bring value to your firm? Do you have an elevator pitch? What is a business plan, and how do you make one?

On October 23rd, the BBA's all-star squad of managing partners, marketing professionals, communications experts, and practice leaders will break it down for you.

LOCATION

BOSTON BAR ASSOCIATION
16 BEACON STREET
BOSTON, MA 02108

TWITTER

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QUESTIONS?

617-778-1994
gbyrne@bostonbar.org

8:15 AM—9:00 AM *Registration and Breakfast*

9:00 AM—10:30 AM *Starting Right for Career Success*

KEYNOTE SPEAKER:
CORDELL PARVIN CORDELL PARVIN LLC

10:45 AM—12:15 PM *Building Your Personal Brand*

PHILIP AUSTIN NIXON PEABODY LLP
JOHN CUNNINGHAM C 3 COMMUNICATIONS
LISA MURRARY TREVI COMMUNICATIONS, INC.
DEB SCARINGI SCARINGI MARKETING

12:15 PM—1:30 PM *Lunch*

1:30 PM—2:30 PM *Developing Your Grit*

KATHLEEN HENRY PLYMOUTH ROCK ASSURANCE

2:45 PM—4:15 PM *Business Development*

BRADLEY CROFT RUBERTO, ISRAEL & WEINER, P.C.
SANDRA JESSE HAEMONETICS CORPORATION
SAMIA KIRMANI JACKSON LEWIS P.C.
CHINH PHAM GREENBERG TRAURIG, LLP
STEVEN WRIGHT HOLLAND & KNIGHT LLP

KEYNOTE SPEAKER

CORDELL PARVIN

Starting Right for Career Success

In this day and time, there are plenty of career and client development coaches for lawyers. There are psychologists, salespeople and marketing specialists who coach lawyers. What sets Cordell Parvin apart is that he has practiced law for 36 years and has actually done what he teaches and coaches. He knows the challenges lawyers face and helps provide solutions.

During his 36-year career, Cordell developed a national construction law practice and taught, mentored and coached his colleagues and junior associates. He began his career in a small firm in Roanoke, Virginia and after developing a national practice moved to Dallas in 1996 and joined Jenkens & Gilchrist, PC. At Jenkens & Gilchrist, Cordell also initiated and directed the firm's Attorney Development Program. He created a comprehensive program for associate development focusing on skill development, mentoring, shadowing and career planning. Cordell's career passion is teaching and coaching young lawyers. He helps them identify their unique skills, talents and dreams. He works closely with them to cultivate professional skills. In the process, they lay the foundation for a highly successful and fulfilling career.

"Making partner is an event. Becoming a successful partner is an achievement."

-CORDELL PARVIN

www.cordellparvin.com

www.cordellblog.com

twitter: @cordellparvin

#BRANDYOURSELF

TEAM OF

PHILIP AUSTIN

Chief Client Relationship Officer / Nixon Peabody LLP

Seasoned sales and marketing professional. 25+ years of experience. Responsible for developing, leading, and supporting client relationship initiatives. Brings value to clients and drives firm growth.

"Owning a compelling, well-wrought 'elevator speech' for a variety of situations—internal, external, industry-specific, 'what about fees', etc. etc.—gives you an arsenal full of powerful, personal branding weapons. Unfortunately, if you can't relate your personal brand with that confidence, you've lost an opportunity and others will fill in the blank by assigning you negative brand attributes."

BRADLEY CROFT

Shareholder / Ruberto, Israel & Weiner, P.C.

Construction Law Partner at RI&W. Best Lawyers in America Massachusetts Construction Lawyer of the Year (2015).

JOHN CUNNINHAM

Freelance Writer, Editor, Marketing & Communications Consultant

Freelance writer and communications consultant. Uses the moniker "C-3" to describe creative writing, communications and client development services. Passion for effective communication and belief in the power of words.

"Your personal brand both shapes and feeds on your success. It is supported and validated by your substantive performance, but it is not just about doing good work. Lots of good lawyers toil in relative obscurity because they have not developed the art of professionally communicating what they have done or what they can do."

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EXPERTS

KATHLEEN HENRY

"You CAN do it all, just not at the same time. There will be years when you can serve on the boards you want to serve on; there will be years when getting to work by 9am after multiple drop-offs will exhaust you; and there will be years when you can train for marathons. These will not be the same years. Accept that. You will be a great lawyer, a great partner, a great parent and in great shape. Never on the same day."

Deputy General Counsel / Plymouth Rock Assurance

Interim General Counsel, Plymouth Rock Assurance Corporation.
Board Member, Political Asylum Immigration Representation Project (PAIR).
Ten time marathoner. Lover of jingles.

SANDRA JESSE

Executive VP, Chief Legal Officer / Haemonetics Corporation

EVP, Chief Legal Officer at Haemonetics.
Served on Board of Directors at New England Legal Foundation,
Longy School of Music, Boston Harbor Island Alliance,
and the Landmark School. Past President, Boston Bar Foundation.

SAMIA KIRMANI

"Work hard, make friends, practice kindness, and be genuine. People like to work with people they like."

Shareholder / Jackson Lewis P.C.

Shareholder, Jackson Lewis PC – Boston office.
Advisory Board member, the South Asian Bar Association of
Greater Boston; Trustee, the Chestnut Hill School. Mom of two girls.

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LISA MURRAY

Principal & Co-Founder / Trevi Communications, Inc.

Communications and media relations strategist with nearly 20 years of experience, Lisa specializes in creating sustainable brands for executives, experts, and entrepreneurs. Expert in brand building, reputation management, competitive strategy, corporate communications, media relations and coaching, social media, product/practice launches, event planning, crisis counsel, and advertising.

"Clients want to hire advisors whom they know, like and trust, and your personal brand should package those best assets that will bring the client to the hiring threshold."

CHINH PHAM

Partner / Greenberg Traurig, LLP

Co-Chair of Boston Intellectual Property practice and co-leader of firm's Emerging Technology practice. Boston community mentor. Attorney-in-Residence at Harvard's Innovation Lab. Boston Marathon runner.

"The key to effective business development is to know your end goal. With that goal in mind, you can works backwards to develop a personal business development plan that includes activities and milestones."

DEB SCARINGI

Chief Client Relationship Officer / Scaringi Marketing

Marketing and Business Development consultant advising professional services firms, businesses, non-profits and individuals throughout New England. 22 years of hands-on marketing experience, I evaluate, analyze, and establish marketing programs for both individuals and firms.

"Relationships are the foundation for all business and personal satisfaction and success. Take the time to build your business relationships as you would your personal ones"

STEVEN WRIGHT

Partner / Holland & Knight LLP

Executive Partner at Holland & Knight, LLP – Boston. Former Deputy Counsel to the Office of the Mayor of the City of New York. East Carolina Pirate and Boston College Eagle.

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LEGAL MOCKTAIL.

Welcome to the Legal Mocktail, an effective and powerful training program that allows participants who work in the legal profession to develop their networking skills, learn new strategies and tactics, and build business relationships, all while attending an event in a reception-like setting.

At the conclusion of the Legal Mocktail, participants will have experienced how to approach any "meet and greet" as an opportunity to forge and further relationships through networking before, during and after the event.

Through the training program and facilitated "debrief" session, participants learn to invest in preparation, set reasonable goals, listen, ask questions (and then listen some more), and follow up.

BARTENDERS

CATHERINE MACDONAGH
CHIEF ENTHUSIASM OFFICER

ROBERTA MONTAFIA
CHIEF VISIONARY OFFICER

Boston Bar ASSOCIATION

LEGALMOCKTAIL™

REGISTRATION / BRAND YOURSELF / FRIDAY, OCTOBER 23, 2015

Pay online at www.bostonbar.org/brandyourself or mail completed form to Boston Bar Association 16 Beacon Street, Boston, MA 02108

REGISTRANT INFORMATION (Please Print)

Last Name First Name M.I.

_____

Firm/Company

_____

Address

_____

City State Zip

_____

Phone Number Email Address

_____

REGISTRATION FEES

BBA Members $475.00

PAYMENT INFORMATION

Check (payable to the Boston Bar Association)

Credit Card: MasterCard, American Express, Visa or Discover

Credit Card Number _____ Expiration Date _____

Signature _____

For more information about fees and group pricing please contact 617-778-1994 or email Galen Byrne at gbyrne@bostonbar.org

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