



Please Join Us

ANNUAL SPRING CONFERENCE
March 19, 2015

**Conference Agenda
and
Registration Form**



**Harris Conference Center
3216 CPCC Harris Campus Drive
Charlotte, North Carolina 28208**

Conference Agenda

Time	Activity	Presenter
7:30 am	Continental Breakfast & Registration	
8:30—8:45	Welcome Remarks & Chapter Business	Suzie Smith, Charlotte ALA President
8:45—12:15	Morning Sessions “Dear Helga” Legal Industry Trends After the Recession: Where We Have Been and Where We Are Going	Michael Cohen, Esq., Duane Morris Philadelphia Jeff Grossman, Senior Director of Banking Legal Specialty Group—Wells Fargo
12:15—1:30	Lunch	
1:30— 4:45	Afternoon Sessions Get LinkedIn or Be LeftOut Diversity in the Workplace—Appropriate and Inappropriate Behaviors at Work	Ira Bass, IB Media Michael Cohen, Esq., Duane Morris Philadelphia
4:45 -5:00	Closing Remarks	James Roden, Charlotte ALA President-Elect
5:00 -7:00	Business Partners Exposition and Cocktail Reception	



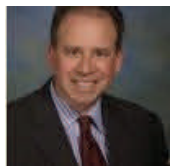
Michael S. Cohen concentrates his practice in the areas of employment law training and counseling employers throughout the country on subjects including harassment prevention; workplace diversity; discipline and discharge; hiring and recruiting practices; performance evaluations; FMLA, ADA and FLSA compliance; leave of absence policies; performance management; workplace privacy; sexual orientation and gender identity in the workplace; substance abuse testing; workplace violence; records retention; conducting background checks; teens in the workplace and managing attendance problems. He has conducted more than 150 trainings in the last year.



Ira Bass, CEO of IB Media LLC . Are you maximizing your participation in LinkedIn, the world’s largest global network of business professionals? Ira Bass’ profile was ranked in the top 1% of all viewed profiles in a recent study by LinkedIn. He will show you how he achieved this ranking. Ira will provide a comprehensive overview and tour to creating a LinkedIn Profile that will get you discovered and noticed. In addition, you will learn how to effectively navigate LinkedIn based on your personal objectives.

Covered Topics: Conducted 100% live while on LinkedIn!

- Your LinkedIn profile is your digital portfolio. Learn how to optimize it to increase your chances for discovery.
- Learn what to look for when reviewing other individual profiles
- How to connect and reconnect with past colleagues and future clients
- Manage the strategic use of groups to gain and exchange knowledge and dialogue
- Become a thought leader. Learn how to publish LinkedIn content
- Connection etiquette
- A whole bunch more!



Jeff Grossman is the Senior Director of Banking in Wells Fargo’s Legal Specialty Group. The bank annually surveys over 130 law firms to gauge revenue trends and other metrics. Jeff will speak to demand for legal services, the “new normal” post-recession and ways firms are adapting to new client expectations and the difficulty in forecasting. Through in-depth, hands-on experience working with America’s largest and most successful law firms, Jeff and the Legal Specialty Group:

- Benchmark financials against similar organizations in your peer group
- Coordinate access to cash management and credit services
- Provide your clients with additional insights that will help set your firm apart from the competition and keep clients loyal to your practice

REGISTRATION FORM

Registration Deadline
February 27

CONTACT INFORMATION

Name	E-Mail Address	
Firm/Company	Title	ALA Member ID
Address	City, State, Zip	
Name for Badge	Phone	

CONFERENCE REGISTRATION FEE

\$ 150.00

Includes registration for full program
Continental Breakfast and Lunch
Business Partners' Expo and Cocktail Party

Make checks payable to "Charlotte Chapter ALA" and return with this form no later than
Thursday, February 27 to:

Pamela Sachs, CLM
Director of Human Resources
Robinson Bradshaw & Hinson, P.A.
101 North Tryon Street, Suite 1900
Charlotte, NC 28246

