

Saturday, January 22, 2011
8:30 a.m. – 11:45 a.m.
Law Firm Management Seminar
3.0 MCLE Credit Hours

Client Service: Retaining Clients & Lawyers

This year's Law Firm Management seminar will feature a keynote address from Cynthia Thomas Calvert, Co-founder and Senior Advisor of the Project for Attorney Retention. She will focus her discussion on the following three key ways to retain legal talent: (1) flexible scheduling; (2) leveling the playing field; and (3) connecting lawyers to the law firm. First, Ms. Calvert will address issues surrounding flexible scheduling, including who wants flexibility, the business reasons for providing flexibility, essential ingredients of an effective flexible work program, and preventing flexibility stigma. Second, she will discuss how law firm culture may harm retention efforts. She will address hidden biases that may drive lawyers away from law firms, and steps firms can take to level the playing field, including providing fair assignments, access to opportunities and business development, unbiased evaluations, mentoring, and interpersonal relationships. Finally, Ms. Calvert will discuss ways to promote meaningful connections between lawyers and their firms. She will discuss who wants this connection and what type of connection they prefer (e.g., social connections, mentoring opportunities, opportunity to pursue pro bono work, etc.).

Following the keynote presentation, Barbara George Barton, the Chair of the SC Bar's Professional Potential Task Force, will moderate a panel discussion with Ms. Calvert; Joseph West, Associate General Counsel for Walmart; and Rhonda Amick, Chief Operating Officer for Turner Padgett Graham & Laney, P.A. The panel will react to the keynote presentation; discuss the best practices for flexible scheduling, address alternative billing practices, and more.

Agenda

- 8:30 a.m. – 8:45 a.m. **Introduction**
Barbara George Barton, Columbia
- 8:45 a.m. – 10:00 a.m. **Keeping the Keepers: Three Keys to Retaining Legal Talent**
Cynthia Thomas Calvert, Ellicott City, MD
- 10:00 a.m. – 10:15 a.m. **Break**
- 10:15 a.m. – 11:30 a.m. **Panel Discussion: Implementing the Three Keys**
Moderator: *Barbara George Barton, Columbia*
Cynthia Thomas Calvert, Ellicott City, MD
Joseph K. West, Bentonville, AR
Rhonda Amick, Columbia
- 11:30 a.m. – 11:45 a.m. **Questions and Answers**

Sponsored by: *Association of Corporate Counsel, South Carolina Chapter*
South Carolina Association of Legal Administrators
South Carolina Bar Professional Potential Task Force
South Carolina Women Lawyers Association