



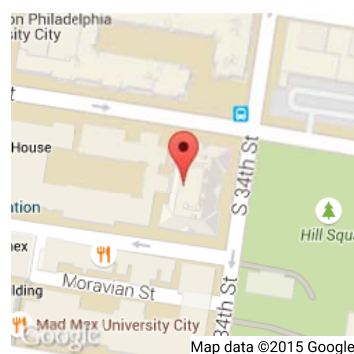
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February 7, 2015

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Contact Info:

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The Business of (Big)Law: Journal of Business Law Symposium

Time: 10:00am - 4:45pm

Location: Silverman 245, Levy Conference Room

A Journal of Business Law Symposium Exploring the Economic Realities Challenging the Modern Law Firm

Featuring

A Keynote Address by Aric Press, the former Editor-in-Chief of *The American Lawyer*

This program has been approved for 4.5 CLE credits for Pennsylvania lawyers.

Program Starts: 10:30 am

Lunch: 1:00 pm

Cocktail Reception: 4:45 pm

For Tickets (free) & Additional Information Please Visit Our Website @ www.businessofbiglaw.com

Keynote Address

Aric Press, *former Editor-in-Chief of The American Lawyer*

Panel 1: Anatomy of a Merger

It's the sexiest move a law firm can make. Whether driven by client demand or sudden financial constraint, no decision grabs headlines like the decision to merge. Combinations create intrigue, buzz, and risk, and in the past few years they have become all the rage. In 2013 alone, there were 88 law firm mergers and acquisitions in the United States – the most in any one year since industry experts began tracking such transactions. This panel will dissect the process undertaken when two (or three or more) firms merge, providing both commentary and a first hand look into recent law firm combinations.

Panelists Include:

Ward Bower, *Principal, Altman Weil*

Joseph Lucci, *Philadelphia Managing Partner, BakerHostetler*

Bill Perlstein, *Former Co-Managing Partner, Wilmerhale*

Grace Speights, *Washington D.C. Managing Partner, Morgan Lewis*

Panel 2: The New Normal: Where We Are & Where We Are Going

The stark economic realities of the financial crisis are no better illustrated than by considering the impact that the great recession has had on law firms worldwide. Shrinking client demand, increasing pressure to decrease rates, and competition from an ever globalizing legal marketplace have left no doubt that legal service providers have entered

a “new normal.” It is clear that the 21st century law firm will operate much differently than any of its 20th Century predecessors. This panel will focus the market pressures that law firms are currently facing, while also offering a glimpse into what the future may hold for the large law firm model.

Panelists Include:

Dan Dipeitro, *Chairman, The Law Firm Group, Citi Private Bank*

William Henderson, *Professor of Law, Indiana University (Maurer)*

Steve Immelt, *Partner & CEO, Hogan Lovells*

Ken Lefkowitz, *Partner & Deputy Chair, Hughes Hubbard & Reed*

Richard Rosenbaum, *Shareholder & CEO, Greenberg Traurig*

Thomas Sharbaugh, *Former Managing Partner, Morgan Lewis (moderator)*

Panel 3: Tales of Law Firm Dissolutions

“From Dewey Leboeuf to Jenkins Gilchrist, Howrey to WolfBlock, the 21st century has seen a plethora of large law firms that have gone under. Whether they were the product of tax shelters gone awry or overly ambitious lateral acquisitions, many once great law firms have suddenly found themselves on the wrong side of a bankruptcy courtroom. This panel will recount the narratives of these firms’ downfalls, providing not only insight into what might have caused them to fail, but also first hand accounts of some of these firms’ frantic last days.”

Panelists Include:

Andrew Jillson, *Former Partner & COO, Jenkins & Gilchrist*

Pat Matusky, *Former GC & Wind-Down Committee Member, Wolf Block*

Patrick Mitchell, *Former Managing Partner, Jenkins & Gilchrist*

Omer “Jack” Williams, *Former Managing Partner, Thacher Proffitt & Woods*

Panel 4: The Rise of Business Professionals

Now, more than ever, non-lawyers are having a direct impact on how the world’s most prestigious law firms conduct themselves as a business enterprise. The advice of many of the world’s leading consulting firms lurks behind many law firms’ decisions to grow, contract, merge, and lay off. The bankers that provide the loans that enable law firms to rapidly grow simultaneously constrain, through restrictive loan covenants, the strategic decisions of many legal giants. And marketing and brand management is no longer confined to a black and white, 3.5 by 2 inch business card. This panel will analyze the increasing role that non legal professionals are having on the business of biglaw as the industry continues to reshape itself.

Panelists Include:

Mary Ashenbrenner, *Regional Director & Senior Vice President, Wells Fargo*

Amanda Brady, *Managing Director and GPL, Major, Lindsey & Africa*

Elizabeth Duffy, *Vice President, Acrifas US, Inc.*

James Leary, *Chief Operating Officer, Dechert*

Joe Kelley, *Chief Financial Officer, Jackson Lewis*

Thanks to our generous sponsors, Gibson Dunn, Greenberg Traurig, and Schulte Roth & Zabel, we are able to provide the ticket, lunch (Paesano’s), and cocktail reception at no cost to the attendee.

For Tickets visit www.businessofbiglaw.com



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