

TAG Academy 2010 COURSE SCHEDULE

January 6	2010 Outlook: The Indispensable Keys for the Coming Year <i>John Sterling, Smock Sterling Strategic Management Consultants</i>
February 3	Playing to Win in the Marketplace and the Importance of Overcoming Cultural Barriers to Success <i>Bruce N. Hawthorne, Consigliere Group, LLC (formerly EVP and General Counsel of EDS and Senior Partner of King & Spalding, LLC)</i>
February 17	What You and Your Firm Need to Know about the ACC Value Challenge <i>John Remsen, The Remsen Group; Susan Hackett, ACC</i>
March 3	Making Friends and Influencing People: Developing Your Strategic Skills as a Marketing Director <i>Melinda Guillemette, Melinda Motivates</i>
March 17	Disaster in the Making: The Most Underestimated Liability Risks to You and Your Firm <i>David Sasseville, Lindquist and Vennum</i>
April 21	There's More to a Financial Statement than Meets the Eye <i>Joseph A. Meyers, II, CPA, Partner, Hurd, Hawkins, Meyers & Radosevich, P.A.</i>
April 28	International Tax Update <i>Sean M. King, Williams Mullen</i>
May 5	Social Media Policies: Personal Privacy vs. Firm Policy <i>Kristin Gentry, Savvy Social Media Marketing</i>
June 2	Making the Transition from Worker Bee to Rainmaker <i>Larry Bodine, Larry Bodine Marketing</i>
July 7	The Loyalty Effect: How to Effectively Retain, Bill and Grow Key Client Relationships <i>Jeff Pawlow, The Growth Partnership</i>
July 21	What Your Engagement Letter Should Contain, and Why <i>David Sasseville, Lindquist and Vennum</i>
August 4	Oops-Proofing Your Firm and Partners: How to Prevent Marketing Mistakes <i>Melinda Guillemette, Melinda Motivates</i>
September 1	How Great Firms Develop People to Get Results <i>Tara L. Chrisco, The Growth Partnership</i>
September 15	Becoming the Lawyer We Want to Hire: Insights from a General Counsel <i>David Vetter, Tech Data and Laura Meherg, The Wicker Park Group</i>
October 6	Lateral Hires: Determining Who Will Work Out and Who Won't Before It's Too Late <i>Joe Walker, Smock Sterling Strategic Management Consultants</i>
November 3	ROI - The Challenge of Measuring the Success of Marketing <i>Larry Bodine, Larry Bodine Marketing</i>
November 17	To Litigate or Arbitrate: The Definitive Checklist <i>TBD</i>
December 1	Crucial Investments Young Lawyers Should Make in Their First Five Years to Ensure Satisfying and Profitable Practices <i>Allison Wolf, Shift Works Strategic Business Coaching</i>
December 15	How to be a Convincing Expert Witness <i>TBD</i>

Courses are \$150 each.

(\$50 each in Latin America; Asia/Pacific excluding Australia and Hong Kong; Africa; and the Middle East)

Courses are held on Wednesdays at 1 p.m. Eastern Time. Course names and topics are subject to change.

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