



A Worldwide Network of Quality Law Firms

Amsterdam International Conference May 9, 2010

TAGLaw® New Members

- **Cain Lamarre Casgrain Wells**, Quebec, Canada
- **Carlile Patchen & Murphy LLP**, Columbus, Ohio, USA
- **Loze, Tamberga & Partners**, Riga Latvia
- **Simeza Sangwa and Associates Advocates**, Lusaka, Zambia
- **Kochhar-Alnowaiser**, Saudi Arabia
- **Popa & asociatii**, Moldova
- **Erdem & Erdem**, Turkey



TAGLaw Status

Countries:	84
Total Firms:	148
Total Offices:	312

Region	Lawyers	Firms
Asia Pacific	837	17
Europe	1935	52
Latin America	593	20
Middle East-Africa	79	7
North America	4250	52
<u>Totals</u>	7696	148



Combined Status

Estimated Total Revenue: **\$2.5 Billion**

Estimated Total Professionals: **9500**

Countries:	93
Total Firms:	256
Total Offices:	532

Region	Firms
Asia Pacific	33
Europe	83
Latin America	52
Middle East-Africa	18
North America	70
<u>Totals</u>	256



Recruiting Lessons

- Awareness by firm management of the value offered by TAGLaw membership.
- Active management involvement in TAGLaw.
- Incorporation of TAGLaw in the strategic plan of a member firm.
- Incorporation of TAGLaw in the marketing plan of a member.
- Involvement of more than one member of a firm in TAGLaw, especially having multiple “contacts”.
- Consistent attendance at international conferences.
- Involvement in Specialty Groups
- Involvement in and attendance at regional meetings



Upcoming Conferences



Toronto
October 25-27, 2010



Zurich
May 9-11, 2011



Rio de Janeiro
Oct 2010



San Francisco
May 2012



Conferences

Recent and Future Regional Meetings

Marketing Teleconference	January 21, April 29, July 22, 2010
New England	February 12-13, 2010
Europe	March 5-6, 2010
Asia Pacific	March 12-13, 2010
Western U.S. and Canada	March 19-21, 2010
European IP/IT	March 19-21, 2010
Southeastern U.S.	April 9-11, 2010
Central America TIAG	April 16, 2010
TIAG Regional Teleconference	April 22, 2010
Midwestern U.S. and Canada	April 24-25, 2010
Central America TAGLaw	September 2010
Northeastern U.S. and Canada	September 2010
Asia Pacific – New Delhi	February 25-26, 2010
TIAG Regional Teleconference	July 29, 2010



Marketing Update

Objectives:

1. Drive new clients to member firms to fulfill legal needs
2. Increase membership value

Progress:

- Prospective clients section on website; PowerPoint on website
- Collected many success stories for use to promote firms and network
- In-house counsel participation on conference panels; TAG Academy
- Revised Welcome Package, including roadmap to maximizing membership
- Specialty Groups are growing; becoming more active at and between conferences; increased meeting time for Amsterdam
- Retention plan being drafted
- Marketing Calls: ongoing; growing in size and popularity



Marketing Update



TAGLAW WELCOME PACKAGE

Enclosures:

- TAGLaw Membership Agreement
- Member Information Form
- TAGLaw Standards and Charter
- Realizing Membership Benefits
- New Member Checklist
- Website Instructions/Username Protocols
- Specialty Group Information
- TAG Academy Information
- TAGLaw/TIAC Membership Directory (on micro and USB Drive)
- TAGLaw/TIAC Brochures
- Invoice for Membership Fee



Marketing Update



REALIZING MEMBERSHIP BENEFITS

I'm a member of TAGLaw®.
Now what do I do?

There are many ways to take advantage of your membership in TAGLaw. Following are the ways we recommend you get started.



Realizing Membership Benefits

STEP 1: Promote Your Firm to TAGLaw

- Take Full Advantage of the TAGLaw Website
- Participate in Specialty Groups
- Attend International and Regional Conferences
- Other Recommendations

STEP 2: Promote TAGLaw to Your Firm

STEP 3: Use TAGLaw in Your Marketing Efforts

ET CETERA: Other Must-Know Information

- TIAG® (The International Accounting Group)
- TAG Academy
- *TAGLine*
- Group Email Lists
- Strategic Partners
- TAG Advisors Bureau



Website



TAGLaw Developments

Network Best Practices

- Methods of Communication
- Response Time
- Courtesies
- Confidentiality
- Engagement Terms
- Language Skills
- Expertise
- Disputes
- Network Contacts
- Conference Attendance
- Network Cooperation
- Referrals
- Promoting the Network
- Success Stories
- Branch Offices
- Governing Documents



TAGLaw Developments

TAG Foundation

- A permanent charitable foundation to be used around the world as directed by committee of advisors
- This will be funded by TAG, TAGLaw and TIAG firms, perhaps their members
- Continuing a proud and strong tradition



TIAG New Members

- **Sáenz Aguilar & Asociados**
San José, Costa Rica
- **Grupo Kypton**
Belo Horizonte, Brazil
- **Rhodes Contadores Associados S/C**
Brasília, Brazil
- **Emerging Markets Group, LLC**
St. Petersburg, Russia
- **Tecplan Soluções Contábeis & Empresarias SS**
Florianópolis, Brazil
- **HM & Z Consulting**
Vitória, Brazil
- **Secran Assessoria e Consultoria Contábil S/S**
Fortaleza, Brazil
- **Trans-Asia & Co., CPAs**
Taipei, Taiwan
- **Thuy Chung Auditing Co., Ltd.**
Ho Chi Minh City, Vietnam
- **Falcón-Sánchez & Associates, PSC**
San Juan, Puerto Rico
- **Rungrueng Accounting & Lawyer Co., Ltd.**
Bangkok, Thailand
- **Narciso Salas Chavez, Sociedad Civil**
Managua, Nicaragua



TIAG Statistics

Countries:	62	
Total Firms:	108	
Total Offices:	220	
Region	Revenue (\$mil)	Firms
Asia Pacific	37	16
Europe	119	31
Latin America	20	32
Middle East-Africa	11	11
North America	94	18
Totals	281	108



TAG Academy

TAG Academy 2010 COURSE SCHEDULE

January 6	April Outlook: The Indispensable Keys for the Coming Year John Dearing, Smuck Strategic Strategic Management Consultants
February 3	Playing to Win in the Marketplace and the Importance of Overcoming Cultural Barriers to Success Brian M. Henderson, Consulting Group, LLC (Formerly E.P. and General Counsel of EDS and Senior Partner of King B. Swearing, LLC)
February 12	What You and Your Firm Need to Know about the ACC Value Challenge John Bennett, The Bennett Group; Susan Masters, ACC
March 3	Building Partners and Influencing People: Developing Your Strategic Skills as a Marketing Director Melinda Guffey, Melinda Guffey & Associates
March 17	Smaller is the Better: The Most Underestimated Liability Risk to You and Your Firm David Sussman, Sussman and Sussman
April 21	There's More to a Financial Statement than Meets the Eye Joseph A. Rogers, J. C.R. Partner, Hard, Rodkin, Rogers & Rosenzweig, PA
April 28	International Tax Update Jesse W. King, Williams Miller
May 5	Social Media Rules: Personal Privacy vs. Firm Policy Kathryn Gentry, Seng Social Media Marketing
June 2	Making the Transition from Worker Bee to Networker Larry Butler, Long Butler Marketing
July 7	Winning Customer Loyalty: How to Maximize Your Relationships with Key Clients and Keep Them Coming Back for More Jeff Peters, The Growth Partnership
July 21	What Your Engagement Letter Should Contain, and Why David Sussman, Sussman and Sussman
August 4	Keeping Your Firm and Partners from Making Marketing Mistakes Melinda Guffey, Melinda Guffey & Associates
September 1	Great Leaders, Great Teams, Great Results: People Development within Your Firm The Growth Partnership
September 15	Becoming the Lawyer We Want to Hire: Valuable Insights for Young Lawyers from In-House Counsel An In-House Counsel
October 6	Legal Hires: Determining Who Will Work Out and Who Won't Before It's Too Late John Dearing, Smuck Strategic Strategic Management Consultants
November 3	ROI: The Challenge of Measuring the Success of Marketing Larry Butler, Long Butler Marketing
November 17	To Litigate or Arbitrate: The Definitive Checklist TBD
December 1	Crucial Decisions Young Lawyers Should Make in Their First Five Years to Ensure Satisfying and Profitable Practices Allison Wolf, Davis Marks Strategic Business Coaching
December 15	How to Be a Contracting Expert Witness TBD



Skills Course



A Worldwide Network of Quality Law Firms

TAG Academy™ Professional Skills Course

NOVEMBER 11-13, 2010

Hilton St. Petersburg Bayfront
St. Petersburg, Florida

An essential training program for the next
generation of law firm leaders.





A Worldwide Network of Quality Law Firms

Amsterdam International Conference
May 9, 2010