

LAS VEGAS, NEVADA



TAGLaw
INTERNATIONAL CONFERENCE
October 26-28, 2009



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JOIN US IN LAS VEGAS



Dear TAGLaw Members,

Although the historic grandeur and pleasant memories of Budapest are still fresh in our minds, it is time to think about the most iconic of American cities, Las Vegas, Nevada. Based on our communications with members, we expect a substantial attendance so we urge you to make your plans early. As those of you who were in Budapest, or as any of our regular conference attendees can attest, conference attendance is the best way for firms to deepen their relationships and ensure that they benefit from TAGLaw membership.

2009 has been a difficult year for the world economy and law firms have not been spared. Fortunately, our members seem to have fared well. We would like to think that the success of our firms is due, at least in part, to the value they receive from TAGLaw. TAGLaw provides firms with enhanced services to existing clients (who are the best source of new business), the capacity for global service to prospective clients, and timely, top-flight education on how to improve firm marketing and profitability.

Several years ago, in Chicago, our conference format featured many different speakers on issues of law firm marketing and management—the feedback was very positive. Our focus in Las Vegas will be similar. You will hear from noted law firm advisors concerning topics such as social networking and managing your firm through this economic cycle. Of course, since we will be in Las Vegas, we'll also learn about gaming law on different continents and on the Internet.

Las Vegas always has a lot to offer; add a TAGLaw conference and you are promised a memorable and professionally rewarding experience.

I look forward to seeing you October 26-28.

Bob Sattin
President

GENERAL INFORMATION



Las Vegas continues to build upon its reputation as a vibrant showcase for the extraordinary. The city attracts more than 37.5 million visitors a year by offering the grandest hotels, the biggest stars in entertainment, the highest caliber of award-winning chefs and master sommeliers, and, of course, the brightest lights.



Entertainment Capital: There are many reasons why Las Vegas commands the title as "The Entertainment Capital of the World." Some of the world's most famous entertainers perform here including Cher and Bette Midler (Caesars Palace), Barry Manilow (Las Vegas Hilton), and George Wallace (Flamingo). Also, hot-selling tickets include Broadway hits such as

"Phantom - The Las Vegas Spectacular" (Venetian), "Jersey Boys" (The Palazzo) and "Tony & Tina's Wedding" (Planet Hollywood). Other options include comedy and music headliners who regularly bring their world tours to Las Vegas' showrooms and arenas; as well as six resident Cirque du Soleil productions, comedy clubs, classic Las Vegas showgirl revues, and more.

Relax and Recharge: Las Vegas is home to four Mobil 4-Star Spas, more than any other city in the country, Las Vegas resorts offer the most luxurious and varied spa experiences anywhere, from the famous Canyon Ranch Spa (The Venetian), the sleek and modern BATHHOUSE (THE hotel at Mandalay Bay), to the young, hip vibe of the Rock Spa (Hard Rock).

Shoppers Paradise: Las Vegas has become one of the premium world-class shopping destinations in the country. Headliners such as Harry Winston, Manolo Blahnik, Juicy Couture, Jimmy Choo, and Dolce and Gabbana now populate the Strip at the Fashion Show, Forum Shops at Caesars, Mandalay Place, Miracle Mile Shops, Grand Canal Shoppes, Via Bellagio and the shops at Wynn Las Vegas.

World-Class Cuisine: While planning an evening of entertainment, look to the growing roster of gourmet restaurants in Las Vegas. A host of fine dining and lifestyle magazines—including *Bon Appetit*, *Wine Spectator*, *Gourmet*, *Robb Report* and *Esquire*—have honored the city for its fantastic fare and exquisite cuisine, created by the likes of Bradley

Ogden, Hubert Keller, Alain Ducasse, Emeril Lagasse, and Wolfgang Puck. To accompany its growing list of world-class chefs, Las Vegas has attracted more master sommeliers than any other U.S. city.

Visa / Passport Requirements

All citizens of a foreign country entering the United States are required to have a valid passport. Most Canadians and citizens of the 35 specified countries (in the Visa Waiver Program) do not need a U.S. visa for business or tourism visits of less than 90 days if they meet certain requirements. Generally, a citizen of any foreign country wishing to enter the U.S. must first obtain a visa for a temporary stay. Due to recent developments in the U.S., it may be necessary to check with your consulate for more accurate requirements. For more information, visit www.travel.state.gov.

Weather

The average temperatures in Las Vegas at the end of October range from 52-76°F (11-24°C).

The temperature drops quickly when the sun goes down, and surprises many people when they walk out the door of a hotel at 4 p.m.

without a jacket and they're trembling at 7 p.m. For a timely weather forecast, visit www.weather.com prior to the conference.

Dress

Business casual is acceptable for all sessions. For other events, see specifications listed in the Tours and Evening Events sections.

Airport / Transportation

Las Vegas McCarran International Airport (LAS) is five miles from the conference hotel. Taxicabs are available on the east side of baggage claim, outside door exits 1-4. Please note that most taxis will not accept credit card payments. A variety of shuttle/limousine services are also available at McCarran, and are located on the west side of baggage claim, outside door exits 7-13. Please note that there are both group shuttle and "for-hire" stretch limousine services. For more information visit www.mccarran.com.



AGENDA DRAFT



SUNDAY, OCTOBER 25

10:00 a.m. – 4 p.m. NEW OPPORTUNITY! Early, Early Bird Tour (meet in the hotel lobby at 9:45 a.m.)
Discover Vegas past and present! Visit the Nevada State Museum where you will learn about the birth and remarkable growth of Las Vegas. Dine at Panevino Ristorante, the most distinctive off-strip property in all of Las Vegas. Then, settle in for an informative narrated tour of the Las Vegas Strip.

MONDAY, OCTOBER 26

8:30 – 10:00 a.m. Conference Registration

9:00 – 4:00 Early Bird Tour (meet in the lobby at 8:45 a.m.)
Spend the day in Boulder City, and see one of the Seven Wonders of the World, the Hoover Dam. Enjoy lunch at the Boulder Dam Brewing Company, where you'll see pieces of equipment used in the construction of the dam. Finish the day at The Mall, a four-block outdoor pedestrian mall boasting a show of seasonal flowers and native trees, and beautifully-preserved historic buildings.

Board Meeting Schedule

8:00 a.m. *Breakfast (Puccini Room)*

8:30 – 11:30 *TIAG Board Meeting (Puccini Room)*

11:30 – 2:30 *TAGLaw and TIAG Joint Board Meeting and Lunch (Ravel Room)*

2:30 – 5:30 *TAGLaw Board Meeting (Puccini Room)*

4:30 – 6:30 Conference Registration

6:30 Cocktails (Beethoven Foyer)

7:30 Dinner (Beethoven I)

TUESDAY, OCTOBER 27

7:30 a.m. Breakfast (Beethoven I)

8:45 Welcome TAGLaw

9:00 Gaming Law: Making Sure the Odds Are in Your Favor

Moderator: Sean McGuinness; Lewis & Roca; USA: Nevada

Santiago Monti; Brons & Salas; Argentina

Ed Butler; LK Shields Solicitors; Ireland

Gaming is part of the history of the "Wild West." Hollywood depictions of gambling often are staged in the saloon of a dusty town on a lawless frontier where poker games almost always end with guns drawn or ballroom brawls. Much has changed. Gaming is now highly regulated and commercialized. Discover from this international panel differentiations in how gaming is handled worldwide.

- 10:00** **Break** (Puccini Room)
- 10:30** **Stack the Deck by Out-Managing the Competition**
John Sterling; Partner; Smock•Sterling
In good times and bad, Smock Sterling has helped scores of law firms find a winning hand. This session will help TAGLaw firms discover the important management practices to survive and thrive in the current environment.
- 11:15** **Who's Bluffing Who? Law Firm Self-Perceptions**
Michael Rynowecer; President; BTI Consulting
Data from BTI suggests that 85% of law firm self-perceptions do not match the market. Can you afford to be out of touch? Savvy law firms that leverage specific market-based strengths and develop strategies to overcome areas of perceived weakness develop superior brand awareness and boost profits per attorney.
- 12:00** **Lunch** (Beethoven I)
- 1:30** **Is Social Networking a Winning Hand or Wasteful Gamble?**
Moderator: Jeffrey S. Pawlow; CEO, Managing Shareholder; The Growth Partnership
Social networking has exploded onto the business scene. According to experts, there is untapped marketing potential with social networking tools. Firms that ignore the ramifications, or, worse yet, try to ban social networking, will fall behind competitors.
- 2:30** **Break** (Puccini Room)
- 3:00** **Advisory Board Report**
TAGLaw Advisory Board reports on the state of the network.
- 3:45** **Specialty Groups**
Intellectual Property and Information Technology, Energy, Hotels and Leisure, Litigation and ADR
- 5:00** **Close**
- 6:00** **Depart Hotel for Cocktails and Gala** (meet in the hotel lobby at 5:45 p.m.)
Experience an exciting evening of discovery at the Las Vegas Springs Preserve, a 180-acre cultural and historical attraction commemorating Las Vegas' dynamic history and providing a vision for a sustainable future. The site represents one of the richest cultural and biological resources in southern Nevada.

WEDNESDAY, OCTOBER 28

- 7:30 a.m.** **Breakfast** (Beethoven I)
- 8:30** **Welcome TAGLaw and TIAG**
- 8:40** **The Impact of Current and Emerging Conflict Areas Around the World**
Ted Robert Gurr; World Affairs Council
Significant changes are taking place across the globe with an unsteady economy being a driver of policy and events. Current and emerging conflict areas also have the potential for significant change to the status quo. Is there reason to be optimistic in the near-term or are hard times still ahead? Our speaker addresses challenges shared in an era of globalization.

- 9:30** **Specialty Groups**
Employment and Labor Law, Investment Management, Life Sciences, Tax
- 10:45** **Break** (Puccini Room)
- 11:15** **Management and Marketing Shuffle**
This time slot will be divided into two thirty-minute sessions. Attendees can choose two of the four topics being presented—attending one session for the first thirty minutes and then choosing another topic for the last thirty minutes. Four guest speakers will each present their message twice within the hour, to a new audience each time. Choose the two that best fit you.
- Alternative Billing Strategies
Peter Giuliani; Partner; Smock•Sterling
The status quo will not last forever. Learn to adapt first and reap the rewards in the market.
- Generational Challenges in the Firm
Melinda Guillemette; Owner, Melinda Markets
Gather ideas on how to navigate and manage the generational challenges afflicting your firm. Understand the motivations and viewpoints of the younger generation.
- Managing for and Marketing to Clients in a Down (and Up) Economy
Michael Rynowecer; President; BTI Consulting
Among the most important marketing you can do in an up or down economy is to current clients. Discover the 17 key activities that keep current clients and attracts new ones.
- Practice Group Management
John Sterling; Partner; Smock•Sterling
Organizing professionals in groups of shared expertise is the best approach for effectively serving clients, marketing a firm's strengths, and giving professionals a chance to grow.
- 12:30** **Lunch** (Beethoven I)
- 1:30** **Specialty Groups**
Assurance, Competition and Antitrust, Corporate Law and M&A, Insolvency and Secured Transactions, Real Estate
- 3:00** **Networking Tour** (meet in the hotel lobby at 2:45 p.m.)
Visit the Red Rock Canyon, one of the most popular getaways in Las Vegas. After a stop at the visitor center for a bit of history, take a 13-mile scenic drive and see magnificent rock formations in brilliantly-colored sandstone. The area is still home to herds of wild horses, burros, bighorn sheep and other desert animals.
- 6:00** **Depart for Optional Dinner** (meet in the hotel lobby at 5:45 p.m.)
(Attendees who are going on the Red Rock Canyon tour will be taken directly to the bowling center from the tour)
Join your TAGLaw and TIAG friends for some food, drinks and friendly competition at Red Rock Lanes, the largest luxury bowling center in Las Vegas.

TOUR INFORMATION



SUNDAY, OCTOBER 25

NEW OPPORTUNITY!

EARLY, EARLY Bird Members & Guests: Discover VEGAS PAST AND PRESENT

Although a young city, Las Vegas has a storied past. Begin this adventure by discovering the Nevada State Museum. The exhibit galleries feature its birth as a small railroad town and also its remarkable growth, powered by such technological marvels as the Hoover Dam and the Nevada Test Site. From gambling to neon to Howard Hughes to showgirls, Las Vegas captured the world's imagination. Also learn about the natural history of southern Nevada; see ancient mammoths, sloths, horses and the wide variety of life that the Mojave Desert supports.



Lunch at Panevino Ristorante is a welcome respite from the day's activities. The most distinctive off-strip property in all of Las Vegas, Panevino offers an extraordinary dining experience and an elegant reprieve from the hurried pace of the Strip.

Next settle in for an informative narrated tour of the Las Vegas Strip before making a final stop at Bellagio, Las Vegas' most beautiful hotel. Let your imagination wander as you stroll amongst rare natural finds selected distinctively for Bellagio from all over the world. Brilliance abounds inside the breathtaking Conservatory & Botanical Gardens.

10 a.m. - 4 p.m.

(meet in hotel lobby at 9:45 a.m.)

Price for members and guests: \$167 per person

MONDAY, OCTOBER 26

Early Bird Members & Guests: Join us for A DAY IN BOULDER CITY

Prepare to see one of the Seven Wonders of the World! The Hoover Dam towers 725 feet above the Colorado River, and is one of America's grandest achievements. You will explore the top of the Dam, view the winged statues, and appreciate the historical tributes and spillways. Take in the stunning view of the Dam from the Visitor's Center, where you'll also the history of the Dam and the Boulder City area.



All this beauty and knowledge is sure to work up an appetite, and your experience will continue with lunch in quaint Boulder City. The Boulder Dam Brewing Company reflects the

1930's through the style of the building and décor. The artwork represents both the construction of the dam and the many great American breweries that folded during Prohibition. Adding more charm and history, you will find actual pieces of equipment used in the construction of the dam throughout the restaurant and beer garden.

Shop and enjoy the Nevada sunshine at The Mall, a four-block outdoor pedestrian mall boasting a show of seasonal flowers and native trees. Beautifully-preserved historic buildings continue along East and West Pearl, inviting you to enjoy a unique shopping excursion. Boulder maintains many of its historic buildings from the city's origins as the supply center for mining operations during the late 1800's.

9 a.m. - 4 p.m.

(meet in hotel lobby at 8:45 a.m.)

Price for members and guests: \$138 per person

TOUR INFORMATION



TUESDAY, OCTOBER 27

TAGLaw & TIAG Guests: SHOPPING TOUR

First, visit Las Vegas' newest upscale, designer outlet center. Las Vegas Premium Outlets offers more than 120 designer, name-brand outlet stores. Outlet stores include A/X Armani Exchange, Adidas, Bose, Coach, Dolce & Gabbana, Guess, Kenneth Cole, Tommy Hilfiger and many more. The outdoor village setting creates a pleasant atmosphere for shoppers. Individual stores are reminiscent of boutiques found in the finest shopping districts.

You will then go to Town Square, the newest outdoor shopping mall in Las Vegas. Voted Best of Las Vegas 2008 "Best Mall" and Best of the Valley 2008 "Best day-killer," this 1.5 million square foot center features 150 retail shops, 13 restaurants, Whole Foods Market and Border's, in addition to one-of-a-kind amenities such as Town Square park. While at Town Square, you'll enjoy a lovely lunch in your very own private room at Tommy Bahamas Café.

10 a.m.

(meet in hotel lobby at 9:45 a.m.)

Price: \$135

WEDNESDAY, OCTOBER 28

TAGLaw & TIAG Guests: THAT'S ENTERTAINMENT LAS VEGAS STYLE

Enjoy an exclusive, behind-the-scenes look at the critically-acclaimed Jubilee Show, a multi-million-dollar production featuring more than 100 dancers and singers. See the showgirls' dressing rooms, stage scenery, special effects and costumes designed by the legendary Bob Mackie. Watch as a cast member in street clothes transforms into a glamorous showgirl. Learn about performers' private lives, audition calls and other subjects you wish to explore.

Then, off to the Liberace Museum, founded in 1979 by the late entertainer. The museum features "Mr. Showmanship's" dazzling jewelry, rare antiques, unsurpassed wardrobe, unique and historical pianos and his custom car collection.

9:15 a.m. - 1:00 p.m.

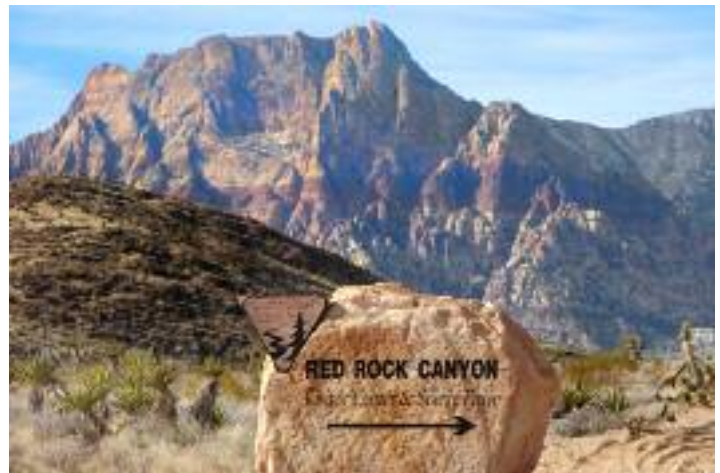
(meet in hotel lobby at 9:00 a.m.)

Price: \$115



WEDNESDAY, OCTOBER 28

Members & Guests: Visit the RED ROCK CANYON



Visit one of the most popular getaways in Las Vegas! Red Rock Canyon is one of the most magnificent sites to visit while in Las Vegas. It obtained its name because of the striking red-colored sandstone formations found throughout the small valley. The Paiute Indians once inhabited the area, and it is still home to herds of wild horses, burros, bighorn sheep and various other desert animals. Whether guests enjoy hiking, rock climbing, or just enjoy being outdoors, this part of Nevada is perfect!

The first stop will be at the Red Rock visitor center, where numerous exhibits depict the flora, fauna and geological history of the area. Guests will enjoy experiencing the magical sight of this geological wonder.

Upon leaving the visitor center, you will take a 13-mile scenic drive and see magnificent rock formations in brilliantly-colored sandstone. A guide will narrate the history of the Canyon and allow you to take photos.

3 p.m.

(meet in hotel lobby at 2:45 p.m.)

Price for members: FREE

Price for guests: \$55

EVENING EVENTS



MONDAY, OCTOBER 26

Cocktail Party and Welcome Dinner for Members and Guests

Now that everyone has arrived in Las Vegas, it's time to kick off the week with cocktails and enjoy a buffet dinner with old and new friends. This night will build momentum for the days to come.

Cocktails: 6:30 p.m.; Dinner: 7:30 p.m.

Price for members: FREE

Price for guests: \$182

Dress: Men - Business or business casual; Women - Business, business casual or cocktail attire

TUESDAY, OCTOBER 27

Gala Dinner for TAGLaw and TIAG Members and Guests at the Las Vegas Springs Preserve



Experience an exciting evening of discovery at the Las Vegas Springs Preserve. Your experience begins as you enter through a meandering canyon that opens to a gorgeous amphitheatre with an

incredible view of the Strip. The exploration continues as you enjoy the culinary expressions of Wolfgang Puck, the exclusive caterer at the Preserve.

The Preserve is a 180-acre cultural and historical attraction commemorating Las Vegas' dynamic history and providing a vision for a sustainable future. Known as the birthplace of Las Vegas, the site was once home to bubbling springs that were a source of water for Native Americans living here thousands of years ago. Listed on the National Register of Historic Places since 1978 and recently awarded an LEED Platinum certification, the site represents one of the richest cultural and biological resources in southern Nevada.

The evening will be cool! Jackets or shawls are recommended.

Depart hotel lobby at 6 p.m.

(meet in hotel lobby at 5:45 p.m.)

Price for members: FREE

Price for guests: \$225

Dress: Cocktail

WEDNESDAY, OCTOBER 28

Optional Event for Members and Guests: Bowling and Dinner at Red Rock Lanes



Work hard? Play hard! Join your TAGLaw and TIAG friends for some food, drinks and friendly competition at Red Rock Lanes, the largest luxury bowling center in Las Vegas. The unique atmosphere will make the last evening of the conference a memorable one. And, don't worry if bowling isn't for everyone—there is plenty of room to mingle, and the bowling center also has a full-service lounge, shuffle board, darts and pool tables.

6 p.m.

(meet in hotel lobby at 5:45 p.m.)

(Attendees who are going on the Red Rock Canyon tour will be taken directly to the bowling center from the tour)

Price for members and guests: \$98 per person

Dress: Casual

ACCOMMODATIONS



Encore at Wynn Las Vegas



Encore, the new signature resort in the Wynn collection, offers an array of accommodations, restaurants, shopping and leisure activities including five signature restaurants, 11 designer boutiques, a European-inspired salon and spa, expansive pool areas, exciting leisure activities and the ultra chic nightclub, XS. Located steps from Wynn Las Vegas yet under the same roof, Encore's fanciful and intimate atmosphere features sunlit corridors with flowering atria, sprawling pools visible from throughout the property, gardens, mosaics and vibrant butterflies that reveal themselves among layers of detail and timeless décor.

Encore at Wynn Las Vegas pampers guests in an intimate atmosphere with 2,034 suites that offer style in a comfortable, residential feel. A refuge of sophisticated chic, the suites at Encore are a study in contrast and subtlety—simple in color, intricate in texture and layered in details. Encore continues the Wynn tradition of creating extraordinary interiors that elevate the guest experience with thoughtful detailing, timeless design and impeccable services. The accommodations include floor-to-ceiling glass windows with breathtaking views and the exquisitely comfortable Wynn Dream Beds that engulf you upon arrival.



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THE APPLETON GROUP ROOM RATES*

Reservations: Call +1 866 770 7555 or +1 702 770 7171 and mention group code **6ETAG1009** and group name **THE APPLETON GROUP**.

	ENCORE GUEST ROOM	ENCORE PARLOR	ENCORE SALON
10/23, 10/24:	\$269 single and double	\$950 single and double	\$1,100 single and double
10/25, 10/28, 10/29:	\$169 single and double	\$950 single and double	\$1,100 single and double
10/26, 10/27:	\$214 single and double*	\$995 single and double	\$1,145 single and double

*Rate on 10/26 and 10/27 includes breakfast. All rates expire September 22, 2009.

SUMMARY OF COSTS



FOR TAGLAW MEMBERS:

CONFERENCE

EARLY BIRD REGISTRATION

\$1750 for each 1st and 2nd attendee
\$1250 for each additional attendee

AFTER SEPTEMBER 22, 2009

\$1850 for each 1st and 2nd attendee
\$1350 for each additional attendee

Conference registration includes all general sessions, conference materials, cocktail party and welcome dinner, lunch on October 27-28, gala dinner and Red Rock Canyon tour. Additional costs are as follows:

EARLY, EARLY BIRD TOUR OF VEGAS PAST AND PRESENT • Sunday, October 25 • \$167

EARLY BIRD TOUR: A DAY IN BOULDER CITY • Monday, October 26 • \$138

OPTIONAL EVENT: BOWLING AND DINNER AT RED ROCK LANES • Wednesday, October 28 • \$98

FOR GUESTS:

EARLY, EARLY BIRD TOUR OF VEGAS PAST AND PRESENT • Sunday, October 25 • \$167

EARLY BIRD TOUR: A DAY IN BOULDER CITY • Monday, October 26 • \$138

COCKTAIL PARTY AND WELCOME DINNER • Monday, October 26 • \$182

SHOPPING TOUR • Tuesday, October 27 • \$135

GALA DINNER • Tuesday, October 27 • \$225

THAT'S ENTERTAINMENT LAS VEGAS STYLE • Wednesday, October 28 • \$115

RED ROCK CANYON • Wednesday, October 28 • \$55

OPTIONAL EVENT: BOWLING AND DINNER AT RED ROCK LANES • Wednesday, October 28 • \$98

Visit www.signupmaster.com/taglaw today to register!

CANCELLATION POLICY: The Appleton Group has to commit to, and pay for, the number of attendees registering for the conference and tours. As a result we have established the following cancellation policies: **Conference:** Members cancelling by October 16, 2009 will receive a full refund. Members cancelling after October 16, 2009 will receive a credit of 50% against the price of another TAGLaw conference. This credit must be used within one year. **Tours:** Prior to October 16, 2009 a full refund will be issued. No refunds will be given if cancellation occurs after October 16, 2009.



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